

LIVESTREAMING

PAWS & THINK

ABOUT

Paws & Think, Inc., is a values-driven 501(c)(3) charitable organization that serves at-risk youths, at-risk canines and children and adults with disabilities/special needs in Central Indiana. Paws & Think is an all-volunteer, community-based organization that partners with schools, detention centers, youth agencies, humane societies/shelters and more.

CLIENT EXPECTATIONS

Due to Covid-19, the crew at Paws & Think had to turn to a virtual space for its Dogs Are Magic 2020 Fundraising Gala. ASH Interactive partnered with Paws & Think to host and broadcast the live fundraiser.

ASH was also tasked with incorporating pre-recorded videos into the livestream and working with Qtego, an Indianapolis-based company in charge of hosting the live-bidding portion of the event, to incorporate those fundraising elements into the broadcast as well.

SERVICES

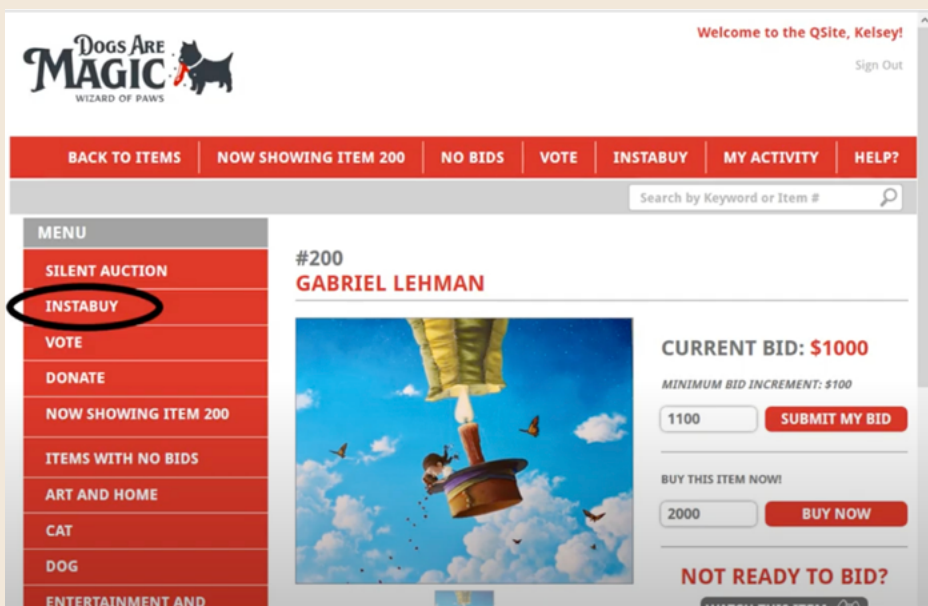
- Livestreaming

GOALS

- Follow the provided script to run a successful, smooth livestream and assist with cues for live talent as needed.
- Partner with Qtego to work fundraising elements into the broadcast.

VIEW LIVESTREAM

DIGITAL ELEMENTS



TOTAL AMOUNT RAISED
\$4986

CANDIDATE VOTER NAME DOLLARS

\$200

Any worries of turning an annual, live fundraising event into a virtual one went out the window when the Paws & Think team saw that they had raised a net total of just over \$47,000 - the most they have ever raised as a net total at this event. Virtual and hybrid events can often reach larger audiences due to the online component and ease of attendance.

QTEGO Auction Technology To vote simply reply to any Qtego text message with VOTE the vote id and the amount (i.e. vote 600 200)

