



Virtual Events for Nonprofits



Virtual Telethon Production and Promotion



Baker Public Relations, a certified Woman-Owned Business Enterprise (WBE), has served New York's Capital Region and beyond since 2007, working with businesses and nonprofits from startups to Fortune 500 companies. Our tailored approach helps clients tell their stories while helping to meet and exceed their business objectives and goals.

Baker Public Relations recognizes the hardships caused by the COVID-19 health crisis, forcing many nonprofits to cancel or reschedule important fundraising events, leaving massive funding gaps.

Using our nationally-recognized expertise in event and video production, combined with traditional media relations and social media strategies, Baker Public Relations can produce a custom-tailored virtual event to engage the public and solicit much-needed donations.

Taking the model of a traditional telethon and adapting it for the COVID-19 era, Baker Public Relations can plan, publicize and produce a unique virtual event for your organization.

We not only produce your event, we strategically promote it!





Sample Telethon Event

2-hour live production streamed on Facebook Live and YouTube

Live Emcee(s) in Studio/on Location with prerecorded segments including:

- Local musicians with special songs
- Well-wishes from local dignitaries
- Special appearances by local influencers and celebrities
- Messages from past beneficiaries/recipients

Special interactive segments could include:

- A special advance-pledge gets you a “meal in a box” kit
 - A live chef shows attendees the steps to make the meal
- Trivia with answers submitted in Facebook/YouTube chat

A live ticker at the bottom of the production keeps attendees engaged and up to date on donations and allows special matching gift segments or timed goals.

Money would be raised in advanced gifts (names would be read during live show), pledges for interactive packages and live during the event through Facebook and YouTube.

Baker Public Relations would create marketing collateral, invitations, press releases, media advisories and social media plans to ensure maximum visibility for the event. Assisting with all aspects of the event, including recruiting talent, hosts, musicians, and more. Using established connections between the organization and the community, and Baker Public Relation’s outreach, guests and segments would be solicited in advance.

Fill your fundraising gaps with a strategy designed for the digital age.