

# Boys & Girls Club of Noblesville

The Boys & Girls Club of Noblesville is a cornerstone of the community. When they had to postpone their annual March 2020 event till June, the team decided to move much of the fundraising online immediately, to help raise needed funds virtually.

## ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLES | ONLINE DONATION







## WHAT MADE THIS EVENT UNIQUE?

They selected 95 of the 140 donated auction items to move online and generate revenue now, rather than waiting till their June rescheduled date. They chose items that were hot sellers or time sensitive (expiration dates).

Board members and key supporters promoted via email and social - getting the word out. It worked! They have over 1000 supporters online, helping grow the silent auction 57% over last year.

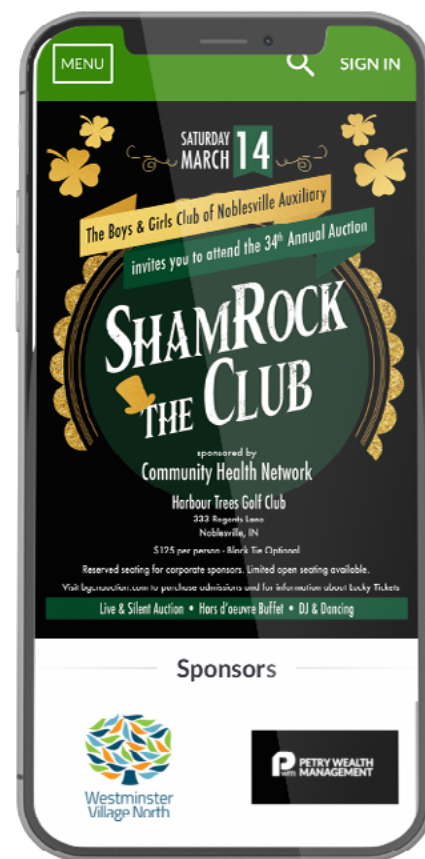
They also leaned on their OneCause Virtual Event Manager for help during the online auction.

## VIRTUAL FUNDRAISING STRATEGIES

- |   |  |
|---|--|
|  Closed auction 2 hours earlier than onsite auction    |  \$100 donation got a raffle ticket for jewelry drawing   |
|  Did item delivery to winners                          |  Lucky Tickets to select live auction prize at June event |
|  Bidders used Covered Costs to offset credit card fees |  COVID-19 focused auction baskets                         |

## BEST PRACTICES/LESSONS LEARNED

- ✓ Tell bidders to not forward text links
- ✓ Ask supporters to share generic online link
- ✓ Have board members and supporters share on social
- ✓ Used a Virtual Event Manager with OneCause
- ✓ Post event personal follow-up with sponsors
- ✓ Personal thank you's to bidders
- ✓ Make sure you have good item pictures and descriptions



## RESULTS

**643 bids | 4.5 bids per item**  
**81% of Items Sold**  
**1034 Supporters**  
**Average Donation \$263**

**\$1260 Raffle Tickets Sold**

## IN THEIR WORDS

"People were looking forward to the event, so we decided to go online and give people something to do! Lean on your supporters, they will help you out. And the technology lets people bid from their couch."

Kim Hirschfeld, Boys & Girls Club of Noblesville