

Giving Panorama Facilitation Guide

A virtual or in-person interactive
experience to spark conversations
about giving in your community



Created by Amplifier

Welcome!



We are so glad you are hosting this special experience about giving! Giving Panorama is designed to spark conversation. Whether you are hosting hundreds of people at an in-person conference or an intimate virtual gathering with friends, we believe that talking openly about giving builds community and excitement about our collective power to effect change in our world.

During this experience, participants will have the opportunity to answer several prompts on real or virtual posters, co-creating a visual snapshot of the group's giving experiences - from how they learned about giving to the values that inform their most meaningful donation this year.

In this guidebook, you will find suggested scripts for your event, suggestions for setting up your room or virtual experience, and other FAQs.

We are eager to hear how your event goes! Please return your evaluation within 3 days of your event, or reach out to schedule a phone call by emailing hello@amplifiorgiving.org. We especially love seeing photos of the finished posters! If there are stories worth sharing or ways we can tweak the experience for future groups, please send us an email at hello@amplifiorgiving.org. And, as always, please feel free to be in touch if you have any questions – we are here to help!

Giving Panorama Road Map

ICON KEY

-  in-person event
-  virtual event
-  large (in-person) event

This facilitation guide provides all the steps for hosting your own Giving Panorama. Here is a bird's-eye view:



For in-person events



For virtual events

BEFORE Contact Amplifier: we'll make sure you have everything you need to prepare for your event.

Contact Amplifier: We'll create a personal virtual Giving Panorama for your group, and we will walk you through how to use it.

hello@amplifiergiving.org

DAY OF

- Set up: hang the posters and have a welcome station. Feel free to play some music.
- Welcome: as people arrive let them know what they'll be doing and give them materials to interact with the posters.
- Engage: people engage with the posters.
- Optional program: expand on the topic with a facilitated conversation or allow it to inform the rest of your time together (jump to page 9 for more).
- Closing reflections and evaluation.

- Set up: test all aspects of the Giving Panorama. Make sure you can share the tool, and that participants can access it.
- Welcome: as people arrive, welcome them. Introduce yourself and the Giving Panorama.
- Engage: participants engage with the virtual Giving Panorama. Feel free to play some music in the background during this time!
- Optional program: expand on the topic with a facilitated conversation or allow it to inform the rest of your time together.
- Closing reflections and evaluation.

AFTER

- Share: Let us know how it went - fill out your event evaluation within 3 day
- Send us photos of the finished Giving Panorama, and share on social media, #howigive

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#HowIGive

-  **Twitter (@AmplifierGiving)**
-  **Facebook (AmplifierGiving)**
-  **Instagram (@Amplifier_Giving)**

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FAQs

How can I incorporate this into an existing event?

You can incorporate Giving Panorama into a range of events, such as panel discussions, cocktail parties, board meetings, and conferences. For example, you can have it set up in a gathering space prior to a panel or for people to engage with during breaks in a conference, around the room for people to interact with during an otherwise unprogrammed event such as a cocktail party, or as a part of a board meeting to spark discussions about fundraising and give/gets. We've designed this experience with these different scenarios in mind, but please reach out to us if you'd like to talk through your unique needs.

Who is this for?

Giving Panorama is great for a wide range of participants, including giving circle members, conference attendees, committees, development staff, program participants, board members, or any group of people wanting to have a deeper conversation about contributing to causes they care about.



We have also created a virtual option through MURAL so you can host Giving Panorama online or incorporate it into your virtual events. [Go to page 7](#) for special instructions for hosting virtually.

Where should I host Giving Panorama?

For in-person events, you can host Giving Panorama wherever you have an open wall or table. Giving Panorama works best when people can move around the room with enough space to answer each question individually, while also feeling like the experience is centralized in one area. For example:

- If you're hosting a conference, we encourage you to think about lobby spaces where people naturally gather.
- If you're in a classroom or community meeting room, leverage whatever open wall space you have available, but also consider centralizing in one area if the room is large (like a gymnasium).
- If you're in a home, consider a few different walls throughout the room and any table areas, such as a coffee or dining table.

How many people can participate?

You can have anywhere from 4 to 4,000 people participating. We encourage you to consider the context of your event. For smaller in-person gatherings (up to 35 people), we have standard-sized posters. For extra large gatherings (80+), we encourage oversized versions of the posters. For virtual events, we recommend using MURAL, which works best with up to 50 participants at a time.



Please make sure to contact us if you are planning a larger event!

How long is the experience?

We suggest anywhere between 20 and 90 minutes, whether it is a virtual or in-person event. For example, if this is part of a larger

event, people can meander through at their own pace (~20 minutes) between or before other programming. However, if this is a dedicated event, we recommend 90 minutes to allow for networking and group discussion. (More information on [page 9](#) for how to guide a group discussion.)

How will Amplifier help?

While we've tried to anticipate all the questions and logistical needs through this guide, we're also here to walk through and troubleshoot any planning or facilitation needs you might have, or ideas for how you can make this special for your group. We also can provide consulting support to customize the experience, help facilitate your event, or even work with you to design a special giving experience. Reach out to hello@amplifergiving.org, and let us know how we can help!

What materials do I need for the event?

We will provide instructions to print and purchase posters, stickers, and handouts for smaller events or envelopes for larger events to guide participants.

There are a few things we ask you to provide:

- Pens: For two questions, participants will need to draw or write their answer. We recommend thin sharpies so the participant responses are legible. (If you are hosting an extra large gathering, feel free to use regular sharpies for visibility.) There are additional setup directions later in this guidebook, on [page 5](#).
 - Tape: If you are hanging posters on the wall, use an appropriate tape or other mechanism to secure the posters to the wall. Blue painters tape works well.
- If hanging posters on the walls is not an option, please be in touch. There are plenty of alternatives, including standing posters on easels.

We can also work with you to print and ship materials to you.



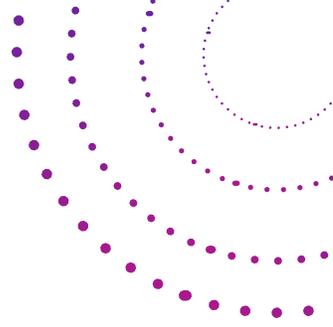
If you are hosting a virtual event, you need a good internet connection and your own account on the meeting software of your choice (we recommend Zoom). Amplifier will create a custom virtual Giving Panorama for your group in MURAL. Neither you nor your participants need to create an account. If you have or would like to create a MURAL account, we can make you a facilitator on your Giving Panorama.

Can I keep these posters up after my event?

Yes! If it's possible to leave them up for a while, it's great to gather even more responses. We recommend you place our pre-printed envelopes next to the posters. They have directions printed on them and can be an easy way for people to grab stickers and pens to respond to the prompts.



Hosting an In-Person Event



GETTING SET UP

After you're in touch with us, we will share specifications to print everything you will need for the main event. We can also send you the materials if needed. Our downloadable bundle includes seven posters, printing instructions, handouts for participants, envelopes for larger events, a link for purchasing stickers, and an evaluation.

BEFORE THE EVENT

Posters

Before your event, get all the posters set up in your room. Allow at least 30 minutes to get the posters ready without feeling rushed.

Our posters are 24" x 30". We recommend that the top of each poster is hung no higher than 6' off the ground to ensure that all people can reach and interact with it. If you are placing posters next to one another, please provide at least 3' between to allow for people to gather around each one.

*Note: For smaller events, posters can be printed on standard ledger-size paper (11"x17") and hung on walls or placed on tables. For larger events, posters can be printed larger, allowing for more interactions.

Most of the questions require people's response by sticker, while two – *The Causes I Give To Are Inspired By* and *I Give When* – need a pen. We recommend you have pens available at the front of the event (along with the handouts and stickers).



If you are hosting this as part of a larger group event, such as a conference, we will provide you with pre-printed envelope for stickers and pens. Please tape the envelope to the left side of the poster on the wall, with the directions facing out. Be mindful of height so that all participants can reach the envelope. Please place a set of sticker sheets in the envelope once it's affixed, and make sure to restock the envelopes with stickers as needed.

Entrance + Handouts

We recommend that you create an "entrance" to the experience, either by placing a small table near the door or entrance. If it's an option, pre-assign someone to greet guests and give each person a handout, pen, and set of stickers. The handout includes a short welcome and directions for the experience.

We encourage you to have a sign-in sheet so you know how many people participated and who they were. Ask for emails if you do not already have everyone's contact information so that you can follow-up, thank them for attending, and invite them to future programming.



Hosting an In-Person Event, continued

DURING THE EVENT

As participants arrive, welcome them and introduce the event in your own words. You can also share why you wanted to bring this particular group together to do this activity. Feel free to use the example welcome script to the right to guide you.

Engaging with participants during the poster activity

Notice how people are engaging with the posters and each other. Move around the room to help people reflect, connect, and engage, or identify a co-host in advance who can help you with this.

If you notice people are not having conversations as they engage with the material, or if someone is standing by themselves, engage them by asking open-ended questions such as:

- Can you tell me about your answer?
- Does reflecting on this topic change your thinking about it? How?
- Which poster was the toughest to answer?
- Which poster was the easiest to answer?
- What stands out to you about the responses on this poster?

No matter what type of event you're hosting, please be considerate of everyone's unique relationship with giving and their willingness to be open. Some people are new to giving, while others have given for years and in a variety of ways. No matter what, money can be a fraught topic! Be prepared for people to have different levels of comfort sharing about their responses or answering some prompts in the first place. It's okay for participants to skip some of the posters if they would rather not answer.

We encourage you or another person to invite participants to engage with the materials, answer questions, start conversations between participants, and generally help create a relaxed and lively environment.

EXAMPLE WELCOME SCRIPT

Welcome! We are hosting a special interactive experience called Giving Panorama to spark conversations and share experiences about giving.

There are 7 posters around the room. This handout has some simple directions, a set of stickers, and a few questions to reflect on. Each poster has specific directions, so please make sure to check each one as you go through. Then we'll spend about 30 minutes in conversation together before wrapping up.

Take 15 minutes to answer the prompts on each poster. Then we will have a conversation exploring the posters and responses. If you have any questions, I'm here to help. Enjoy!

SUGGESTED GROUP DISCUSSION

After people have had a chance to walk around the room and interact with the posters, we recommend having a group discussion, especially if this is a stand alone event. Jump to page 9 for details.

WRAPPING UP

Group + poster photos

Before everyone leaves, make sure to snap a quick photo of everyone at the event, either in front of one of the posters or in another memorable location. During cleanup, take a photo of each poster – close enough to see the responses, but wide enough to see all four corners. Share them with us by emailing hello@amplifiorgiving.org, or tag us (@amplifier_giving, #HowIGive) on social media.

Evaluation

Let us know how the event went by taking 5-10 minutes to fill out the short evaluation included in your giving panorama packet and emailing it back to us at hello@amplifiorgiving.org.



Hosting a Virtual Event

GETTING SET UP

- You will be using two interactive platforms simultaneously – Zoom (or similar video conference software) and MURAL. We recommend that you practice all the features you'll be using across both platforms and know how you'll explain them to participants before your call.

→ It's always helpful to have a co-facilitator leading the tech elements and answering questions, especially if you're new to facilitating online, have a large group, or know that some participants are uncomfortable with tech.

BEFORE THE EVENT

- When participants register or RSVP, let them know that they should plan to be at a computer (rather than on a phone), and to have one computer per participant if multiple people are joining from the same home. This may feel awkward but it allows everyone to participate fully and equally.

- Let them know that you will be using MURAL and Zoom. Share these MURAL and Zoom guides and suggest they review them before the event if they are unfamiliar with one or both platforms.

- If any participants are unsure about their technical skills, consider checking in with them before the call or having them log on 15 minutes early to review both platforms and make sure they have everything resolved.

DURING THE EVENT

- As people arrive, welcome them by name when possible and let participants know when you will be starting. Set a welcoming, conversational tone for your event from the start. If you are in a large group or participants have background noise, ask them to mute their microphones and say hi in the chat. Feel free to use the example welcome script to the right to guide you.

- Build in extra time to make sure everyone is comfortable with Zoom and MURAL.

(continued on page 8)

EXAMPLE WELCOME SCRIPT

Welcome! Thank you for joining our special, interactive event called Giving Panorama! We'll be starting in a few minutes.

...(once everyone has joined)

Welcome to this special, interactive event called Giving Panorama. We'll be sparking conversations and sharing experiences about giving. In a few minutes I'll share a link with you to a platform called MURAL, where you'll have about 10 minutes to engage with 7 questions about giving.

Then we'll spend about 30 minutes in conversation together before wrapping up. If you have any questions or technical difficulties at any time during this program, please chat me (or whoever is on tech support) in Zoom or unmute yourself and ask.



Hosting a Virtual Event, continued

DURING THE EVENT, CONT.

- Review a few basics as participants join MURAL:
 - Invite participants to join MURAL by copying and pasting the link for your MURAL into the Zoom chat (the one at the top of your browser. You can also get the link by clicking the pink “share” button on the top right corner of your MURAL screen, clicking the “visitor link” tab, and then clicking “Copy link” and sending to your participants).
 - Ask your participants to enter as an “anonymous user.”
 - They can use the outline to the right of the MURAL to navigate or learn more about zooming and scrolling [HERE](#).
 - In MURAL, you can see all participant cursors as everyone enters which can be distracting. Participants can hide cursors by:
 - Mousing over their randomly assigned “anonymous animals.” They are the leftmost animal with a dot under it among the row of anonymous animals at the bottom center of the MURAL screen.
 - Mouse over your own animal and click “hide cursors”.
 - Please only move or adjust the dot, line segment, or text you added and stay away from the draw feature.
- Let participants know how long they have to engage with the posters – they can complete them in any order, but encourage them to engage with each one and then look through them as they finish. If you notice someone is not participating, check in – they may have tech issues. This is the time to resolve them! You can also ask them to share their answers with you directly while you enter them in MURAL on their behalf.
- Once participants have finished engaging with the posters, give them a few minutes to look at everyone’s responses.

SUGGESTED GROUP DISCUSSION

After people have had a chance to complete the MURAL, we recommend having a group discussion, especially if this is a stand alone event. Jump to page 9 for details.

WRAPPING UP

Group + poster photos

Before your event wraps, take a screenshot of everyone in the Zoom room in gallery mode. After the event, tidy up the Giving Panorama in MURAL by deleting extra stickies and lines. Share them with the participants and with us (you can download your MURAL as a PDF or we can do so for you) by emailing hello@amplifiorgiving.org, or tag us on social media.

Evaluation

Let us know how the event went by taking 5-10 minutes to fill out the short evaluation included in your giving panorama packet and emailing it back to us at hello@amplifiorgiving.org.



Suggested Group Discussion



We recommend having a discussion for both in-person and virtual Giving Panoramas. If you're leading this online, take a look at our tips here on the right.

If you're in a small enough group (under 25 participants) and not everyone has met, start with an icebreaker. For example, ask everyone to introduce themselves, how they found out about this event, and which poster raised the most questions for them.

Give everyone a few minutes to turn to a neighbor—ideally a person they did not arrive with—and discuss the following questions:

- **How does it feel to share about your giving practices? Have you had conversations like these before? If so, what did you learn? If not, why do you think that is?**

If you would like your participants to meet and get to know each other, ask a few more quick questions, having participants change partners for each. You can ask:

- **Which questions were the hardest and easiest to answer? Why?**
- **Which, if any, of the posters surprised you? Why?**
- **If you could add a poster, what would it ask?**
- **If you could have anyone fill out these posters, who would it be, why?**

Bring the full group back together and thank them for sharing. You can then ask a few participants to share something they learned about themselves from their conversations.

Bring the group's attention to the poster that asks about the value behind a meaningful gift they made this year. If they could give rooted in a single core value, which value would it be and how would it inform or change their giving overall? Ask participants to write down or consider their answer to the following question:

- **What value do you want to inform your giving (whether it does so now or not)?**

Depending on the size of your group, have participants discuss in small groups or all together (10 min):

- **"If your giving were rooted in a core value, how would your answers look different, if at all?"**

To help wrap up the conversation, ask **"How will this conversation inform your future giving decisions?"** and allow a few minutes for people to share their thoughts.

Finally, close by asking each participant to share a word or two about one thing they're taking away from this experience.

Let participants know about any future events and how they can stay engaged. Encourage them to share their experience on social media using #HowIGive, tagging Amplifier, and using any hashtags relevant to your event.

- • Ice breakers take longer online. Have everyone share if you're in a group of 12 or fewer. You can put the order in the chat, call on people, or have each person who shares announce who's sharing after them.
- • In Zoom, you can randomly assign breakout groups (we recommend groups of 3-4) for the discussion or you can assign groups yourself.
- • If breakout rooms are not an option, you can have this conversation as a large group. Be prepared for it to take longer for people to feel comfortable sharing online - there may be longer pauses. If you're comfortable doing so, you can call on people to answer. You can also ask participants to add to the conversation by sharing their answers in chat. Read some out loud as they are shared.
- • Have participants put their answer in chat.
- • Have participants share their closing word in chat and read some answers out loud.

After the Experience

Thank you again for hosting a Giving Panorama, and we hope that the conversation was rich and encouraging!

Please return your evaluation within 3 days of your event, or reach out to schedule a phone call by emailing hello@amplifiergiving.org

If any participants were interested in finding out more about giving, please connect them to Amplifier! You can share our website – amplifiergiving.org – or have them email us at hello@amplifiergiving.org.

If you're on social media, please share a photo of the completed posters, and tag us:

Twitter (@AmplifierGiving)

Facebook (AmplifierGiving)

Instagram (@Amplifier_Giving)

#HowIGive

We'd love your feedback! Please email us at hello@amplifiergiving.org to let us know how we can improve this experience and encourage more people to participate in these dynamic conversations about giving.