

# Sherwood Forest

Sherwood Forest is a year-round youth development organization dedicated to helping children from low-income families discover the best in themselves. The funds from the gala are vital, so the team pivoted their 19th annual Blue Jean Ball fast, into a virtual fundraiser full of fellowship, entertainment, laughter!

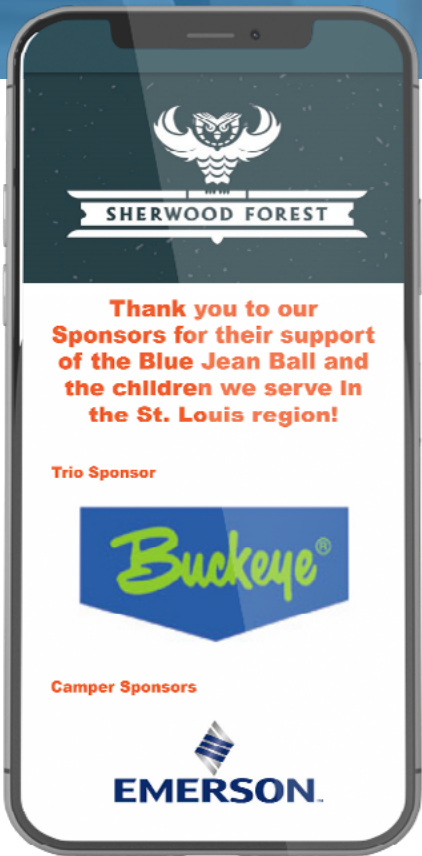
## ONLINE FUNDRAISING ACTIVITIES

ONLINE AUCTION | ONLINE DONATION APPEAL | LIVESTREAM

## WHAT MADE THIS EVENT UNIQUE?

Typically at the gala, they bring the camp experience to their supporters. They couldn't do that with COVID-19, so the team created a virtual experience for their donors, to keep the mission and need top of mind.

They used video, and created a telethon style event to showcase the mission. They also leveraged traditional fundraising tactics, including making personal calls to donors, and doing individual outreach to help seed their virtual event.



## BEST PRACTICES/LESSONS LEARNED

- ✓ Keep the mindset: “What can we do?”
- ✓ Create program for those that “pop-in” and those that “stay the whole time”
- ✓ Alternate between video, music, plug for silent auction, ask for donations
- ✓ Make it fun and find ways to entertain
- ✓ Reuse B-Roll and previous video to showcase mission
- ✓ Have Board members share links with their networks
- ✓ Make outreach to sponsors to keep them supporting
- ✓ Get board and staff to make calls
- ✓ Created script and talk tracks for calls, include your story
- ✓ Be honest and transparent in all communications

## VIRTUAL FUNDRAISING STRATEGIES

- |   |  |
|---|--|
| 2 hours programming   broken into 30 min. segments    | Livestreamed via Facebook and YouTube              |
| Used OneCause Virtual Event Manager                   | Had a band play at times throughout the event      |
| Turned paddle raise into a virtual appeal             | Well-known, local emcee broadcasted live in-studio |
| Created pre-recorded videos to showcase camp          | Campers & camp director interviewed via Zoom       |
| Targeted phone calls to donors of last 5 years        | to tell their stories                              |
| \$500 Party-In-Place Package full of local delicacies | Executive Director explained the need and impact   |
| Hired a local AV company to do tech support           |  |

## RESULTS

92 Auction Items | 511 Bids  
5.7 Bids Per Item  
65 donations  
338 Supporters  
\$17K Silent Auction  
\$109K Online Donations

**\$180K total raised online**

## IN THEIR WORDS

“We couldn’t recreate the in-person Blue Jean Ball. So we had to think about what we could do. The silent auction was easy for people to do from home, and we reworked our paddle raise into a virtual ask. We learned to use technology to our advantage.”

Angela Fulbright, Director of Resource Development