

# Cornerstone Schools of Alabama

Cornerstone is a private school in metro Birmingham, Alabama. Their small but mighty team of volunteers and staff pivoted their 600+ person gala to virtual fundraising in a couple days.

## ONLINE FUNDRAISING ACTIVITIES:

SILENT AUCTION | LIVE AUCTION | DONATION APPEAL | RAFFLE

## WHAT MADE THIS EVENT UNIQUE?

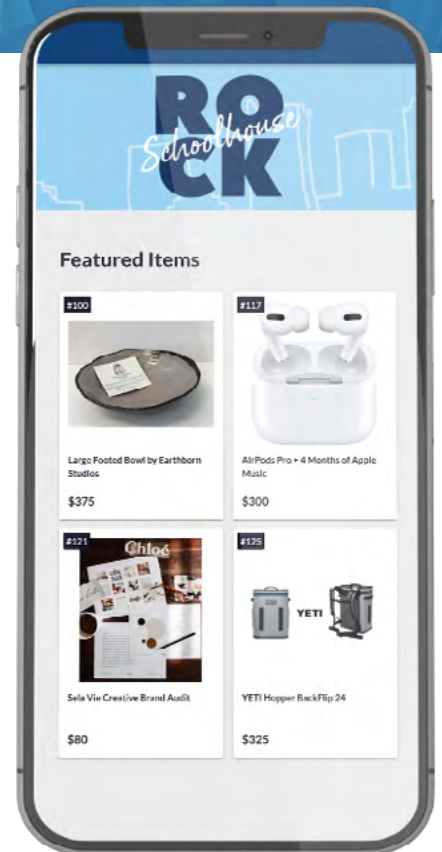
They combined real-world mission messaging, authentic personal outreach and unique digital sponsor opportunities. They used a combination of social media, email and text messaging via OneCause to reach supporters and execute a seamless virtual fundraiser.

## VIRTUAL FUNDRAISING STRATEGIES

- |   |   |   |   |
|---|---|---|---|
|   | Personal outreach to sponsors about impact                      |   | Opened online bidding & donation days earlier |
|  | Communicate change to virtual event on website, online & social |  | Multiple Fund-A-Need Programs online          |
|  | People hosted viewing parties in their homes (10 or less)       |  | Home delivery and drop-off for item winners   |

## BEST PRACTICES/LESSONS LEARNED

- ✓ Call your sponsors first and appeal for continued support.
- ✓ Communicate cancellation and virtual event on auction site and social media.
- ✓ Lean on text messaging to communicate with guests.
- ✓ Going virtual means you can appeal to a larger audience.
- ✓ Open the auction as early as possible.
- ✓ Storytelling is critical. Direct donors to website where they can view videos.
- ✓ Employ white glove touch using text messaging for item winners (out for deliver, has been delivered, etc).



## RESULTS

**575 bids**, **+16%** over prior year, over **789 online participants** with an average of **6.69 bids** per item.

**They surpassed their goal!**

## IN THEIR WORDS

*“People weren’t there live onsite at the event, but our community wanted to help! They were all stuck at home looking for ways to support the auction. We actually came out ahead of last year and we were able to get up fast.”*

Eve Hennessy, Cornerstone Schools of Alabama