

Interfaith Food Pantry

Among all the uncertainty of COVID-19, The Interfaith Food Pantry team knew they still had a community to provide for. Within a few weeks, the team pivoted their in-person gala to an online extravaganza. Equipped with mobile bidding technology, livestreaming, and social media, the team was set up for success.

ONLINE FUNDRAISING ACTIVITIES

SILENT AUCTION | RAFFLE | LIVESTREAM







WHAT MADE THIS EVENT UNIQUE?

The team brought a personal touch to the event by giving viewers a behind the scenes look at the pantry on Facebook Live. The livestream brought people back to Interfaith Food Pantry's mission and drove traffic back to the event Giving Center.

After already securing sponsorships for the in-person event, the team quickly pivoted to a digital ad journal on the organization's Giving Center. By linking to the sponsors' websites it gave them even more exposure than before, strengthening the value of their relationship.

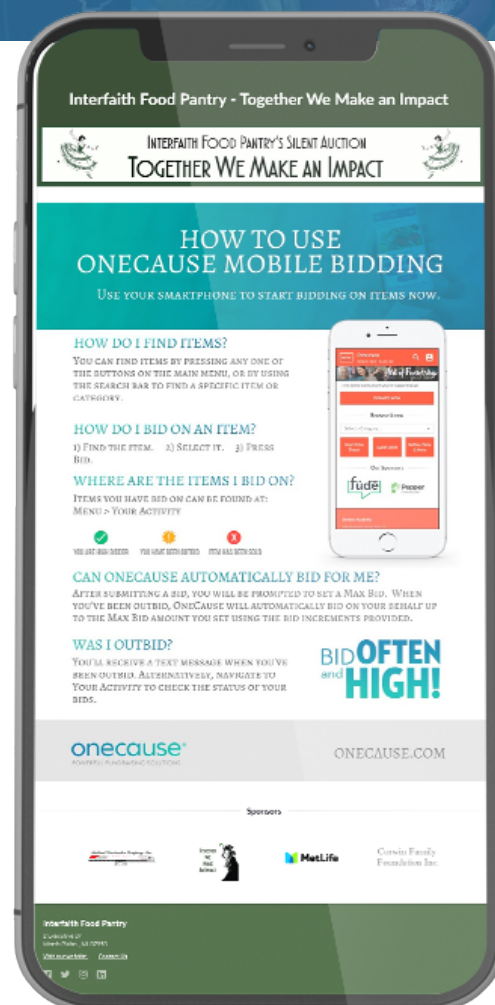
The team's raffle and fixed priced items drove additional proceeds toward their mission. Fixed price items like 1 Case of Peanut Butter and 1 Case of Soup were sold out by the end of the night, and demand was so high for 50/50 raffle tickets that the team had to open them back up for sale!

VIRTUAL FUNDRAISING STRATEGIES

-  Strategically packaged auction items
-  Sent out text messages to previous attendees
-  Virtual Tour of the food pantry
-  Virtual ad journal for sponsors
-  Countdown clock for the silent auction
-  Drew for the 50/50 raffle at end of event

BEST PRACTICES/LESSONS LEARNED

- ✓ Give people a behind the scenes look into your mission
- ✓ Be strategic with how you package your auction items
- ✓ Use Facebook Live to drive traffic to your Giving Center
- ✓ Text previous attendees and supporters to get them on board
- ✓ Use custom pages to give sponsors visibility
- ✓ Create a sense of urgency with a small bidding window
- ✓ Create fixed price packages for cases of food
- ✓ Sent out text messages with hunger facts



RESULTS

922 Total Supporters
760 Total Bids
\$13,890 Proceeds from Raffle
\$32,790 Donation Appeal Proceeds

Sold Out All Fixed Price Items

IN THEIR WORDS

"It makes a huge difference being connected to OneCause during all of this, especially since this was our first year going virtual. Our Virtual Event Manager was super helpful. She instilled confidence in us and the entire OneCause team made themselves available."

Sandra Benedict, Director of Development