

Minnesota Independence College & Community (MICC)

Minnesota Independence College & Community (MICC) has a team of 2 Development Professionals. By working with their auctioneer to create a virtual program, and securing social media help from colleagues, they were able to take their auction online and execute record setting online appeal.

ONLINE FUNDRAISING ACTIVITIES

SILENT AUCTION | LIVE AUCTION | HEADS OR TAILS | DONATION APPEAL







WHAT MADE THIS EVENT UNIQUE?

This organization took their onsite program fully virtual incorporating a mix of mission and impact storytelling videos.

MICC pre-recorded a video showcasing participants, shout outs to founders and sponsors, and personalized appeals to supporters, to make it more personal and authentic. Even their annual heads and tails game went virtual!

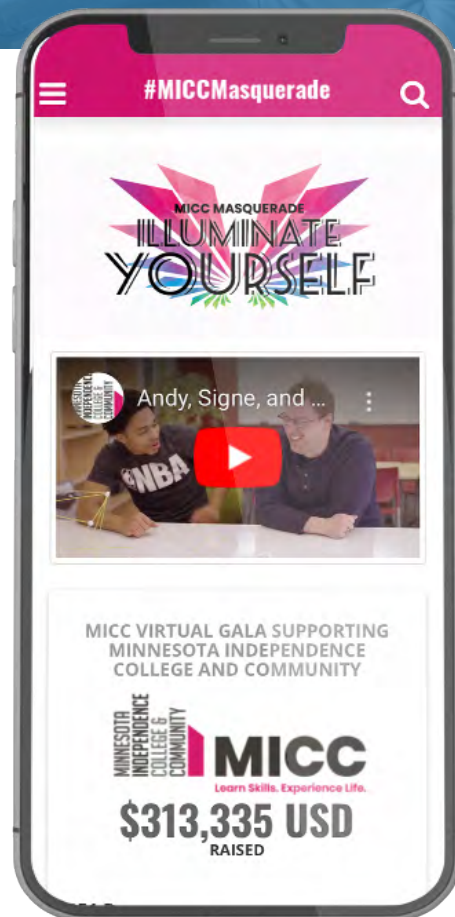
VIRTUAL FUNDRAISING STRATEGIES

They hosted a Facebook Live Watch Party featuring the full gala program, auction and fund a need with mini-watching parties in supporter homes. They also kept their gala theme to keep the event fun and deepen engagement.

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|  Kept auctioneer for live auction and appeal |  Used Facebook Live & YouTube Re-Watch Video |
|  Converted program into virtual video |  Conducted Live Auction (closing each item after sold) |
|  Kept mission & impact at center of program |  Event went from 3:00PM - 6:00PM |

BEST PRACTICES/LESSONS LEARNED

- ✓ Keep the program short.
- ✓ Keep messaging concise and clear.
- ✓ Feature more than one person on video to keep the energy high.
- ✓ Be clear with attendees: "We still want this to be the gala."
- ✓ Invite virtual gala pictures to share on social media.
- ✓ Bring mission messaging and storytelling into the event.
- ✓ Work with your auctioneer (if you have one) to create a virtual program.



RESULTS

Raised six figures beating their fund-a-need goal by **104%** with **151** donors

participating remotely.

IN THEIR WORDS

"We didn't lose anything we had planned [and] our virtual event delivered what we wanted for our in-person event. Our development team is a team of two. Anybody can do this!"

Trina Sletto, Development Manager