

Junior Achievement of Northern California Raises Over \$335,000 with Virtual Gala and Auction

CHALLENGE:

Junior Achievement of Northern California is the northern Californian branch of Junior Achievement, a 101-year-old organization dedicated to empowering young people to own their economic success. Their volunteer-delivered, K-12 programs foster work-readiness, entrepreneurship and financial literacy skills, and use experiential learning to inspire kids to dream big and reach their potential. Junior Achievement of Northern California inspires and prepares young people to succeed in a global economy by becoming financially literate, workforce ready, and armed with an entrepreneurial mindset.

The organization hosts an annual gala event called the Junior Achievement of Northern California Business Hall of Fame. This event always features a silent auction. However, their auction software wasn't fully meeting their needs. The software's cost and inadequate customer service were pain points stopping Junior Achievement of Northern California from reaching their event's full potential. This year, the event was scheduled to take place during the COVID-19 pandemic, and they knew they had to make a change.

SOLUTION:

Junior Achievement of Northern California understood that it would be difficult to maintain their funding if their major events had to be put on hold because of COVID-19, so they transitioned their annual gala to a virtual event. Because success was crucial, they looked for alternatives to the auction software used at prior events. They needed auction software that was user-friendly for the organization and their guests, could integrate with their CRM, and was accompanied by top-notch customer service. They were already using Qgiv for standard online donation forms, so they took a close look at Qgiv's auction software while researching options.

What sold Junior Achievement of Northern California on Qgiv's auction software was the existing CRM integration, competitive price point, and the unlimited customer service. With the auction software decided, the organization set to work putting together their virtual gala event. They added their auction items to Qgiv and made plans to livestream the event using YouTube Live. To draw more attention to their auction event, they added a countdown timer to their organization's website and added a button on their auction landing page to add the event to visitors' calendars. The organization was also able to secure a \$50,000 match for the virtual gala event to get participants excited about giving. They promoted the gift match on their auction page in Qgiv, and during the event they offered a variety of ways to give, including text-to-donate. They even did a screen cast of their auction thermometer progress to keep the audience and bidders engaged and excited!

Raised
\$337,651

Nearly **200**
participants

Livestreamed
event

"We ultimately decided to go with Qgiv because of the CRM integration, the competitive price point, and Qgiv's excellent customer service."

Lawrence Folsom, Community Outreach Coordinator



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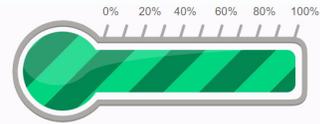
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THE RESULTS:

Junior Achievement of Northern California's virtual event was incredibly successful! Participants were able to easily register and bid on items using Qgiv's Givi app. Overall, they raised over \$37,000 more than their \$300,000 goal. That's 112.60% more than their fundraising target! More than \$76,000 of that total came from registration fees from nearly 200 participants.

"We were able to raise more money than we did at the in-person event last year, and we raised more than double what we had previously raised in our last all-virtual auction with a different software."

Lawrence Folsom, Community Outreach Coordinator.



\$337,651.00

achieved

\$300,000.00

goal

Not only did this event raise more money than the previous year, it helped Junior Achievement of Northern California save time and money. Qgiv's reporting, text fundraising system, and the ease of use of Qgiv's event builder saved the organization time that they could invest in making their event more successful. With Qgiv's extensive capabilities and ease-of-use, the JA team built a robust and extensive website for their gala event that included multiple pages full of videos and pictures. The team believed this benefited event broadcast attendance and participation in the auction by creating excitement and driving traffic to their webpage leading up to the event.

"We plan to continue to use Qgiv as the platform for our events and are working on ways to build some of our student events on the platform as well,"

*Lawrence Folsom,
Community Outreach Coordinator.*

Qgiv's tools impressed Junior Achievement of Northern California so much that they plan to continue using the platform for future events and plan to expand how they use Qgiv's tools!

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