



Virtual Gala Checklist

What to look for in a Production Company for a Virtual Gala?

- How many Virtual Galas has the company produced? (Ask to see examples)
- Check references - ensure previous clients had a positive experience and reached (or exceeded) their fundraising goals.
- How dynamic are their previous Virtual Galas? Do they include a range of styles of content?
- How will they help you strategize to reach your fundraising goals?
- Services to look for in an ideal production company:
 - Creative Consulting/Strategy
 - Script Writing
 - COVID-safe in-person shoots
 - Remote shooting solutions
 - Full post-production services
 - Streaming services (including secondary & tertiary backup solutions)
 - Platform selection services
 - Celebrity/Influencer recruitment/engagement
 - Graphic Design, Web page customization

Setting a Budget:

- As a general rule, expect to spend less than you would to put on an in-person gala.
- Consider whether the production company offers all of the services you will need or if you may need to hire additional consultants or vendors.
- For fundraising goals, aim to net the same or more than you would for an in-person gala. While ticket prices may be lower than an in-person event, virtual events allow for an unlimited number of attendees from anywhere in the world.

Timeline:

- 3-4 Months out: Hire a reputable production company.
- 2-3 Months out: Decide on which platform(s)/technology your Virtual Gala will utilize.
- 2-3 Months out: Solidify Run of Show and all Interactive Elements.
- 2 Months out: Schedule all shoots and finalize the production timeline.
- 1 Month out: Begin post-production on Completed segments.
- 2 Weeks out: All shoots are complete; begin full post-production and review process.
- 2 Weeks out: Schedule rehearsals and assign roles & responsibilities for all personnel.

ALL OF US FILMS is a full-service creative film production & post-production company that works internationally and specializes in content that inspires audiences and creates real and sustained engagement with non-profits, NGO's, and socially conscious brands.

Our Virtual Gala Clients include: NRDC, National Center for Learning Disabilities, National Dance Institute, Unitarian Universalist Service Committee, A Chance in Life, and Children's Home Society of New Jersey.



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