

### Case Study

## Objective

Orion Communities, in Phoenixville PA offers hope for individuals and families experiencing hardships due to poverty, disability or illness by building bridges that lead to self-reliance. For the past five years, Orion Communities has hosted a "Music for Everyone" live concert at the Colonial Theatre. With the 2020 social distancing orders, Orion Communities needed a way to still hold the fundraiser while being virtual.

## AVT Solution

Orion Communities worked with AVTCS to accomplish this goal. AVTCS pre-recorded 4 bands to include in the virtual stream. In addition, AVTCS also recorded many of the Orion employees giving their message in various locations. About 90% of the event was pre-recorded, which required editing before we "live streamed" it out on the night of the event.



"Orion has worked with AVTCS several times over the past year to help us tell our story and to take our events virtual. AVTCS is incredibly patient with us beginners and always makes Orion look good. They are willing to try our wacky ideas or redirect them into something do-able and fun. Our videos have been well received and our virtual events have been hugely successful. Thank you!"

**Kris Keller, Orion Communities**

## Results

The virtual event itself led to about a two hour live stream compiled with pre-recorded performances, slideshows, and prize giveaways. In total, Orion Communities earned over \$10,000 in donations from the event, which was twice as much as the previous year. To see the production, visit <https://orioncommunities.org/mfe-2021/>.