**ZOOM FACILITATION**

# TIPS FOR SUCCESSFULLY FACILITATING A ZOOM DONOR ENGAGEMENT

## ZOOM PRESENTATION BEST PRACTICES

* Join the meeting at least 15 minutes early to check your AV, test out screen sharing (if using), and generally get comfortable in Zoom before your guests arrive.
* Curate your space and orientation to your web camera.
  + It’s ideal to have natural light coming in from either side of your web camera or in front. Make sure you aren’t backlit with a sunny window behind you.
  + Adjust your webcam so that it is naturally a bit above your eye level.
  + If you are reading notes or a script, keep them open on the top right of your screen so it looks as if you’re looking into the camera as you speak.
* Shut down all other applications on your computer.
  + Having a lot of programs open can tax your computer and internet connection.
* Mute everything else that must be open on your computer. Make sure you take the time to mute or turn off notifications for your email, texts, etc.
* Get comfortable speaking into the void. It can feel strange to present without any in-person audience feedback. Practice, be confident, and remember that we’ll tell you if we can’t see or hear you. Assume your jokes and emphasized points are landing!
* In case of a technological glitch, have the Zoom link handy to rejoin quickly in case the connection is lost.
* Have a partner who is responsible for logistics and tech support. Connect via text or another platform outside Zoom to communicate privately if any technical issues come up.

## SAMPLE SCRIPTING FOR ZOOM EMCEE/MODERATION

**Before the meeting begins (general suggestions)**

As attendees join the meeting, periodically say: “welcome, we’ll get started in a few moments” as additional guests continue to join. As attendees that you know or recognize enter, feel free to engage with them. You can also “welcome” those you do not know once they have connected to computer audio by asking “where’s home?” or “Where you are dialing in from today?” This helps break up the silence as attendees stagger in.

* Click on participants at the bottom of your screen to open the list of those who have joined. You can monitor when it feels like a majority have joined and it’s time to kick-off the meeting.

**Zoom Housekeeping at the top of the meeting (script samples)**

* Welcome and thank you for joining us today. Before we dive into the agenda, I’d like to acknowledge that we’re meeting virtually for the first time and want to take a couple of moments to orient us to this new technology.
* Everyone is currently on mute. Please keep yourself on mute unless you are speaking. This helps eliminate background noise so that we can all hear the speaker. If you would like to unmute yourself, simply click unmute at the bottom of your screen.
* If you’d like to ask a question while someone is presenting, please submit the question via chat and I’ll be monitoring the questions to be sure they are all addressed. The chat button is also at the bottom of your screen.
* Typically at the top of your screen, you will see an option of either Speaker View or Gallery View. I’d recommend using Speaker View while our speakers are talking and then moving into Gallery View for Q&A.

**Facilitating Q&A through Zoom (script samples)**

* When you registered, we asked for you to submit any questions you had in advance. Thank you to everyone who sent in questions.
* *[if chat is active]* We've also been collecting questions through the chat function. You are more than welcome to continue to submit questions through chat.
* *[optional if you’d like folks to participate]* If you’d like to directly ask a question, please feel free to unmute yourself.
  + (note: if you have your Zoom session set to Gallery View, you can see if folks are moving around and look like they may ask a question. Or, if you click on the participants list at the bottom of your screen, you can see who has unmuted themselves and call on them to ask a question).
* You have submitted questions in advance and we will begin Q&A by asking those pre-submitted questions.
  + (note: strategically group questions by theme or topic to avoid repetition. Be sure to line up a “positive” question to end on so the Q&A, and event itself, ends on a high note.)

## RESOURCES

* **Zoom Advice:**

https://huddle.uwmedicine.org/people/in-the-community/zoom-advice

* **CAS Zoom Resources:**

<https://canvas.uw.edu/courses/980871/pages/zoom?module_item_id=10440652>

* **Pulling off a Professional Video Call from Home:**

<https://www.nytimes.com/wirecutter/blog/professional-video-call-from-home/>