



SUCCESS STORY: UPAYA SOCIAL VENTURES

How Upaya Social Ventures Pivoted to a Virtual Gala and Raised Just Over \$300,000

THE CHALLENGE:

Upaya Social Ventures was forced to cancel their annual, in-person gala because of the COVID-19 pandemic and pivoted, last minute, to a fully virtual event.

With some quick thinking, Upaya built a Classy campaign page in minutes for their virtual gala. They set a fundraising goal of \$200,000 and ultimately ended up raising over \$300k, or 50% more than their goal.

An important tactic was implementing peer-to-peer. At the in-person gala, each table has a captain who invites people to donate during the event. For the virtual event, each table captain was instead asked to sign up as a peer-to-peer fundraising team captain and solicit their networks for donations. Six different tables raised over \$20,000, with three of them exceeding \$30,000.

Upaya also used videos on their campaign page to communicate important messages. Their CEO, board members, and auctioneer pre-recorded videos about why they chose to go virtual and what attendees could expect,

making their campaign page feel dynamic and engaging.

With Classy, your nonprofit can also live stream videos from YouTube and Twitch. Use this feature to drum up excitement around timely experiences or give supporters a sense of real-time viewing during the event.

“When we canceled, it was four days before our in-person event was supposed to happen. The virtual event was kicked off the very next day. Being able to take the in-person event online and set up a Classy campaign quickly was key. We had all the branding in place, translated it to a campaign page, and replicated the same look and feel of the real event.”

Heather Targosz

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