



Friends:

As a follow up to the DECA Conference, we wanted to share this message from Reggie Rivers and the Gala Team on virtual fundraising.

Thank you for tuning in for my presentation on the lessons we've learned about virtual galas. I hope you found it useful, and I hope it gives you the confidence that a) virtual galas work, b) your donors will show up and b) you can do it!! Once you get on the road to planning it, it's not as intimidating as it might feel before you get started.

I founded The Gala Team in 2013, and over the past seven years, we have used our creativity, innovation and experience, to continually develop new and effective fundraising strategies for our charity partners.

Our growth as a company from one person doing six events in 2013, to a team of six benefit auctioneers, three gala consultants and an operations manager successfully conducting 118 events in 2019, has confirmed that our strategies work and that we're making a difference for our charity partners.

Like most of you, 2020 was the most challenging year of our existence, but it was also one of the most rewarding. At a time when our nonprofit partners were searching for a way to continue funding their mission, we were able to quickly pivot into virtual galas and create a path that charities could follow to achieve fundraising success.

We invite you to explore some of the free resources we've published over the years. Some of them are pre-COVID strategies (that will hopefully return very soon!), and some are focused on virtual strategies.

## RESOURCES

- ["The Fear of Asking for Money"](#): will help you understand the single biggest force that thwarts successful fundraising.
- ["Step-by-Step Guide to Conducting a Record-Breaking Paddle Raiser."](#)
- ["The 26 Steps Your Nonprofit Can Take to Create the Most Profitable Live Auction Ever"](#).
- ["How to Create Your Best Silent Auction Ever"](#)
- Free Course: [Virtual Gala Mini-Course](#) - Learn the basics about hosting a virtual gala
- Our [Services and Rates](#) - Learn more about who we are, what we do, and what we charge.

Thank you to DECA for hosting me, and thank you for tuning in for my virtual presentation.

Happy Fundraising!

Reggie

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