



SUCCESS STORY: HEADstrong Foundation

How the HEADstrong Foundation Livestreamed Their Virtual Gala and Raised \$350,000



THE CHALLENGE:

The HEADstrong Foundation needed to quickly pivot their in-person gala to a virtual livestream

THE RESULT:

\$349,875 RAISED
at the 2020 virtual
Limelight gala

60% COST REDUCTION
by hosting the
event online

The HEADstrong Foundation's 10th-annual Limelight Gala was set to take place on March 20, 2020, just days after the nationwide COVID-19 quarantine order was issued. The team was hopeful they could postpone the in-person event, but with quarantine restrictions changing every week, a virtual event was the only option to ensure the health and safety of all honorary heroes, guests, and sponsors.

The team chose to link their main website donate button to a Classy donation form, as well as use Venmo. It was important to the HEADstrong Foundation to maintain the traditional elements of their gala, but in order to avoid any unexpected hitches during the live event, the team decided to pre-record the

performances, speeches, and awards.

They then streamed the fully assembled video on multiple platforms, including Facebook Live and YouTube Live, with a 30-minute live DJ show on Instagram TV following the gala.

The HEADstrong Foundation's 2020 gala raised \$349,875—the same amount as 2019—but their costs were reduced by 60% due to the eliminated need for a venue.

In combination with their email appeals driving to their donation form, social media promotions, and phone calls to supporters, the HEADstrong Foundation successfully engaged donors and delivered a first-class production for all virtual attendees.