

Big Brothers Big Sisters of Southern Minnesota Uses Qgiv to Host Record-Breaking Virtual Auction

CHALLENGE:

Big Brothers Big Sisters of Southern Minnesota works hard to place hundreds of children between the ages of 5 and 14 (“Littles”) with adult mentors (“Bigs”). In 2019, their organization matched 803 kids with volunteer mentors. They also earned back to back Agency of the Year awards for their outstanding work in 2017 and 2018. Big Brothers Big Sisters of Southern Minnesota hosts an annual fundraising event called Evening For Kids’ Sake. The event features both live and silent auctions, and payments were typically processed using credit card readers. When the COVID-19 pandemic threatened to cancel their event, Big Brothers Big Sisters of Southern Minnesota needed to quickly pivot their Evening For Kids’ Sake to a virtual auction event.

Raised over
\$100,000
total

Virtual
auction with
remote
bidding

Raised over
\$20,000
using fund-a-
need feature

SOLUTION:

Big Brothers Big Sisters of Southern Minnesota had already planned on using Qgiv for their silent auction. When the coronavirus required them to transition to a virtual event, they expanded their use of the Givi app to include selling raffle tickets and raising funds with a fund-a-need campaign.

The staff at Big Brothers Big Sisters organized the auction baskets, decorated the event space, and posted a series of Facebook Live videos as the event unfolded. They walked guests through the process of registering, entering the auction via the app, bidding, and checking out once the auction ended. Facebook Live also made it possible for their organization to share an impactful video during the auction event, which drove bids and donations throughout the evening.

“The day before our fundraiser we had to completely switch our gala to an online event because of COVID-19. Qgiv allowed us to completely go online and we were able to attract more people than just the attendees of our gala.”

*Karen Montplaisir,
Office Manager*



THE RESULTS:

Changing their Evening For Kids' Sake event to an online-only event ensured their Evening For Kids' Sake event wasn't canceled because of the pandemic. Instead, the event saw record-breaking success during the silent auction. Big Brothers Big Sisters of Southern Minnesota raised \$15,000 from bids on silent auction items. They also employed Qgiv's fund-a-need feature to raise funds for mentoring children of prisoners. They raised more than \$20,000 in donations using this feature. The live auction portion of their event raised an additional \$35,200.

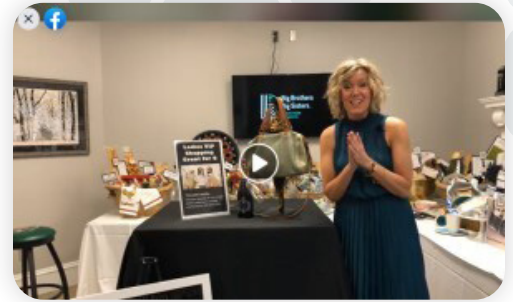
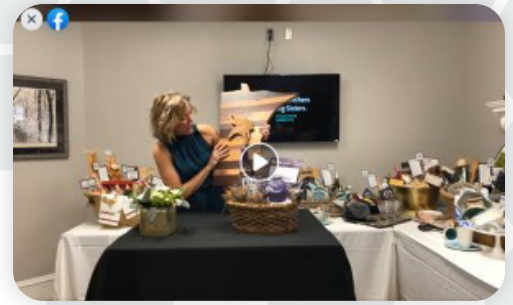
With the money raised through their Evening for Kids' Sake event, Big Brothers Big Sisters of Southern Minnesota was able to host their annual fundraising event and raise crucial funds for the children in the communities they serve.

Overall, their event raised more than \$100,000, with just shy of \$55,000 of that total being processed through Qgiv.

"At the end of the event, Qgiv required much less event reconciliation time and the payments were in our account right away the next week!"

*Karen Montplaisir
Office Manager*

Click the images to the right, to view their Facebook Live videos. ▶▶



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