

HOW TO MAKE YOUR *Hybrid Fundraising Event* AWESOME!

Hybrid Fundraising Event Best Practices



Ready to start?

We've got tools, tips, and best practices to help make your hybrid fundraising event incredible.

1.800.252.0523



www.Qtego.com

Non-profits across the country are loving hybrid fundraising events — combining the fun and energy of an in-person fundraiser with the greater reach and flexibility of a livestream party. And, good news! Qtego makes hybrid fundraising events easier, more fun, and more profitable!

TICKETS: Open, Exclusive, or Tiers?

Hybrid events give you great flexibility for ticketing, and Qtego makes it easy to offer more than one ticket option for the same event.



Venue Ticket / Open Livestream – Sell tickets for your in-person event but offer the livestream option free. Livestream guests can still bid and donate, and you might find you reach a wider audience than ever before!

Venue Ticket / Exclusive Livestream – In addition to selling tickets to the in-person event, use Qtego's access code feature to open the livestream to ticketed remote guests only. Sell tickets to the livestream, and each guest receives a unique, one-time code to view and participate. It's a great way to maintain the caché of an exclusive event.

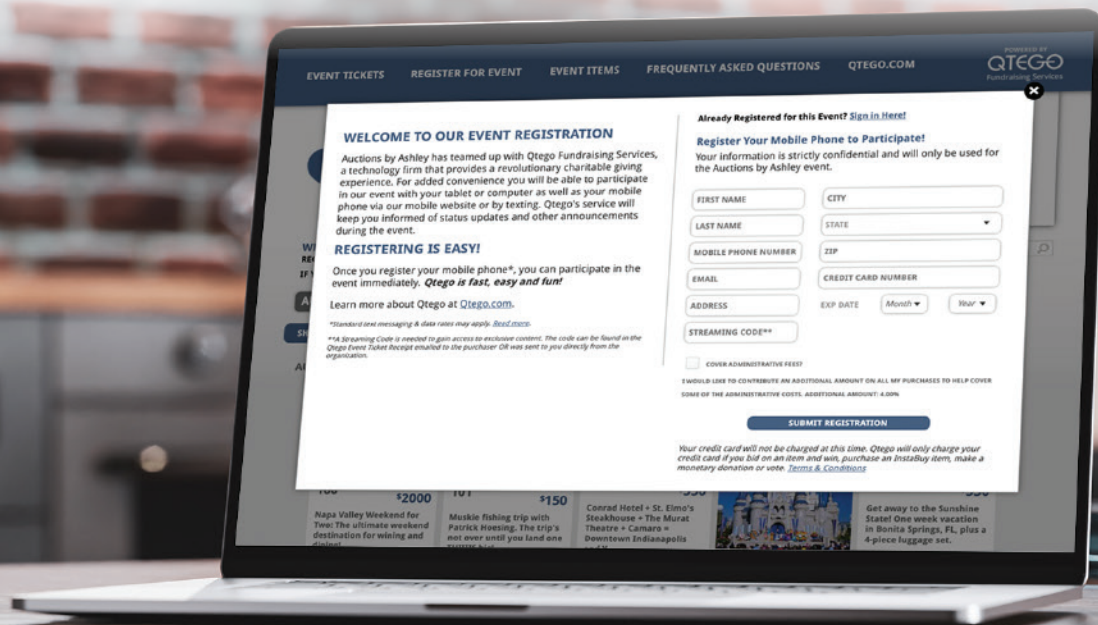
Tiered Ticketing – You might choose to offer multiple ticket options, such as gold, silver, and bronze in-person tiers, a less expensive but still exclusive livestream ticket, or a VIP option. *Qtego makes it easy to set different ticketing options.*

Learn more about ticketing options [↗](#)



REGISTRATION: *Early, In-Person, or Keyword?*

Give your guests a chance to look over your auction items (and start bidding!) in advance, encourage them to share your event on social media, and build excitement when you use Qtego's pre-event registration options.



Early Registration – Send out a link to all of your guests — in person and livestream — so they can register to bid and donate in advance. Cut down on hassle and frustration at check-in and encourage everyone to get excited about the event!

In-Person Check-In – With many people registering in advance, watching from home, or using your keyword, you'll find in-person check-in runs much more smoothly! Prevent long lines, encourage adequate distance, and get your guests to the action much more quickly with Qtego's advanced check-in features and on-site support.

Keyword Registration – Qtego makes it easy to set a text keyword that takes guests directly to your registration page. Put the keyword on signage in the parking lot or in the venue leading to the check-in so guests can register on the way and avoid lines. Then, depending on how you're livestreaming, you can put your keyword in the livestream so people watching can register to bid and give if they haven't already.

Get more check-in best practices 

LIVE AUCTION:

Pre-Event, Hybrid, & All Mobile Bidding

You can handle the live auction portion of your event in several different ways. Qtego makes it easy to go with the best option for you.

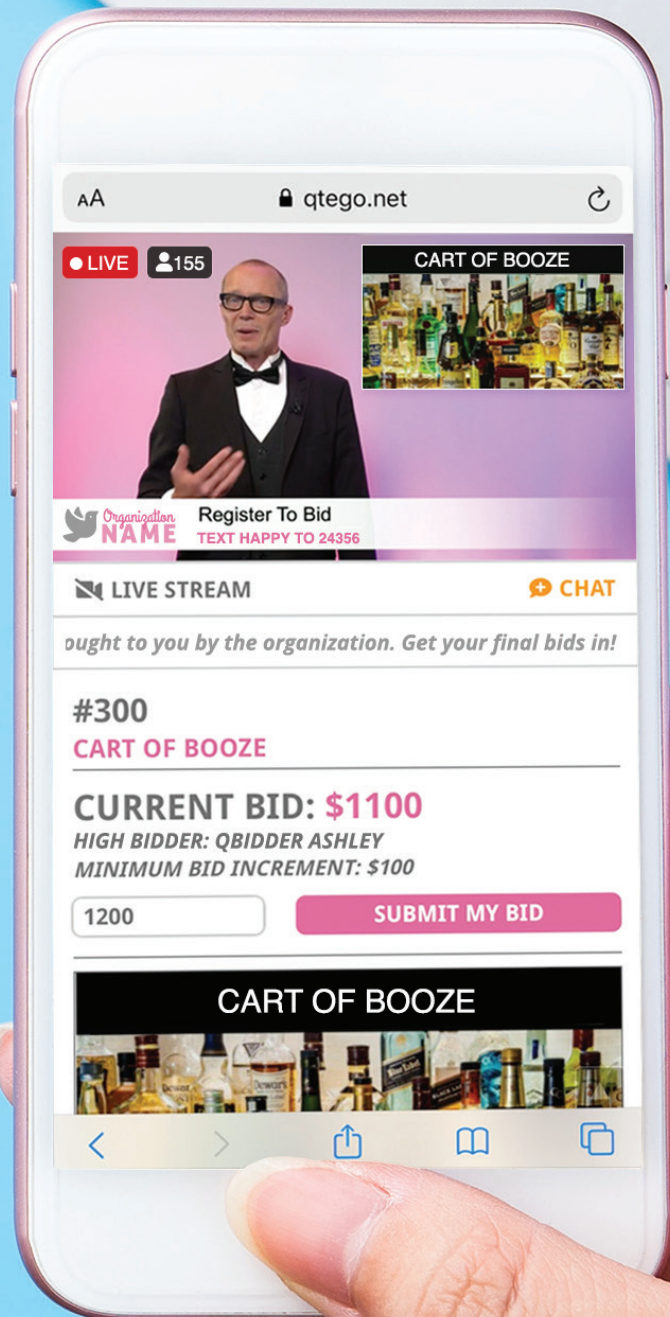


Pre-Event Bidding – Qtego's QLink makes it easy for guests to see your live auction items before the event, bid in advance, share items with friends on social media, and also bid during the event — in-person or from home.

Hybrid Bidding – While your auctioneer calls bids from in-person guests at the venue, our “QBidder” function makes sure that at-home guests can see what’s happening in near-real-time as they bid on their phones. This helps the livestream viewers stay in the game and get those bids in!

All Mobile Bidding – With Qtego, everyone can bid for live auction items on their phones — at the venue or at home! If you need to reduce contact or have limited space, taking all bids from guest phones levels the playing field for all guests, and adds a fun, game-like element to the bidding.

Find great auction items

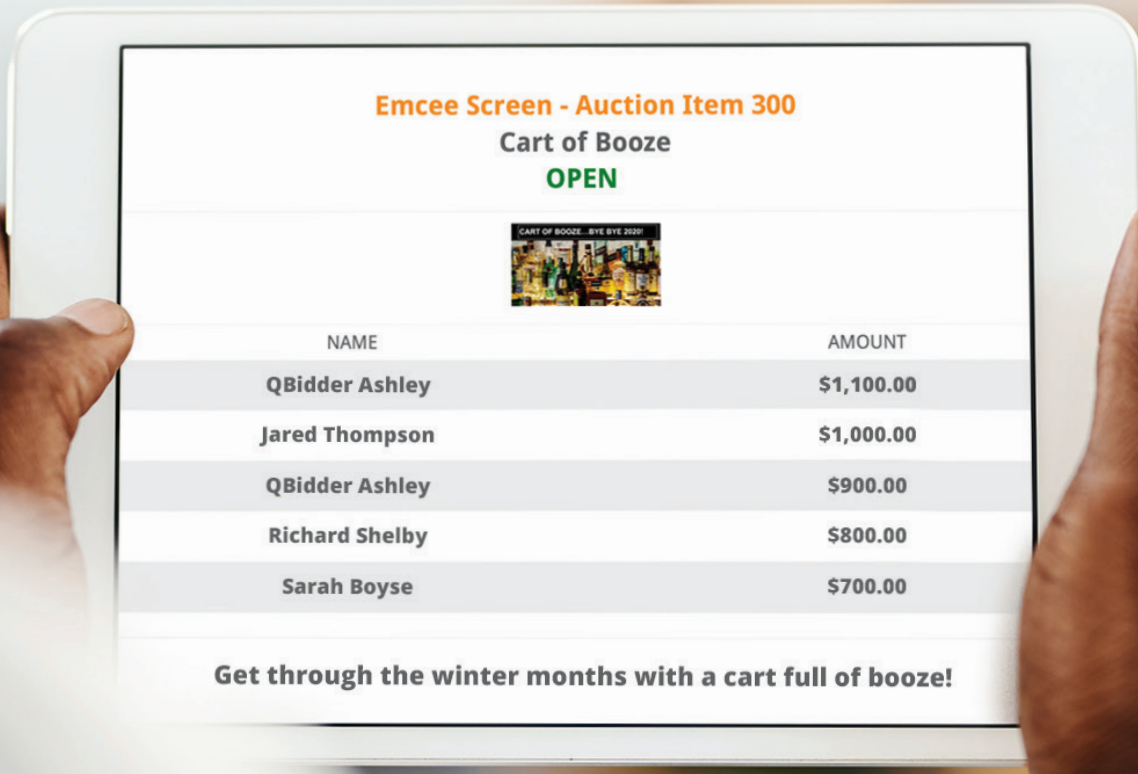


Pictured: Geoff Cowan, Auctioneer

COORDINATION:

Auctioneers, Emcees, & Livestream Guests

Hybrid events run much more smoothly when everyone knows what to expect. Qtego simplifies communication so that everyone stays on the same page.



Auctioneers & Emcees – Keep your stage plugged in with a Qtego emcee screen so whoever is leading the charge can keep up with at-home bidding! Coordinate item order in advance so your Qtego team can help track bids and remind the auctioneer to slow down from their normal in-person pace so the at-home guests have time to view the items and participate in the bidding.

[Get more auctioneer resources](#) 

Livestream Guests – Let livestream guests know when the stream will start, and how to register and bid. During the event, keep an eye on the chat so you can spot issues or answer questions, and remind bidders to get their final bids for live auction items in when they see the countdown timer appear on their screens!

[Get more livestream resources](#) 

REHEARSAL:

Program, Equipment, & Testing

Planning ahead and having a dress rehearsal are key to any fundraising event — especially a hybrid! Your up-front work will really pay off when you're stress-free and having fun at your event.



Program Planning – Decide in advance when you will go live and what parts of your in-person event you'll be streaming. During downtime, when in-person guests are checking in or eating dinner, you could plan guest conversations, backstage interviews, or recorded content.

Equipment Testing – Costumes are optional but testing and practice is not! Be sure to test any equipment you plan to use in advance, and double check your schedule with a run-through. It's always better to be prepared, especially when you're managing a hybrid event.

Get more event planning resources



SUPPORT: *How Much Do You Need?*

Qtego stands out for our friendly, on-site support. We offer the full concierge experience, whether you need a little bit of help or a complete staff. At your hybrid event, we'll help keep check-in, seating, bidding, technology, check-out, and logistics running smoothly from start to finish.

Before the Event >

During the Event >

After the Event >



The right tools make everything easier.

However plans and circumstances change, Qtego pivots with you. Our leading event fundraising platform makes every type and size of event easier and more effective, and our experienced concierge staff is with you every step of the way.

Learn More About Hybrid Events >

Ask Us Your Questions >

Get Started >

1.800.252.0523



www.Qtego.com