

St. Louis University High School

St. Louis University High School's 51st annual Cashbah auction is more than just a fundraiser for financial aid. It represents a hallmark of SLUH and its presence in the St. Louis community. Cancelling the event was not an option, so the team pivoted Cashbah 20/20 to #Cashbah2020 and took the event virtual with smashing success.

ONLINE FUNDRAISING ACTIVITIES

SILENT AUCTION | LIVE AUCTION | FUND-A-NEED | LIVESTREAM







WHAT MADE THIS EVENT UNIQUE?

The team made the quick decision to make the tickets to the virtual event free. While a typical in-person SLUH fundraiser has around 700-800 attendees, the virtual #Cashbah2020 had over 1,800 attendees – showcasing the increase in reach that the event was able to have.

In order to make bring the event to life and incorporate as many aspects of an in-person event into their virtual event, the team gathered video testimonials from students and had the school president and emcee on Facebook Live to add a personal, authentic touch.

Before the Fund-A-Need, the team reached out to major donors to secure a few donations before the event started to get things rolling. While the Fund-A-Need has a typical goal of \$300,000, the team raised it to \$425,000 and saw major success!

VIRTUAL FUNDRAISING STRATEGIES

-  Facebook Live from President and emcee
-  Virtual Happy Hours to mingle
-  Video testimonials from students
-  Text message updates and reminders
-  Free tickets to attend virtually
-  Personal phone calls to significant donors

BEST PRACTICES/LESSONS LEARNED

- ✓ Use video testimonials to bring your mission to life.
- ✓ Be authentic and entertaining in your videos and livestream.
- ✓ Reach out to major donors before your fund-a-need.
- ✓ Virtual events let you expand your reach.
- ✓ Don't forget to remind people why they're supporting your cause.
- ✓ Utilize your emcee on a livestream to keep things fun!
- ✓ Create the ability for attendees to mingle with Zoom rooms.
- ✓ It's all about the content you create about your mission, how you bring that to life, and how you share it with your supporters.



RESULTS

\$210,396 Silent Auction Proceeds
6,598 Total Bids
3,449 Total Supporters

Fund-A-Need Proceeds: \$472,163

IN THEIR WORDS

"We wanted to make sure we were telling a story and not just saying 'bid on these items.' That's really where the testimonials and livestreaming came in. We used the OneCause text message feature to promote them throughout the night. We wanted to incorporate as many aspects of an in-person event as possible because I think people are really craving that connection right now."

John Penilla, Director of Annual Giving