MEET THE
Hybrid Fundraising Event
TAKE YOUR FUNDRAISING TO A WHOLE NEW LEVEL

A hybrid fundraising event combines two experiences of the same party:

some guests attend in-person **&** **others enjoy a livestream of the event from their homes.**

Qtego integrates new technology into one streamlined platform, so your organization can be ready for anything. A hybrid fundraising event allows you to enjoy the value and impact of in-person connection with the peace of mind that comes from having a real-time livestream option.

Benefits of a hybrid fundrasing event:

☑ **Never sell out your event, even if venue size is limited**

☑ **Invite guests from out of the area**

☑ **Have a backup for outdoor events in case of bad weather**

☑ **Include guests who are unable to attend due to illness or injury**

YOUR PARTY IN PARALLEL
What Success Looks Like

With Qtego, guests attending your event in-person and guests watching the livestream are all active and engaged. Qtego offers a seamless, integrated experience designed to build connection and raise your profits.

In-Person Guests

Attend at the venue

Enjoy in-person programming

Watch the program live

Silent auction, raffles, giving, etc.

Livestream Events

Attend virtually

No crowd or location issues

Real-time streaming

Same bidding / giving / interaction

No matter where they are, Qtego helps your guests connect with your cause with our sophisticated—yet user-friendly—interface. With Qtego, it's as easy and enjoyable to attend an event over livestream as it is to be there in person.

"This is incredible."

- EXPERIENCED AUCTIONEER,
when seeing Qtego's integrated QSite for the first time

VIRTUAL TICKETS
Exclusive Livestream Access

Make your livestream event exclusive with virtual tickets. Allow access to the livestream portion of your event through a Private Stream Code.

Keep pricing flexible. You can charge the same amount for in-person and livestream tickets or use tiered pricing to allow guests to choose different levels of activity.

Encourage engagement. With a virtual ticket, guests get an exclusive link to your QSite—an all-in-one page featuring your livestream, bidding, donation, and other activities—increasing the odds that they will bid, donate, and interact during your livestream.

Build your donor database. Virtual tickets let you know who is watching your livestream, so you can follow up and cultivate that interest in your cause after the event.
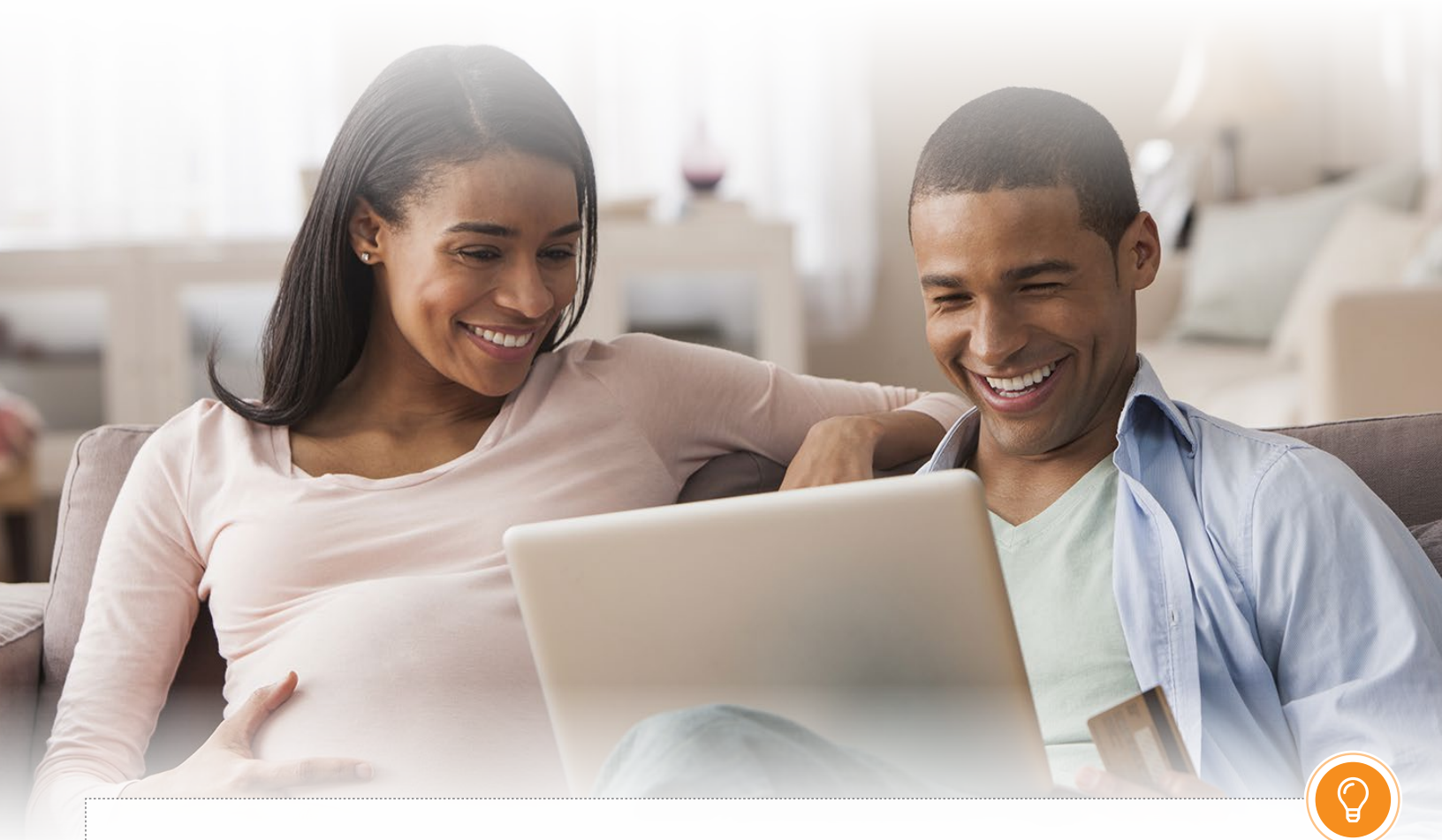
Learn more about virtual donor cultivation ⬀

CORE CONTENT
Balance Guest Experience

The goal of a hybrid event is a parallel experience, but the minute-by-minute activity of the in-person event and the livestream event will look different.

Plan your core content for a 60- to 90-minute segment in the middle of your in-person event. While in-person guests love attending long events, those that tune in remotely usually prefer a shorter timeframe.

Learn more about planning for virtual events ⬈

Core content should include your auction, donation goal, and key presentations. Be sure to offer a few interactive options as well!

Get tips for online auctions ⬈   **Get tips for virtual fund-a-need** ⬈

Use your imagination and make it fun! Consider your event timeline from both perspectives so all guests, whether in-person or livestream, have a seamless experience.

TECHNICAL PLANNING
Find Expert Help

When you're offering a livestream—particularly when it's a ticketed livestream of a live, in-person event—you need to use an experienced audio-visual team to make sure the technology runs smoothly.

Look to your network. You don't necessarily need to hire a professional, as long as you have a dedicated team and they know how to use the equipment. Someone on your board, staff, or list of key supporters may have developed great expertise doing livestreams for their place of worship or business. Running AV could be as simple as using a GoPro!

Learn how to pitch event sponsorships ⎋

Think outside the box. It might be worth approaching an AV business as a potential event sponsor. Perhaps they would be willing to offer discounted pricing in exchange for publicity and advertising before, during, and after your event.

Be sure to practice and test in advance! Even though you're livestreaming an in-person event, be sure to test your equipment and do a run-through before the event.

Learn more about preparing for a livestream ⎋

AUDIENCE INTERACTION
Keeping Guests Engaged

Keeping guests interested and involved in your event is critical for both in-person and livestream audiences. With a parallel event, it's also key to help the two audiences interact with each other!

When your livestream starts, feature hashtagged pictures of the livestream guests on the big screen so in-person guests know who is watching from home.

Learn how to engage your remote audience ↗

Do short on-the-spot interviews of in-person guests for the livestream at times when there isn't a big stage activity going on.

Get ideas for using your QSite chat feature ↗

Be creative with interactive activities that both in-person and livestream guests can enjoy. Use Qtego's vote, Instabuy, and chat features to play games, run polls, or ask trivia questions.

ALL-IN-ONE OVERSIGHT
Dashboard Experience Management

With Qtego, you use the same Dashboard to manage the in-person and livestream sides of your event. It's just one more way to streamline your event so you can deliver the same high-quality experience to in-person and livestream guests.

Control the feature view for livestream guests to make the experience simple and dynamic. Livestream guests participate without having to click or go back and forth between screens or devices.

Monitor Qtego Chat to keep all guests—regardless of location—engaged.

Take advantage of Qtego Remote Event Supervisors to make it even easier on you and your staff.

REIMAGINE YOUR EVENT
Qtego Helps You Navigate

From brainstorming to troubleshooting to virtual event service, Qtego is part of your team. We combine technical savvy with expert creativity to help you raise money for your cause in a rapidly changing environment.

The world needs your work. Qtego can help.

More Resources ›   **Get Started ›**