## Mission City Community Fund

Founded in 1986, the Mission City Community Fund (MCCF) has a simple objective: enriching the quality of life for their community residents. MCCF focuses on five areas of giving: social services, education, health care, theater and arts, and the environment. Over the years, the MCCF has supported hundreds of non-profit organizations throughout Silicon Valley and enabled them to expand and enhance their services. The MCCF is an all-volunteer organization; because they have no paid staff, all money raised goes directly to the organizations they support.

### Challenge

MCCF's annual benefit auction—an event they've been holding for over 27 years—supplies a significant share of the organization's annual fundraising, making it key to the success of the organization. Their auction features

### Highlights

- Using Greater Giving Event Software allowed the all-volunteer community organization to capture donation history, allowing them to cultivate relationships and make procurement next year easier.

- Hiring a Greater Giving Professional Event Services consultant reduced stress on the auction team, so they could focus on what was important.

- With Greater Giving's built-in accounting tools, the treasurer was easily able to track giving history and store guest contact information for future communications and solicitations.

- Adopting Greater Giving Mobile Bidding increased event revenue by an overall 5%.

two silent auction sections, a premier super silent, a live auction, two Christmas tree raffles and a major raffle. This year, they also sold raffle tickets to the 2014 49er season tickets in the new stadium. The event takes twenty-six volunteer board members, and a number of other community volunteers to pull off.

JP Rollet, a volunteer board member and also the general manager at a local hotel, started his relationship with MCCF's annual event as an attendee. Everything was done on pen and paper. With an attendance of 500-700 every year, the organization had been focused on moving the attendees through the lines rather than collecting essential attendee information—and with the majority of ticket sales being table purchases, it was challenging to collect guest names and contact information for future solicitations.

When Rollet joined the auction planning team, he found the organization didn't benefit from a steady stream of corporate donations. To move forward, they'd need to chase down more diverse income sources: ongoing monthly donations, growing their event attendance, and developing corporate relationships. The customer management piece was huge when searching for the right auction software, said Rollet. To continue to grow, they needed to pay closer attention to who attended the event, what they were interested in, and keep accurate year over year records so they could solicit donors in the future. And the financial tracking aspect was very important for them. "We wanted an event management solution that could take reservations for dinner online, as well as account and track sales," said Rollet.

On top of adopting event management software, the organization would eventually need to add mobile bidding. "We're in Silicon Valley, after all," Rollet said. The board members were nervous about the move to automation, but it was time to adopt a new, technologically-savvy way of managing such a big event.

**Solution**

Rollet loves the web-based Greater Giving Event Software. With the leadership of the Greater Giving onsite team, "It took less than 30 minutes of training to get our staff up and running for check-in and check-out," said Rollet. They even set up a thermometer display to show their goal progress during the live auction. "And we'll never do another event without Greater Giving's Professional Event Services." It took stress off the staff members to have someone else managing the technology details.

MCCF's local benefit auctioneer, Bizzaro's, invited them to a mobile bidding event to demonstrate what could be possible for their own big event. Adopting it would completely eliminate manually entering sales, and it would be possible to collect all of their guest information, fulfilling the whole auction team's wish list.

> **Tips from Mission City Community Fund**
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> • Capture guests' contact information to build your database and communicate with them about future events and appeals.
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> • Create a best practice guide for your specific event and volunteer group.
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> • Hire professional event services from Greater Giving so you can focus on fundraising.
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> • Have plenty of proxy bidders on hand for attendees who need help with Mobile Bidding or didn't bring a bidding device.

Since attendees were automatically notified of what they'd won in the silent auction while still sitting at their tables in the ballroom, focus stayed on the live auction and special appeal. Lines of guests wanting to leave early vanished, because they no longer had to wait in line to find out what they won.

This year, MCCF offered emailed receipts instead of printed ones. With the exception of one or two guests, obtaining email addresses was a non-issue, making it possible to easily stay in touch with guests even after the event.

**Results**

Greater Giving Mobile Bidding was a boon to MCCF's donor development mission: Rollet said, "It gave us an excuse to collect people's information. Our guests came willing to give, with phones ready to play." Now MCCF has multiple avenues to message with their new supporter base on a regular basis, for donations and other events. And being able to track all of their procurement efforts in Greater Giving—including who donated what and how much—made future procurement even easier.

"Greater Giving gave us another layer of information we wouldn't have gotten from guests in the past."

And for those more techno-phobic members of the Board and community? MCCF worked with local youth to act as proxy bidders for those in the crowd not prepared or willing to use Mobile Bidding.

In the end, the group realized a 5% overall revenue increase over the previous year. "We are definitely doing Greater Giving Mobile Bidding again!"