

# American Red Cross

For the first time, American Red Cross chapters in the state of Michigan came together to make the shift to virtual fundraising. After forming a regional alliance, they put their heads together to create a virtual livestream event with a silent auction, mission moments, and donation opportunities for donors across the state of Michigan.

## ONLINE FUNDRAISING ACTIVITIES

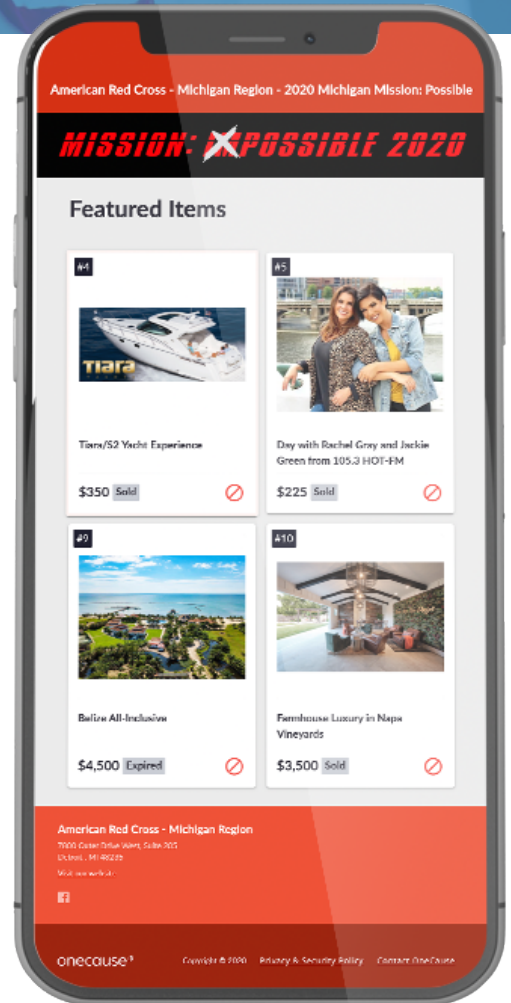
ONLINE AUCTION | DONATION APPEAL | LIVESTREAM | CORPORATE PARTNERSHIPS

## WHAT MADE THIS EVENT UNIQUE?

The chapters in the state of Michigan proved to be up to the challenge. They gathered an impressive group of sponsors and secured a partnership with Buffalo Wild Wings to have a portion of sales throughout 48 hours benefit their campaign.

On fundraising day, they combined livestream programming with powerful virtual fundraising strategies to drive donor engagement.

Because the campaign was virtual, they were able to reach the entire state of Michigan at every donor level between the 5 chapters' donor bases. They made fundraising easy for donors, whether they wanted to support by ordering Buffalo Wild Wings, buy a silent auction package, or simply donate.



## VIRTUAL FUNDRAISING STRATEGIES

- Create a virtual fundraising proposal to communicate plan
- Bring mission moments and entertainment to programming
- Make a regional alliance with your fellow national chapters
- Form partnerships with local or national restaurants
- Communicate to sponsors their recognition in a virtual world
- Follow-up to thank donors and sponsors

## BEST PRACTICES/LESSONS LEARNED

- ✓ Going virtual reduces expenses with a great ROI
- ✓ Constant internal communication is key when collaborating
- ✓ Execute a donor communication plan with email and social media
- ✓ Communicate fundraising progress during the event
- ✓ Virtual fundraising broadens your donor base
- ✓ Reach out for partnerships
- ✓ Program: 1 hour

## RESULTS

122% to Silent Auction Goal  
 5.5 avg. bids per item  
 \$177,000+ in Donations  
 \$55,000 via Buffalo Wild Wings Partnership

**\$190,000 total raised**

## IN THEIR WORDS

“Don’t be afraid of the what-ifs with a virtual event. Across the world, people are looking for ways to help and do something good. We saw that at our event, and because of our success, we are going to turn this virtual event into an annual fundraiser.”

Erin Abel