

CASE STUDY: ADRP Zooms In Virtual Event

Virtual Meetings | Member Value



amcinstitute.org



Organizational Overview

- 1500+ members
- ADRP is universally recognized as the authority on donor engagement for the philanthropy profession
- www.adrp.net



AMC Profile/Overview

- Innovative and progressive, on the forefront of association technology
- 24 clients, 25 staff, AMCI accredited
- www.sbims.com

Challenge

- ADRP could not hold their annual international conference in-person at the Albuquerque Convention Center as planned due to COVID-19
- With their industry severely impacted by COVID-19, ADRP created a new virtual event experience with content tailored and relevant to the current moment to empower and inspire ADRP members to move their operations forward despite challenges of the pandemic
- Make the strategic decision to offer the new virtual event and all recordings and session materials free to ADRP members

Actions Taken

Step 1 Assess budget impacts and resources needed to create new virtual event

Step 2 Develop educational content to support members in their profession during pandemic

Step 3 Innovate to maintain the culture of ADRP — networking, making connections, having fun!

Step 4 Launch event in fall 2020

Goals

- Create meaningful connection and education since the Intl Conf could no longer take place
- Bring the ADRP culture alive in an online format

Results

- Sold-out, 2-day virtual event with 1,000 attendees
- 80 new and renewing ADRP members

Insights/Learnings

- Managing expectations was key
- It was a good use of reserves to support members through a difficult time

“You all did a great job at turning this conference into an AMAZING online experience! DJ, dance party, bingo, and all the great subject matter and connections! Well done!”—*ADRP Zooms In Attendee*