

SpatialWeb Fundraising Event for US Senate Candidate

The Reverend Doctor Raphael Warnock needed to raise funds for a hotly contested Georgia Senate race.

The SpatialWeb provided a dynamic, immersive and lifelike event experience that delighted attendees and encouraged donations.



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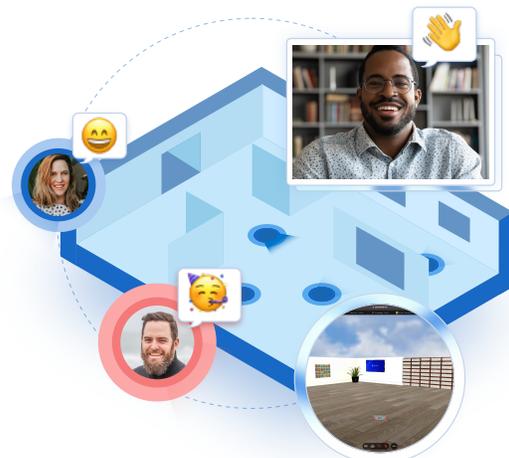
— Taylor Milsal
Event Coordinator

THE CHALLENGE

Hosting a Senate Fundraiser – Online

Following endorsements from former presidents Barack Obama and Jimmy Carter, the Reverend Doctor Raphael Warnock decided to run in the 2020 special election for a United States Senate seat in the state of Georgia. Core to Warnock’s platform was the expansion of the Affordable Care Act and the passage of the John Lewis Voting Rights Act.

As in any political race, for Warnock, fundraising was key. The Georgia senate was hotly contested, and every dollar would help. However, the pandemic meant that traditional events weren’t an option. Warnock’s supporters needed a way to host a virtual fundraiser that was as dynamic and immersive as possible. A giant Zoom call wouldn't cut it. They needed an environment that would lend itself to mingling, networking, spontaneous discussion, and the easy gathering of donations.



Immersive and Interactive Xr in The SpatialWeb

The SpatialWeb was chosen as the best online environment in which to host the virtual fundraiser. The organizing body, Senate Circle, recognized the uniquely immersive and interactive nature of the SpatialWeb space. They knew it was the best way for them to maximize donations to Warnock's Senate campaign.

"Attendees gathered for in-depth conversations according to their interests: voter suppression, health care, climate change, and so on," said Taylor Milsal, the event coordinator. "Attendees moved about as one would at a cocktail party, meeting people and really savoring the experience."

Participants were able to walk around exactly as they would in a physical venue, and conduct spontaneous face-to-face conversations with others in a way that closely mimicked the real world.

Through the SpatialWeb's Voice of God feature, event organizers were able to keep the mood at fundraiser energized. Offering fundraising challenges for participants yielded great results, and attendees happily donated campaign funds directly through links shared via the chat feature.



Overall, the party was a resounding success. "Big Zoom parties with friends can be awkward, stilted and exhausting," said Milsal. "If you're looking for an authentic cocktail party vibe, try SpatialWeb."