

# The Avery Coonley School

The Avery Coonley School (ACS) weighed their options and knew they had to move their 38th Annual Auction online. They also knew they needed to shift fundraising priority to provide financial tuition assistance to ensure that every ACS student will be able to return for the 2020-2021 school year. They planned, promoted, and executed their first online auction with huge success.

## ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLE | PADDLE RAISE








## WHAT MADE THIS EVENT UNIQUE?

ACS felt a duty to empower and aid their community in the midst of COVID-19, and made sure to have their fundraising reflect this unique time. All fundraising efforts were reallocated to the ACS COVID-19 Emergency Tuition Assistance Fund.

ACS strategized how to create engagement and motivation to give in a virtual world. To drive engagement, they used OneCause Mobile Bidding to host everything in one place to minimize donor confusion. This included an online auction, Fund-A-Need, and raffle while also having a short video to kick-off the event followed by Zoom rooms for different grades to socialize.

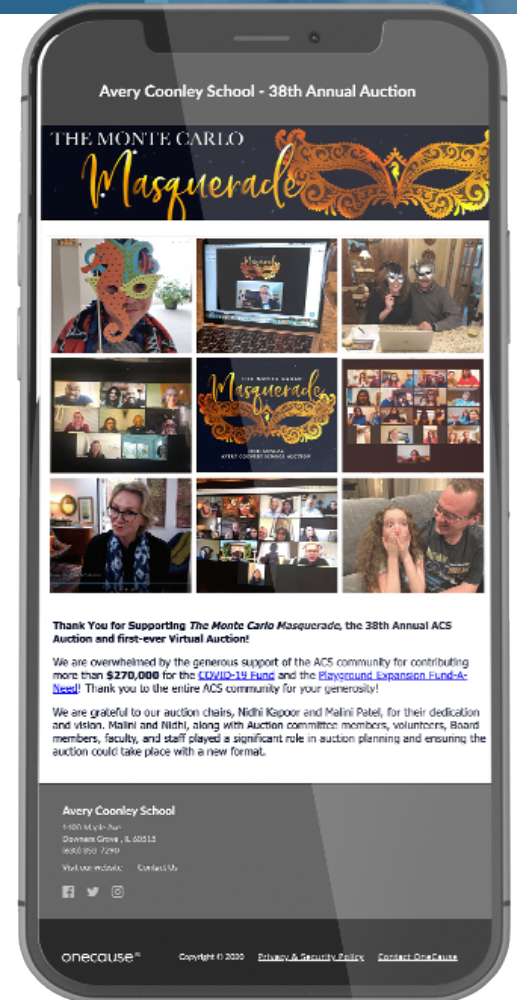
A family-friendly atmosphere kept their 'why' for fundraising—the students—at the center of the event.

## VIRTUAL FUNDRAISING STRATEGIES

-  Host all information in one place (OneCause Giving Center)
-  Post the Virtual Auction Schedule so supporters know what to expect
-  Create an event kick-off video
-  Pop into Zoom rooms with fundraising announcements
-  Include a Virtual Auction Program PDF on Giving Center
-  Include a 'Super Silent' category in their silent auction
-  Stagger closing times of different categories of the auction

## BEST PRACTICES/LESSONS LEARNED

- ✓ Create a family-friendly environment for school fundraisers
- ✓ Offer classroom experiences in the silent auction
- ✓ Stagger raffle stops for processing time
- ✓ Make funds timely & specific to your cause
- ✓ Create Community: Zoom rooms by grade



## RESULTS

**376** Donations  
**12** avg. bids per silent auction item  
**\$62,500** in silent auction proceeds  
**\$65,529** Fund-A-Need  
**\$134,231** raised for COVID-19 Emergency Assistance Fund  
**\$270,000+** total raised

## IN THEIR WORDS

"We tried to find ways to bring the aspects of the live event to the virtual space as best as we could. Parents and students were craving connection to their school community, and we were able to deliver that on event night. There was even talk about starting to do virtual fundraisers every year!"

*Kathleen Flynn, Avery Coonley School Events Coordinator*