

# The High Museum

The High Museum Wine Auction is the largest fundraising event for The High Museum of Art, the leading art museum in the southeastern United States. Proceeds from the Auction are a vital part of the Museum's exhibition and education plan, helping bring exciting exhibitions to Atlanta. The funds raised at the Auction also help support art education programming for thousands of children each year, making the pivot to virtual even more important.







## ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLES | ONLINE DONATION | PADDLE RAISE

## WHAT MADE THIS EVENT UNIQUE?

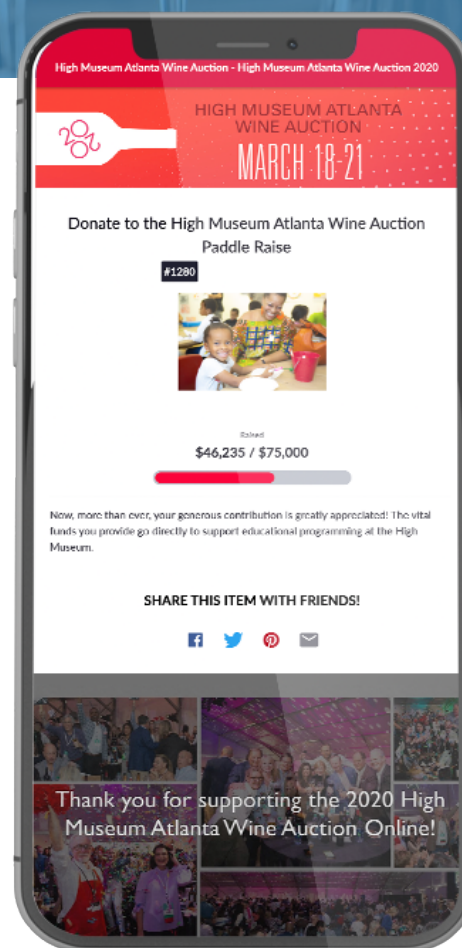
The High Museum took their wine auction online in just a few weeks. By advertising their silent auction lots one week prior to the event, utilizing rolling lot closures, and sending clear communications to their supporters, they were able to successfully hold their annual auction online!

## VIRTUAL FUNDRAISING STRATEGIES

-  Utilizing segmented engagement strategies
-  Buy in Lots: buy it now prices for one party with up to 50 couples.
-  Livestreaming donation thermometer
-  Encouraging supporters to share on their networks
-  Advertising preview date prior to going live
-  Growing fundraising list by adding bidders to distribution list.  
Sending rolling texts and social post for day of communications

## BEST PRACTICES/LESSONS LEARNED

- ✓ Rolling closure lots: allowing bidders to prioritize available funds by letting them know if they won in waves.
- ✓ Focusing donation thermometer on amount and names
- ✓ Leaving auction open Monday - Saturday
- ✓ Clear donor communication
- ✓ Personally reaching out to winning bidders after the event
- ✓ Keeping their donation appeal personal by recording a video about where money goes, and the importance of their donations.



## RESULTS

**\$44,080** Online donations  
**\$326,079** Silent Auction Proceeds  
**6.58** Average # of bids per package

**\$407,159** Event Proceeds

## IN THEIR WORDS

“We looked into doing a virtual event to keep our auctioneer, and loved the idea of it, but we didn't feel like we had enough time before the event, so we opted to do an online auction without the virtual participation aspect.”

*Casey Murphy, Wine Auction and Special Events Manager*