

# UNICEF USA Partners with Brandlive to Exceed Fundraising Goals

**Company:** UNICEF USA

**Headquarters:** New York, NY

**Size:** 250 employees

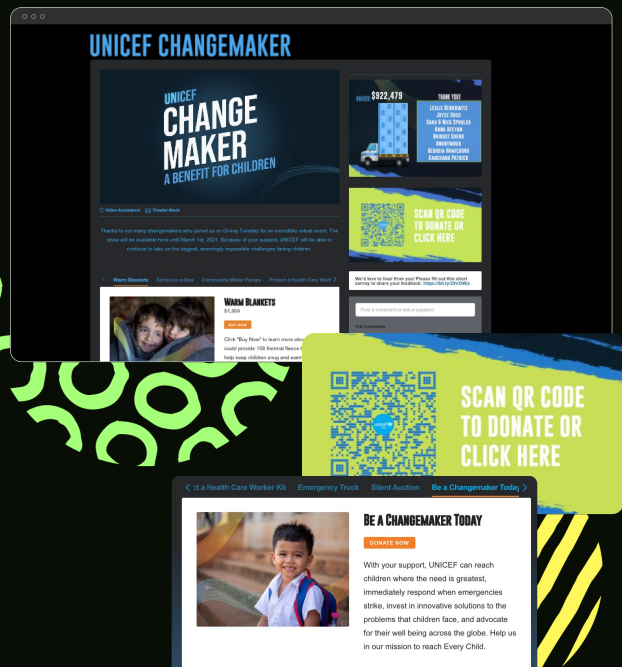
**Established:** 1947

**Brandlive Event Dates:** December 1, 2020

**Event:** [UNICEF Changemaker: A Benefit for Children](#)

## UNICEF Changemaker, by the numbers

- Fundraising goal: \$2M and 600 paid guests
- Fundraising result: **\$4.7M** and **1,300 paid guests**
- 4,300+ page views, and counting
- 1,300 unique registrations
- 1,400 + clicks for partners and sponsors
- 100+ comments
- 1 dedicated Brandlive Customer Success Manager



***“We wanted to create an experience for our donors that was enjoyable and easy to navigate, which Brandlive checked the boxes on.”***

-Jake Haigis, Coordinator, Special Events at UNICEF USA

## Fundraising, Virtually

In December 2020, UNICEF USA moved to virtual for the first time in their long history. After canceling all large fundraising galas across the country due to COVID-19, fundraising was a top goal for the event. In the early stages of planning “Changemaker”, the UNICEF USA team were guests at a Biden campaign event, and saw that the Biden Campaign was using Brandlive. Jake Haigis, Coordinator, Special Events at UNICEF USA said, “During that event we loved how you didn’t have to navigate between multiple screens to donate...Everything we needed was right on one event page.”

When the UNICEF USA team recognized the platform’s ease of use, the decision to partner with Brandlive was made. Haigis said, “We wanted to create an experience for our donors that was enjoyable and easy to navigate, which Brandlive checked the boxes on.”

## Who is UNICEF USA?

Over eight decades, the United Nations Children’s Fund (UNICEF) has built an unprecedented global support system for the world’s children. UNICEF’s mission is to deliver the essentials that give every child an equitable chance in life: health care and immunizations, safe water and sanitation, nutrition, education, emergency relief and more.

A leading humanitarian organization, UNICEF USA advances the global mission of UNICEF by rallying the American public to support the world’s most vulnerable children.

## How did Brandlive solve UNICEF USA’s unique challenges?

**Make it Easy to Donate.** Haigis said, “Our top priority when selecting a platform was one that made it as easy as possible for donors to give during the event. Our goal for the event was \$2 million and 600 viewers and we ended up raising over \$4.7 million with 1,300 viewers. Brandlive makes it easy to integrate giving platforms and offers guests an easy pathway to give during the program.”

In addition, Brandlive integrated with UNICEF USA’S existing systems, with Haigis saying, “It was important that Brandlive integrated well with UNICEF USA fundraising platforms and any other sites that we wanted viewers to access during the program.”

## National Donor Reach in One Event.

Changemaker condensed several events into one, explained Haigis. “Using the Brandlive platform allowed us to connect donors from around the country. As opposed to the 9 separate in-person events we do each year, this was the first time we were able to have a major event ‘moment’ with a wide array of our supporters.”

**Attract New Donors.** Haigis explained, “We were not only trying to encourage our major donors who are already a part of our UNICEF family to join the event, but we also invited a new audience to the event that may not know us as well...We wanted to create a high quality event that would inspire new viewers to become a UNICEF USA supporter.”

**Educate.** Haigis said, “We wanted a platform that made the experience seamless and enjoyable so that viewers could focus on the program and not be bothered by navigating an unfamiliar website. It was very important that we were able to create a program that was educational and impactful.”

### **What did UNICEF USA love about the Brandlive Platform?**

Haigis and his team specifically appreciated the platform security, as well as several other Brandlive production features.

**Security.** “Our IT and data team were very concerned about security and Brandlive was more than prepared to cover all of the safety requirements that they specified.”

**Live and pre-recorded.** “We needed a platform that would allow us to integrate pre-recorded content as well as live moments.”

**Greenroom.** “The Greenroom is fantastic. It was wonderful to be able to be ‘in the booth’ with the production team during the live show to facilitate our live moment.”

**Scrolling Video.** “One of my favorite features is how, the video square follows you when you scroll down the page so you never miss a second of the show.”

**What’s next?** Haigis said, “We plan to continue hosting virtual events with Brandlive. And when it’s safe, it’ll be hybrid events – both virtual and in-person.” Brandlive’s version of hybrid includes virtual and in-person, as well as live, pre-recorded, live online, asynchronous, off-platform, highlights, replays, and more.

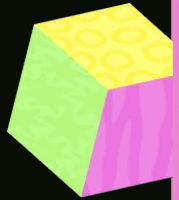
### **What did UNICEF USA and guests love about the Changemaker Event?**

Post-event, the UNICEF USA team had several internal debriefs with key leadership and donors. Regarding the Brandlive program and platform, Haigis reports “the feedback was overwhelmingly positive.” Here are some specifics:

**Cinematic Experience.** Pre-event, one of the team’s goals was to create an experience that donors would be proud to support. Haigis said, “It was great to hear how we really created a cinematic experience that was both entertaining and informative.”

**Easy to Register.** Haigis said, “We heard a lot of great feedback on how easy it was to get into Brandlive and navigate the site. One of my biggest pre-event anxieties was access to the event. Several mentioned how simple the registration process was.”

**Sense of Community.** Connection and interactions among guests was important to the UNICEF USA team. “We wanted to create an experience that allowed donors to connect with each other and know that they were in a community of people who were all watching the event together. I think the chat feature does a really great job at creating that.”



# BRANDLIVE

**100+**

Teammates

**27,000+**

Events hosted

**37,000+**

Hours streamed

**16,000,000+**

Viewers reached\*

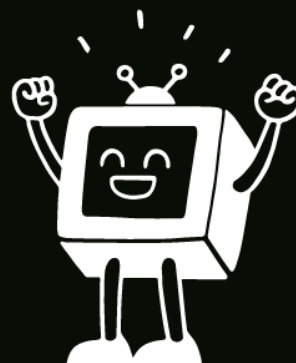
Since 2010, Brandlive, headquartered in Portland, OR, has been the leader in the end-to-end hosting, production, and support of the world's largest and most memorable virtual events. Fortune 100 companies choose Brandlive to create branded, customizable events with the help of Brandlive's dedicated support teams.

The user-friendly Brandlive product suite - Events, Showrooms, Greenroom, and Studios and Productions - enables anyone to host their most important communication moments in 30+ languages, for audiences over 1M, with features including advanced registration and best-in-class audience analytics.

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**Get in Touch:** [sales@brandlive.com](mailto:sales@brandlive.com)

\*Excludes simulcasted viewers to YouTube and social channels, which are often multiples higher.



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