

Humane Society of West Michigan

Humane Society of West Michigan is a 100% donor funded organization working to build a more compassionate community where all animals are given the care they deserve. They rely on events like Paws, Claws, & Corks to help better the lives of the more than 3,000 animals that enter their shelter each year.









ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLES | ONLINE DONATIONS

WHAT MADE THIS EVENT UNIQUE?

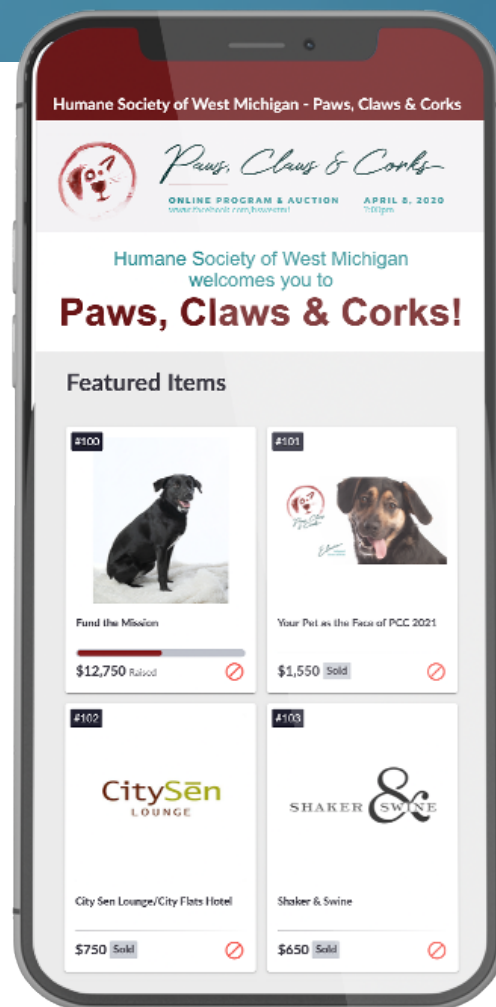
Humane Society of West Michigan went fully virtual in just 5 days for their annual Paws, Claws, & Corks event by utilizing Facebook Premiere to craft their virtual event and engage supporters. They opened their auction to the public to maximize donations, and promoted their event on local media through virtual news interviews.

VIRTUAL FUNDRAISING STRATEGIES

-  Make it happen.
-  Open online auctions to the public
-  Promote going virtual on social media
-  Send emails to segmented supporter email lists
-  Utilize local news stations to promote event via virtual interviews
-  Run the online auction for 2 days after event
-  Have team members film individual videos and edit them together to create a program video to broadcast on FB Premiere
-  Use Facebook Premiere for a strategic live experience for your supporters

BEST PRACTICES/LESSONS LEARNED

- ✓ Take action, fast
- ✓ Consolidate the program
- ✓ Raise minimum bids
- ✓ Skip Buy-now prices to maximize the donation amount
- ✓ Virtual Wine Pull – sell as an item and do the blind pull for them, virtually
- ✓ No contact pick-ups using [signupgenius.com](https://www.signupgenius.com) to schedule 15-minute block



RESULTS

1,032 Total supporters
582 Attendees
326 Bidders
315 Max bids confirmed

160K Event Proceeds

IN THEIR WORDS

“The reason we went with OneCause and online is because we needed as many resources as possible and OneCause seemed better than any other as far as simplicity for users, as well as the back-end and what we were able to do.”

Megan Ellinger, Events Coordinator