



Silver Jubilee Gala



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Challenge

Design a fundraising anniversary celebration that highlights Breakthrough Atlanta's impact and future. Consider effects of pandemic.



Research

Who donates?

1

70% of giving comes from individuals

2

Baby boomers give the most, but millennials support causes related to child development and education more

3

55% who engage with nonprofits on social media take some kind of action

What are millennials like?

Value transparency

Resonate with personal stories

Believe everyday acts of kindness have a big impact

How do we engage them?

Millennials are smart consumers - they know when they are being targeted. To avoid being ignored, it's important to generate an authentic connection with the audience.

“Almost 70% of respondents said that they are willing to attend a virtual event only until a Covid-19 vaccine is released.”

Millennials are digital natives — they grew up with technology in their lives and are familiar with it

What do people miss ?



"It gets me up in the morning," she said. "I do a lot of things to keep myself grounded, but having this day where I can feel like myself and really tap into this colorful expression has really given me a lot more drive."



"I love seeing everyone else's pictures, too. I'm doing it because it helps me feel put together and gives me something to look forward to ... but [it's helpful] to see people lift each other up and encourage each other to be happy,"

"Usually, in the mornings for work, I wake up too late and I don't have time [to get dressed up], so the only opportunities I ever give myself to get dressed is when I'm going to a show or a birthday or special events,"





Strategic Considerations

Goals

Increase awareness of Breakthrough Atlanta in the metro Atlanta community.

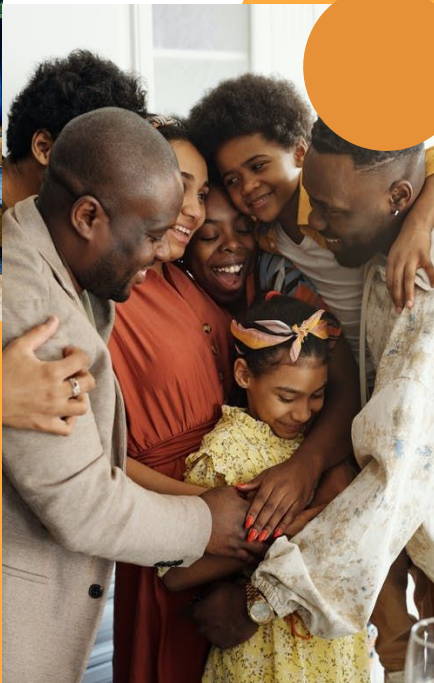
Generate donations to support the youth experience and teaching fellowship.



Everyday Do-Gooders

Past Donors, Community
Leaders, New Donors

Want to give in multiple ways but overall give frequently in small amounts. Enjoy donating but also interested in opportunities where they can be more involved.



Families

Guardians, Kids, and
Undergrad Students

Audience

Source: [National Center for Family Philanthropy](#)

Strategy



Give Breakthrough Atlanta constituents a fundraising celebration to get dressed up for and excited about — a black tie virtual gala.

Silver Jubilee



Virtual Event Best Practices

- Choose an easily accessible channel
- **50%** use simulative features
Recording first and presenting to a live audience
- **82%** of virtual events use polls to improve engagement

Others include videos, shorter presentations, and speakers



Source: Medill, Marketing, Event Leadership Institute

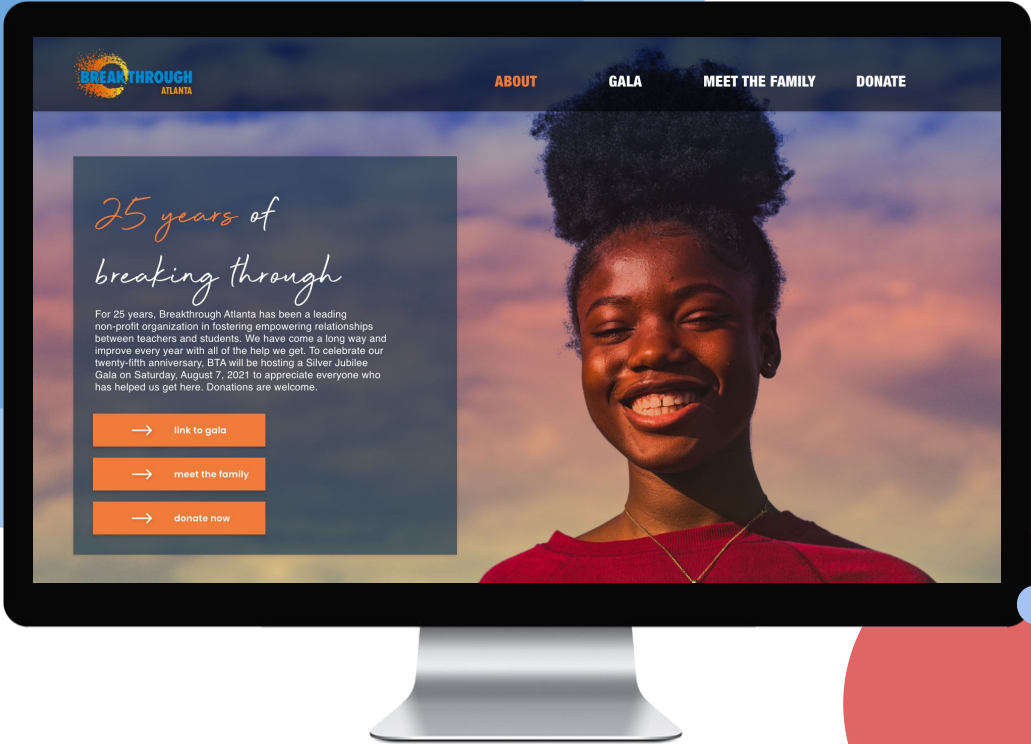
Schedule

Eastern Standard Time

- 6:30PM Welcome ceremony, host introduction
- 7:00PM Founders speeches
- 7:30PM Talent Show
- 8:30PM Sponsors and Donors Video
- 8:45PM Fellows Spotlight
- 9:00PM Announce Auction Winners
- 9:15PM Closing Remarks

While we decided these events are what would really encompass what BTA is about, these events are easy to change as BTA sees fit.

Microsite | About



meet the family

The heart of Breakthrough, meet the ones that fuel our mission to serve and bridge to better futures. Meet these incredibly talented Breakthrough members as well as our Alum.

→ donate

FELLOWS

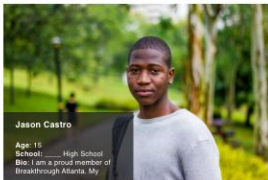
ALUMNI

SPONSORS/DONORS



OUR FELLOWS

The heart of Breakthrough, meet the ones that fuel our mission to serve and bridge to better futures. Meet these incredibly talented Breakthrough members.



Jason Castro

Age: 11
School: High School
Bio: I am a proud member of Breakthrough Atlanta, My



Katarina Willford

Age: 16
School: High School
Bio: I am a proud member of Breakthrough Atlanta, My

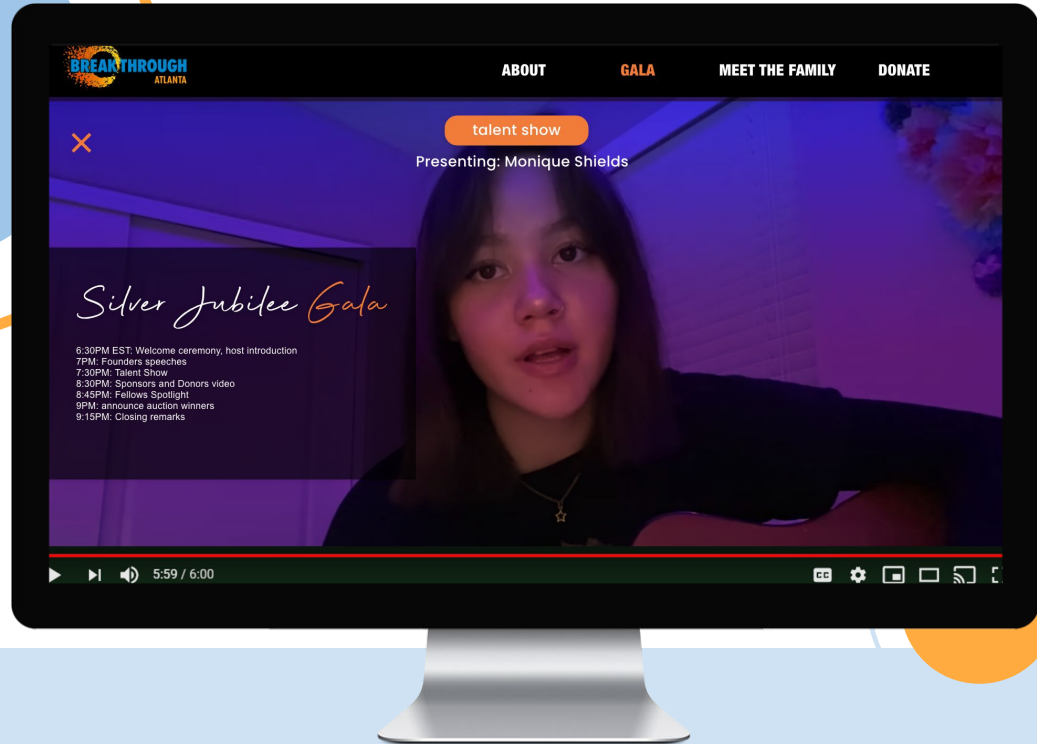


Mubarak Thompson

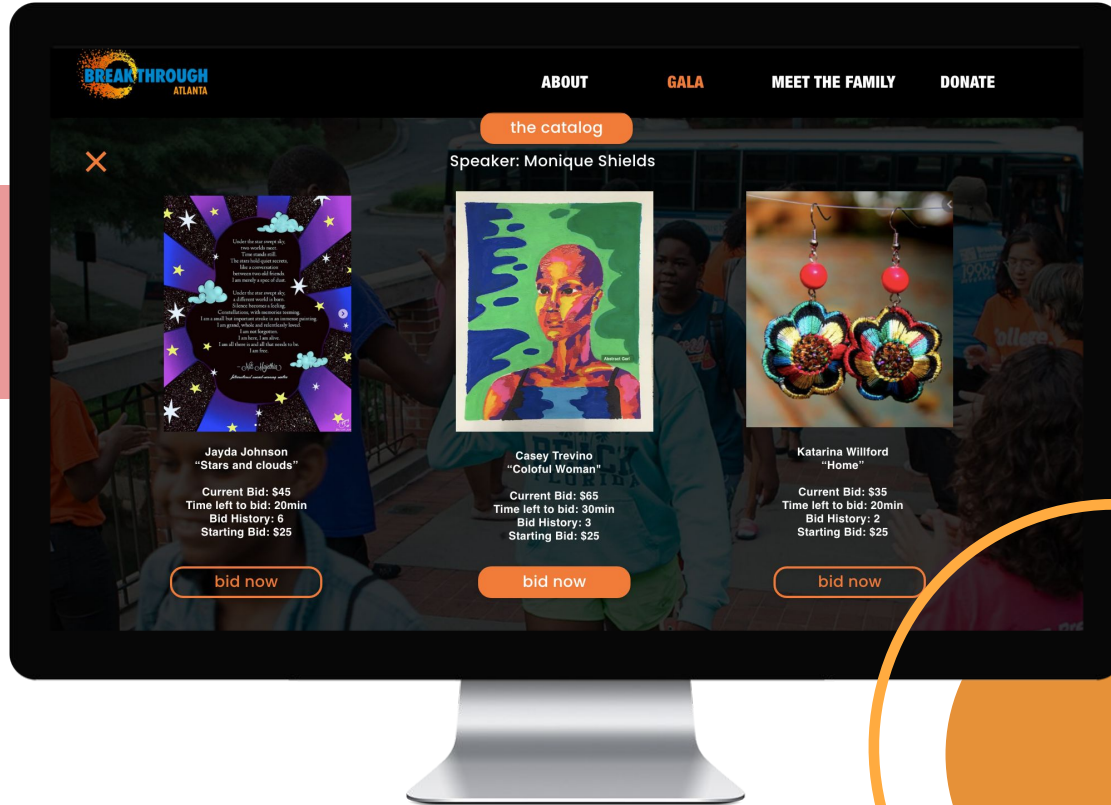
Age: 15
School: High School
Bio: I am a proud member of Breakthrough Atlanta, My

Microsite | Meet the Family

Microsite | Gala: Talent Show



Microsite | Gala: Virtual Auction





Promotion



Invitations

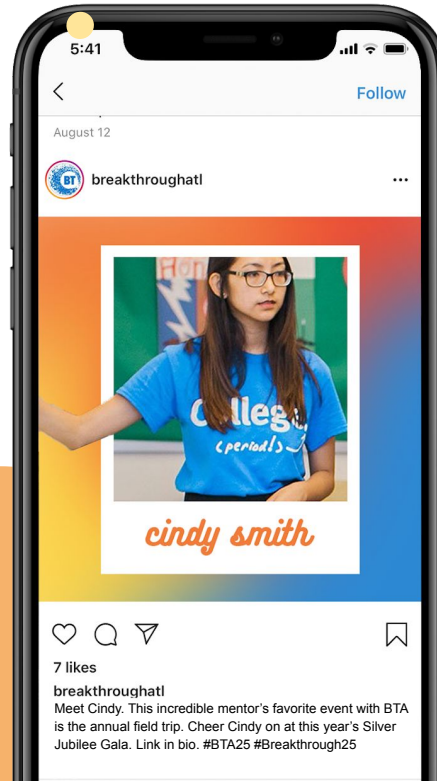
To reach more people personally, we want to use a direct mail approach including a formal invitation to our virtual gala. Included will be a promotional sticker for either laptops, bumpers, or wherever the recipient wants to use it.

Owned Social

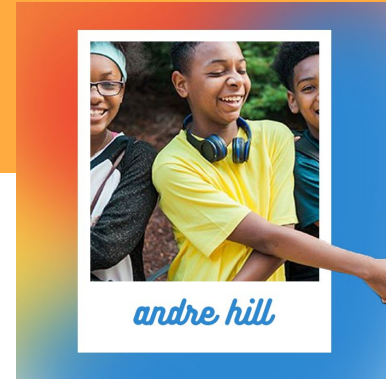
2 kinds of posts set out to promote the event

Personal stories from BTA alumni expanding on their journeys

Spotlighting current and future students participating with the organization



Our golden organization is celebrating a silver jubilee this year. To showcase our success and favorite moments, tune in to see one picture from every year for the next 25 days leading up to our 25th anniversary celebration. Learn more with the link in bio. #Breakthrough25 #BTA25



Past donors

Donors will receive a Certificate of Recognition thanking them for their participation with Breakthrough Atlanta.



Network Social (Advocates/ Sponsors)

Caption:

I've been fortunate to participate closely with Breakthrough Atlanta these past few years and am very excited to hear that we are reaching our twenty-fifth anniversary. Please come check out our gala on Saturday, August 7th. Link in bio!




Earned Media

(404) 262-3032 | INFO@BREAKTHROUGHATLANTA.ORG

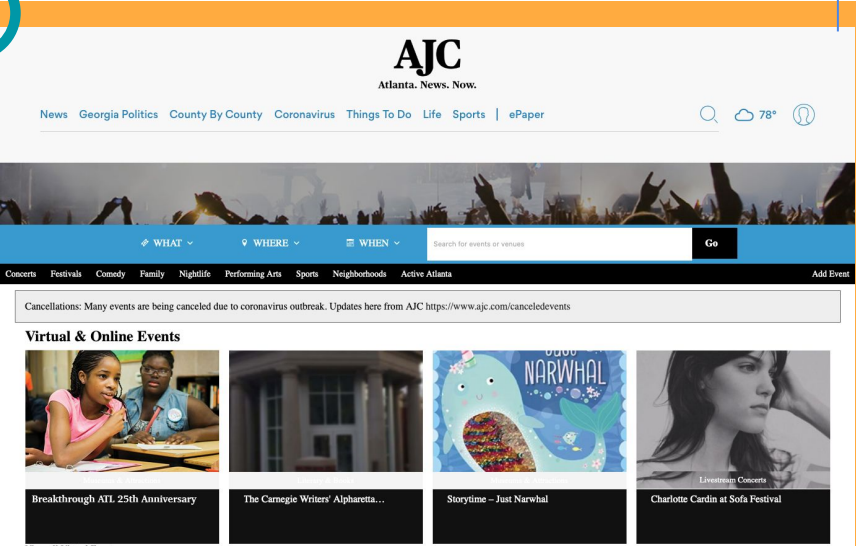


APPLY DONATE

ABOUT ▾ STUDENTS & FAMILIES ▾ TEACH AT BREAKTHROUGH ▾ WAYS TO SUPPORT ▾ NEWS & EVENTS ▾ CONTACT



Breakthrough Atlanta Celebrates our 25th Anniversary with a Virtual Gala
September 30



AJC
Atlanta. News. Now.





News Georgia Politics County By County Coronavirus Things To Do Life Sports | ePaper

WHAT WHERE WHEN Search for events or venues Go

Concerts Festivals Comedy Family Nightlife Performing Arts Sports Neighborhoods Active Atlanta Add Event

Cancellations: Many events are being canceled due to coronavirus outbreak. Updates here from AJC <https://www.ajc.com/canceledevents>

Virtual & Online Events

 <p>Breakthrough ATL 25th Anniversary</p>	 <p>The Carnegie Writers' Alpharetta...</p>	 <p>Storytime - Just Narwhal</p>	 <p>Charlotte Cardin at Sofa Festival</p>
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View all Virtual Events

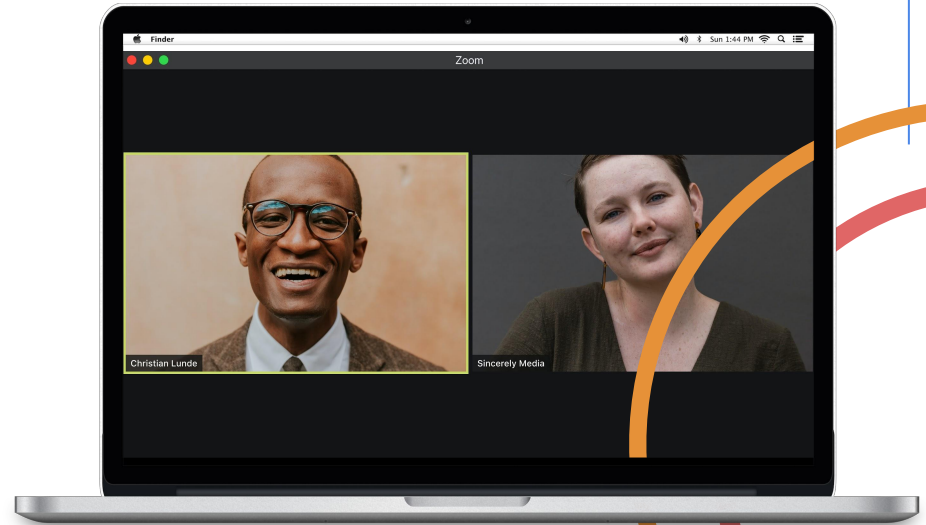
Recap

Leveraging effectiveness of a gala to reach millennials as a virtual event

Create a Microsite to drive donors to BTA page

Promote the Silver Jubilee leveraging certificates, invitations, and social

Halo effect boost of owned social engagement



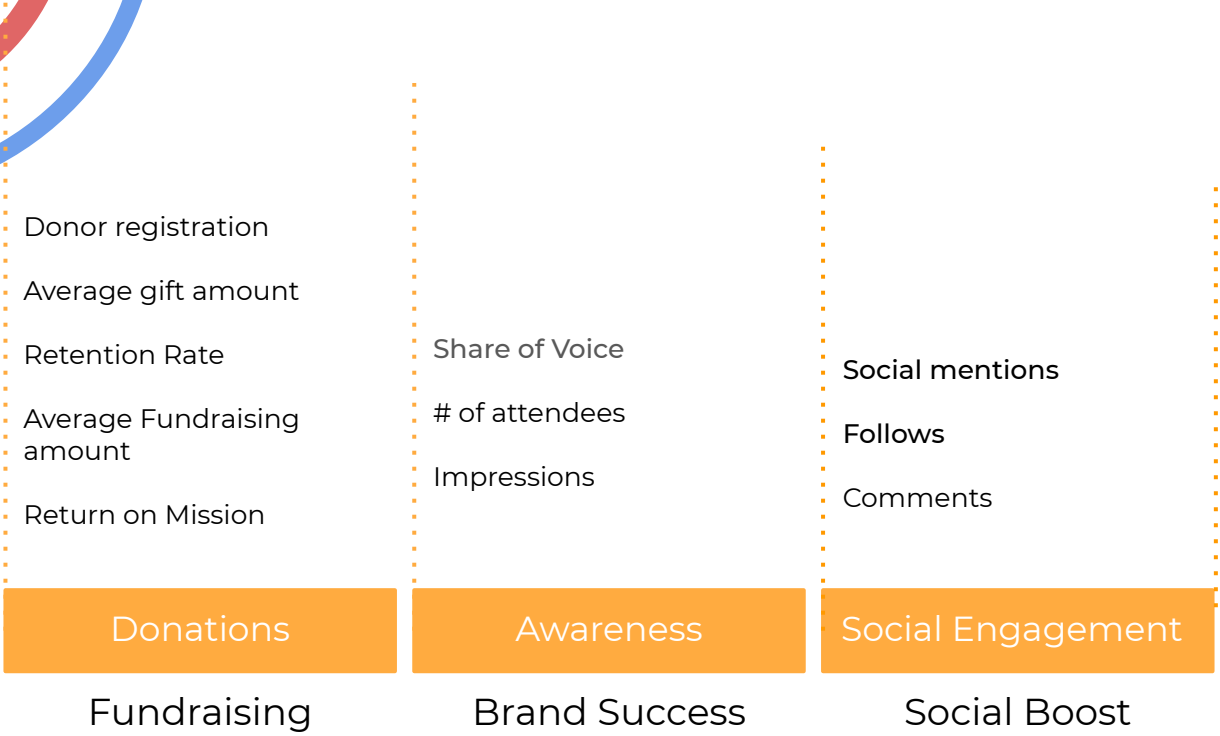


Measurements

Timeline



Measuring Success

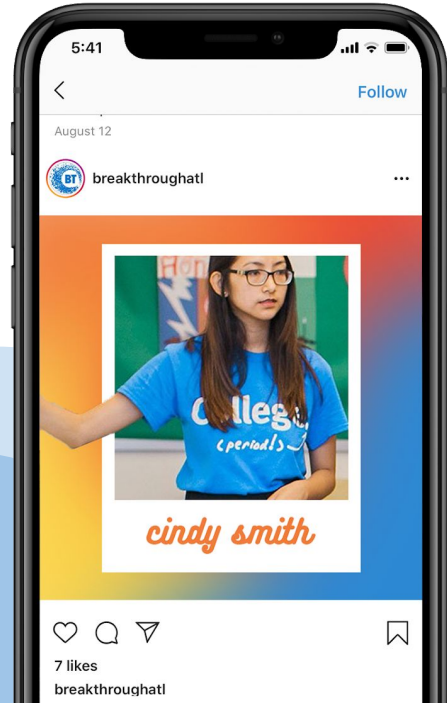




Extra



Paid Social



Social Contest

10 random attendees will win personalized digital art from students and fellows.

- Post on BTA Instagram and Facebook 1 day after the conference
- Participants must post a pic on their socials with the #BTA25 to enter to win
- Share the original post on their story = 1 entry





Thank You!