

# ForKids

ForKids serves thousands of families and children experiencing homelessness in Virginia, relying heavily on the funds raised in a single night to continue their mission. Relentless in their pursuit of helping children living in poverty in Southeastern Virginia, they took their 19th Annual ForKids Art Auction virtual, fast.








## ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLES | ONLINE DONATION

## WHAT MADE THIS EVENT UNIQUE?

ForKids took their low-tech event virtual after 19 years. To be successful they selected key constituents to engage in multiple tests beforehand, created an influencer campaign to maximize their reach, worked with restaurants to deliver “Bidder Bites” to hungry supporters, and opened a tech support line to help supporters navigate the online event.

## VIRTUAL FUNDRAISING STRATEGIES

-  Influencer/ambassador campaigns
-  Personally reach out to bid donors from previous years to get them engaged
-  Keep Auctioneer to deliver information on the livestream
-  Use Facebook Live to livestream
-  Real time monitoring bids and calling out names on the livestream
-  “Bidder Bites” - work with restaurants to deliver to people who wanted have appetizers
-  Create a sense of fun with videos and costumes

## BEST PRACTICES/LESSONS LEARNED

- Reach out to big donors from previous year to come
- Have someone monitoring Facebook to keep the chatter going
- Provide board members with tools needed to promote the event
- Test your event run of show beforehand
- Have a tech support line open during the event
- Create rule that the last donation the auctioneer called is the one that wins
- Keep communication clear and concise
- Keep it fun and entertaining



<https://one.bidpal.net/forkidsmagic/welcome>

## RESULTS

**\$300,000** Online donations  
**\$311,899** Silent Auction Proceeds  
**364%** Proceeds to % of Item Value  
**29.68** Average # of bids per package

**Event Proceeds: \$621,899**

## IN THEIR WORDS

“Up until this year, our auction was the ultimate low-tech event. We still used bid paddles and it was part of our charm. So getting all of our people ready to use a new platform was a priority. We did an evening test with key donors and they had fun with it. ”

Thaler McCormick, ForKids