Live Streaming on Trellis: How-To Resource Guide

Not sure how to take your virtual event to the next level? Well, look no further! Live streaming on Trellis is here, and it's the tool you need to engage donors like never before, raise more for your organization, and produce an online event that is professional and seamless!

Live streaming on Trellis is the perfect solution for your virtual and hybrid events! For virtual galas, guests can tune in to enjoy an interactive and engaging experience. With hybrid events, you can expand your audience, allowing guests to join in virtually too! Now, guests in the room and online can have a real-time event simultaneously! (*We know, it's gaming changing*)
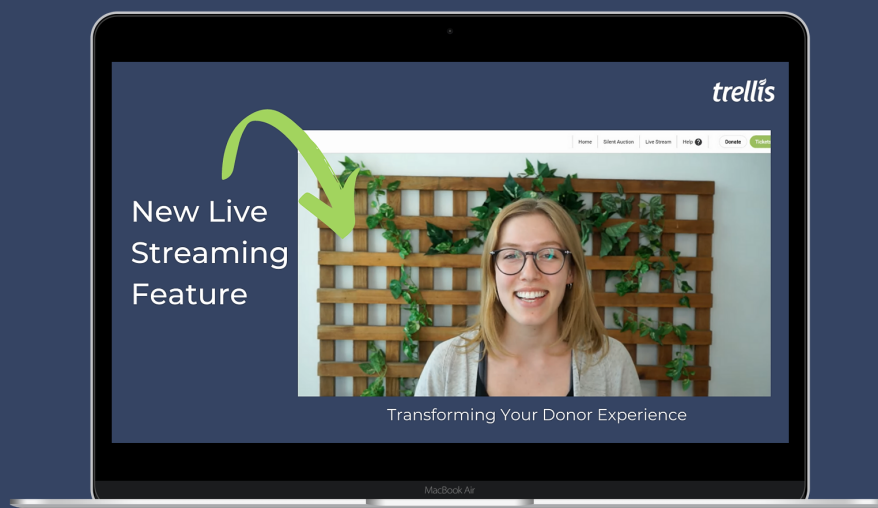
In this guide, we're giving you all the resources and details you need to get started.

1. The Live Streaming Components
2. Donor Engagement with Trellis Live Streaming
3. Day of Your Event
4. Your Live Stream Dream Team
5. Support
Bonus: Other Tips to Make Your Event a Success

What are we waiting for?!

Check out this video to see how it works!

The Live Streaming Components

So how exactly do I host a live streamed event?

There are a couple of different components to a live streamed event, let's break it down!

1. Video Production

To start your live stream, you'll need a tool to compile your videos (live and pre-recorded), feature different speakers and entertainers, and seamlessly switch between screens during the event. The video production component is the platform you'll use to create a professional and cohesive video broadcast.

We recommend Streamyard or OBS for a seamless video production platform!

Where to Start with a Video Production Platform

Picking a Video Production Platform may be new, so let us help you! Ask these questions as you look for the right platform for your organization.

1. Does this tool let me display the elements I care about?
    a. Multiple speakers
    b. Pre-recorded videos
    c. Banners

       d.   Sponsor logos
2. Does this tool integrate with my live streaming platform (YouTube Live or Vimeo Live)?
(Don't worry we'll explain this piece next)
3. Does this platform fit within my budget?
4. Can my team use this tool or will we have to hire additional support?

Want to take it to the next level?

This is new! We get it! We recommend hiring a video production company to support this element of your event. They'll be able to coordinate this piece of your gala, and ensure it goes off without a hitch!

Connect with a Trellis Video Production Partner to learn more!

2. Live Streaming Platforms

Now that we've got the video stream ready to go, we need to share it with our ticket purchasers and donors!

Upload your live stream broadcast to YouTube Live or Vimeo Live.
Please note, to use Trellis Live Streaming, you must use one of these platforms.
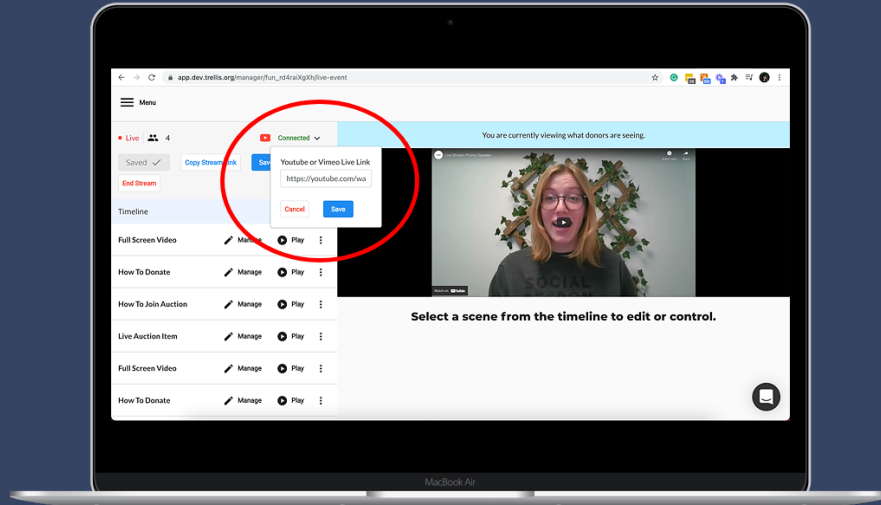
Why we love YouTube Live!

First, it's free! You'll also be able to change the privacy settings of your stream, and you can create the link to go live as early as you need it. Don't forget to activate your YouTube Live account a few days before your event.

Click here to create your free YouTube Live account.

Are you using a pre-recorded video instead? No worries, that works on Trellis too! Simply put the link for your pre-recorded YouTube or Vimeo video on your Trellis page and play that video instead. We also recommend testing Live Streaming with a pre-recorded video too!

3. Hosting on Trellis

Now that we've got a live stream video and a place to play the stream we need to get it over to your Trellis page! Don't worry this is the easy part! You can simply copy and paste your YouTube Live or Vimeo Live link straight onto Trellis.
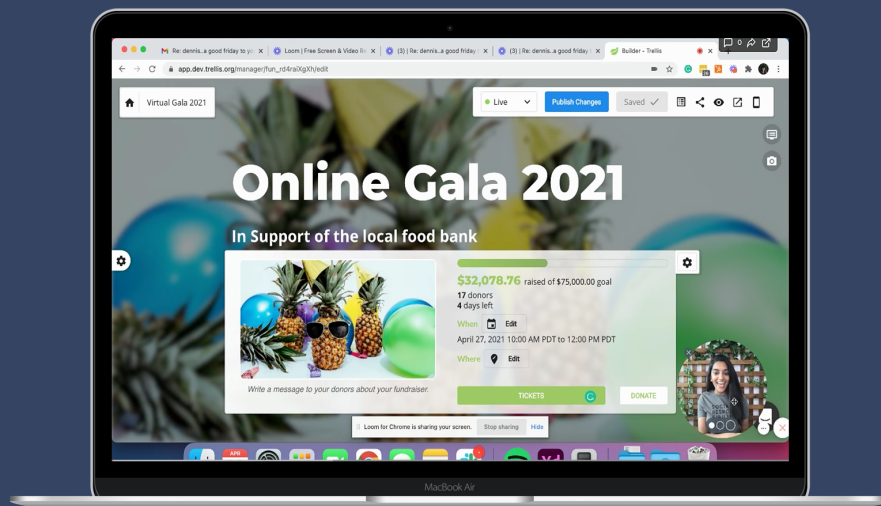
Perfect! We've got the video live streaming, now let's make it an engaging experience for donors with easy call-to-actions and prompts to donate or bid!

Donor Engagement with Trellis Live Streaming

Now, this is where things get fun!

Check out this video for step-by-step setup instructions

Setting Up Your Live Stream

To make the most of our Live Streaming tool, we recommend setting up your Live Auction Items and Donation Options first. Once you've done that, you're ready to get started!

1. **Open the Settings**
   Navigate to the *Live Event and Streaming* through the *Settings* icon on the left-hand side of your page builder. In this section, toggle on the tabs to get started!

2. **Add a Video Link**
   Click the *Connected* drop-down at the top of your page. To start, feel free to add a pre-recorded video from YouTube to test it out!

3. **See the Donor Experience**
   Click *Copy Stream Link* to see what your donors would experience as you're testing out Live Streaming with Trellis!

Fundraising Elements

Your virtual event is a fundraiser, so don't forget to ask your donors to give!

With Trellis Live Streaming it's as easy as 1-2-3! Think of this step like building a basic PowerPoint Presentation. You'll want to consider the flow of your event, and what prompts you want to give your guests as the night progresses.

1. **Click the Blue "+" to Add a Section**
   Select the fundraising element that you'd like to push your donors to participate with. Once you've selected the next step, you'll see it appear in your timeline.

2. **Customize the Step**
   Press *Manage* to *Edit the Content* and customize the prompt you are giving.

3. **Test it Out!**
   Once the settings have been selected, press *Save.* Now that you've saved your edits, press *Play* through the menu on the left panel to make sure you're happy with how it looks!

For an easier experience, we recommend setting up your Live Streaming once you have added donation options, silent auction, and live auction items.

Extra Components to Make Your Event Standout!

1. **Make your Trellis Live Stream Private**
   We encourage donors to use this element if they would like to restrict streaming attendees to just those who have purchased a ticket. Customize your password to make it memorable and easy for guests to remember!

2. **Add a Thermometer**
   Remind your guests of your fundraising goal, and show them how close you are to hitting it as the night progresses! Your thermometer is real-time and will keep updating every time a new donation is made, or an auction bid is committed.

3. **Show the Donor Ticker**
   Your guests may not all be in the same room at the same time, but that doesn't mean they don't want to see who else is participating, and giving during the event! Use the Donor Roll to recognize and thank guests for their contribution.

The Day of Your Event

It's time for the day of the event! When your live stream is ready to go, simply navigate back to your *Live Event and Live Streaming Editor*. This is where the magic happens on the day of your event!

From here, start your live stream, see how many people are watching your live event, and as the event progresses navigate through the different elements you've already created! Simply press *Play* to start the new sections.

For *Live Auction* items, make sure to use the *Admin Controls* to start and end bidding for your items as the event is taking place.

Your Live Stream Dream Team

There are a couple of key faces you'll need to make your live stream a success! Consider these roles as you coordinate your staff and volunteers for the night of your event.

1. **Video Production Lead**
   This person will be responsible for coordinating the Video Production element of your live streamed event. They'll be working in StreamYard or OBS switching speakers and presenters, and between pre-recorded or live videos.

2. **Trellis Live Stream Lead**

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This individual will coordinate the Trellis Live Stream elements, making sure the Thermometer and Donor Roll are visible and switching between different prompts as the event progresses.

3. **Donor Tech Support Lead**
   This person will be the day of support for your donors as they join the live stream, and participate in your event. Make sure contact information for this person is available for guests to call or email if they have any questions during the evening.

Our Team is Here for You!

We've got an amazing team of Trellis Partners who are expert leaders in everything from virtual event planning to video production to auctioneers! Click here to build your Virtual Event team! And our team at Trellis is here for you too! Access our help desk for additional resources, or connect with our team through our live chat support! We can't wait to help you make your next virtual fundraiser a success!

If you have any other questions, make sure to sign up for our next live support drop-in session to speak with our team directly.

Keep scrolling for some more helpful tips for your live streamed event!

Other Tips to Make Your Event a Success!

What do I need to host a virtual event?

The Basic Livestreaming Checklist:

1. A laptop or phone.
   This is the device you'll use to control and run your live stream event.

2. A stable internet connection.
   We recommend upload speeds greater than 6 MBPS. You can test your internet speed here. If possible, hardwire your internet. This will ensure you have a better quality connection for your event.

3. A platform to run your live stream.
   See above for the platforms we recommend.

The Advanced Livestreaming Checklist:

1. External camera.
   This could be as simple as a webcam or try a production style camera (which you can rent from your local production company. Use this to capture your pre-recorded videos and play them during your event. Don't forget to ask when you pick up your camera what you'll need to transfer your new videos to your computer.

2. Good quality sound.
   To start, make sure all background noise is minimized while filming your videos or while speaking during your live event. If you're looking to get a microphone for your virtual event, try a simple USB microphone. If all your speakers and entertainers are in one place, you'll want to find a wireless or head microphone to pick up their voice without catching too much background noise.

3. A good backdrop.
   Consider where your emcee and speakers will be while they are participating in your event. Encourage them to have a simple and clean background, and good lighting so it's easy for viewers to see them.

Live virtual event vs. pre-recorded? Can I do a bit of both?

With a live event, you are able to interact with and engage your donors in a different and often more effective way. If you plan on adding a live auction or live fund-a-need pledging portion to your event, this is the perfect time to have a live portion with a professional auctioneer.

However, pre-recorded sessions mean you'll know exactly what's going to happen next, and you can guarantee the quality of the broadcast. For emotional or crucial elements (especially those that are used to encourage donors to give!) having a pre-recorded element will guarantee the quality. It's important not to distract your guests with poor audio-visuals while they watch.

For your event, we'd encourage you to do a little bit of both! Have a live emcee, speakers, and/or auctioneer that will engage with donors around how much has been raised and encourage people to donate or bid. Your host will ultimately control the schedule during the event and can cue up pre-recorded video elements for your guests to watch.

Mixing these elements will also increase your production quality. (Review the above checklist to see what you need to successfully add these elements!)

Should I do it myself or hire a production company?

At the end of the day, it comes down to comfort. If you and your team are not comfortable executing on the day of the event, then consult with Trellis Partner for more information about how they can support you.

Events with a polished and professional donor experience often lead to more donations. Consider this as you create your event, but remember you know your audience and donors better than anybody else!