



## LIVE STREAM EVENTS

- If you are having a live stream event, start promoting the night before the event by just sending out a teaser on social media.
- Start promoting early the next day to let people know all the details around your fundraising event. Promote this on all your social media platforms and through emails to friends and family. Items to include:
  - a. The time the fundraising activity will take place if you hit your fundraising goal.
  - b. The event details like when can people donate.
  - c. How much money you are aiming to raise.
  - d. Details on how people can donate with a specific donation link.
- Continue promoting your fundraising event and the need for donations throughout the day.
  - a. Provide updates throughout the day on how much you have raised, etc.
- Tell people how they can tune in to see the fundraising event live. Below are some of the potential avenues:
  - a. Facebook Live
- Ensure that your social media profile is ready to go live prior to the event and that you're prepared with whatever platform you choose. Connect to WiFi so you know you'll have a reliable connection. Below are some additional tips

## FACEBOOK LIVE

- Open the app on your phone
- Click the 'Live' button
- Write a compelling description
- Click the blue "Start Live Video" button to start broadcasting
- Film the event horizontally to optimize for Facebook
- Click 'Finish' to end the broadcast
- When you hit the "stop" button for Facebook Live, it typically takes a few seconds to turn off. There will be a check mark and a "ding" that you'll hear once it's officially completed
- Post your replay and save the video to your camera roll

