



Southwest Florida Heart Ball

American Heart Association

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The Plan(s)

Original Plan

AKA the *What's COVID19?* phase

Date: March 28, 2020 6pm

Location: Hyatt Regency Coconut Point

Expected Guests: 800

Goal: \$1 Million

Event Highlights:

- Silent Auction
- Live Auction
- Live Band
- Speed Painter
- Mission Appeal (Open Your Heart moment)



Plan B

AKA the *COVID19 is coming* phase

Date: May 15, 2020 6pm

Location: Hyatt Regency Coconut Point

Expected Guests: 750

Goal: \$1 Million

Event Highlights:

- Virtual silent auction!
- Live Auction
- Live Band
- Speed Painter
- Mission Appeal (Open Your Heart moment)



Plan C

AKA the *Oh, it's not leaving* phase

New Date: June 5, 7pm

New Location: Virtual

Attendance: ?

Goal: \$1 Million

Event Highlights:

- Live Auction
- ~~Live Band~~
- Speed Painter
- Mission Appeal (Open Your Heart moment)



When Life Gives You Lemons...

- “What’s a virtual gala?”
- Attendance
- Program
- Technology/Platform
- Zoom Excitement vs Zoom Fatigue



Make Lemonade!

- Do your homework
- Be flexible
- Drive attendance
- Over-communicate
 - Let guests know what to expect
- Make it fun



2020 Virtual Heart Ball

Date: June 5, 7pm

Where: Zoom Webinar

Attendance: 132 Households

Goal: \$1 Million

Total Raised: \$920,000

Raised on 6/5: \$80,000

Revenue Drivers:

- Live Auction- Chat Box
- Mission Appeal- Text 2 Give





American Heart Association Mission

*To be a relentless
force for a world of
longer, healthier
lives.*

