PS 150 Tribeca Learning Center

PS 150 is a small **Manhattan-based elementary school**. Their auction committee is made up of parent volunteers and 1 development professional. They quickly flipped their annual Spring Auction into a virtual fundraiser in just 3 days.

ONLINE FUNDRAISING ACTIVITIES:

SILENT AUCTION | LIVE AUCTION | DONATION APPEAL | RAFFLE

WHAT MADE THIS EVENT UNIQUE?

PS 150's co-chair turned her home into a Live Streaming hub where the team and auctioneer conducted the virtual fundraiser. They ran a live auction using their mobile bidding technology by creating special silent auction categories. They also opened their Online Auction before the virtual event to increase bidding & revenue.
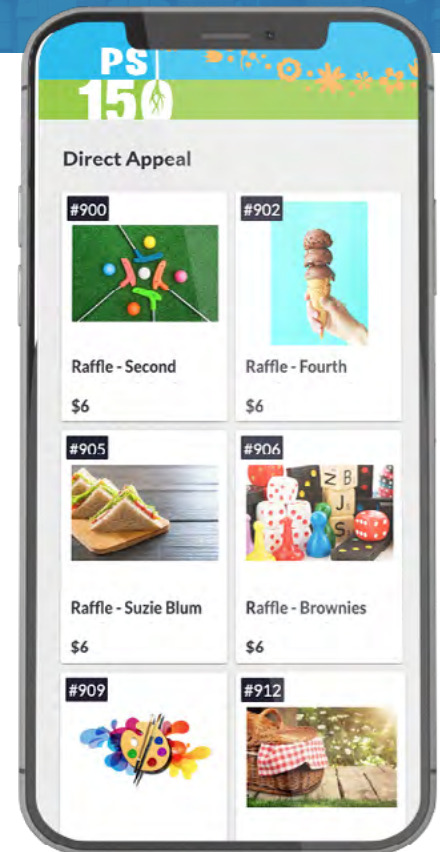
VIRTUAL FUNDRAISING STRATEGIES

The Live Streaming event lasted about 45 minutes in total. PS 150 met their auction goals and exceed their donation appeal.

- Kept auctioneer for live auction and appeal
- Virtual event hub at co-chair's house
- Used free Zoom to livestream
- Opened online bidding & donation days earlier
- Conducted Live Auction *(closing each item after sold)*
- Sold raffles online

BEST PRACTICES/LESSONS LEARNED

✓ Keep it fun, make it lively throughout. Find ways to build community online.

✓ Feature different personalities related to your organization.

✓ Start the paddle raise (ask) in the days leading up to your virtual fundraising event (walked in with $45K)

✓ Center your communications on text messages keeping them short and concise. Even as simple as "Shop Now."

✓ Once a 'featured item' reached a good price, change and feature another without bids.

Direct Appeal

#900 Raffle - Second $6
#902 Raffle - Fourth $6
#905 Raffle - Suzie Blum $6
#906 Raffle - Brownies $6
#909
#912

RESULTS

1,698 bids came in raising **78%** to silent item value with an average of **6 bids** per item &

exceeded their donation goal by 105%!

IN THEIR WORDS

"It was amazing to see the excitement and enthusiasm amongst our families online. Kids got involved at home telling parents to bid. It was the first time doing something like this and we might actually do something like this for another fundraiser in the future."

Katherine Witt, Development Professional