

Holy Cross High School

This small Kentucky private school made up of 240 students, dedicated staff, and 1 fearless Director of Advancement, took their gala virtual in 2 days.

ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | RAFFLES | ONLINE DONATION

WHAT MADE THIS EVENT UNIQUE?









They credit targeted marketing, social media and a consistent communication strategy across social, email and texts.

They emphasized how important the event is, the real need for financial aid and how donors could help virtually.

The team also engaged teachers and staff to share on social media, and social influencers in the alumni base to rally support.

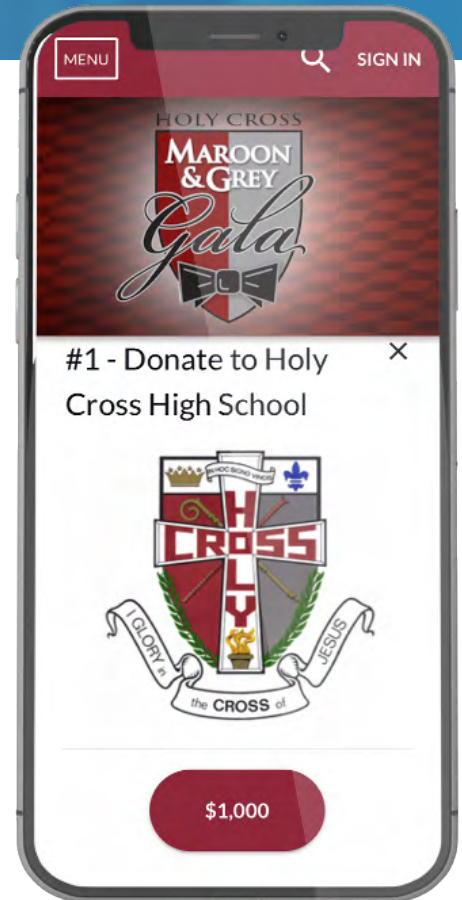
VIRTUAL FUNDRAISING STRATEGIES

This small team was able to exceed goals and reach new donors online. They estimate 50% of the virtual event supporters were new donors or donors that weren't previously active.

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|  Authentically emphasized need, urgency, impact |  Detailed item descriptions/pics |
|  Personal calls to all table heads to continue support - \$0 refunds |  Featured hot packages and bidding links on social media |
|  Added items as they came in |  Leveraged text communications to engage donors |
|  Used Constant Contact for daily blasts to donor base |  Used Covered Costs to cover credit card fees |

BEST PRACTICES/LESSONS LEARNED

- ✓ Rally your base with honest communication
- ✓ Tell the need on social media, email and text
- ✓ Use social influencers
- ✓ Use pictures and feature auction items in email
- ✓ Divide up tasks and just do it



RESULTS

465 Supporters | 147 Bidders
665 bids | 8.5 bids per item
81% of Item Value
100% of Items Sold
\$160 Average Donation
226 Raffle Tickets Sold

101% to Goal

IN THEIR WORDS

“Our gala is our biggest revenue generator of the year. We have to have the event. Without it, we can’t fund tuition assistance, which 60% of our family rely on. To say we were freaking out in an understatement. But we divided and conquered - and made it happen. Anyone can do this!”

Karen Ernspeker, Holy Cross High School