greatergiving

Dream Factory

Since 1985, the Dream Factory of Greater Kansas City has been dedicated to making dreams come true for critically or chronically ill children. The100 percent volunteer organization has a vision of lifting the spirits of children through their mission of granting dreams to kids who are facing difficult health challenges. Over the last two decades, Dream Factory has created thousands of smiles and are proud to say that more than 85 percent of the funds raised or donated have been used to serve our Greater Kansas City chapter and grant the dreams of many deserving children in our community.

Highlights

- Raising an additional $2000 by extending the mobile bidding an extra 30 minutes.

- Intuitive software helped volunteers quickly learn the payment process.

- Streamlining all aspects of the event by capturing detailed information in a digital database.

- Simplifying the email process to send receipts efficiently.

- Options for contributors that can extend the gift giving period and direct more funds to granting dreams.

Challenge

Producing Dream Factory's annual gala could be a challenge for the all-volunteer organization. Record keeping, marketing, vendors, the guest list, and every other detail can quickly become a nightmare if they are unable to consolidate and retrieve accurate, up-to-date information quickly throughout the planning process, on-site in the venue the day of the event, and afterwards during their evaluations. This was an issue one Dream Factory volunteer pointed out when he noticed how all record keeping was kept on paper spreadsheets and lists. With insight from his past work within a UI/UX background, he encouraged group to look for a better way to handle such an important event where 30% of their annual fundraising dollars are received. They took his suggestion and hired an outside company who promised complete oversight to run their event but they soon found out that high-level of management was cost prohibitive for the size of their organization—in fact it was the cost of one entire dream! So, they began another quest for a better solution, starting with an examination of the issues they needed help with most; simplifying the paper trail, a simple to learn and easy-use system for volunteers, and cost effectiveness for their organization.

Solution

After several evaluations, Dream Factory chose Greater Giving for their fundraising software as it met both their needs as the most thorough package provided at the most reasonable cost. Along with meeting their budget requirements, Greater Giving's software allowed them to build an event website, manage all their information including the guest registry and regular correspondences with guests. It also has the ability to track options for the live portion of their event and offered mobile bidding capabilities for the silent auction—something they found their guests especially appreciated as it allowed participants to watch the auction on their phones and support their cause even if they couldn't make it to the event. Not only did Greater Event Software work like a dream, the simplicity of the process encouraged higher bidding because people didn't have to come over to manually sign a bid sheet.

Results

Choosing Greater Giving streamlined all points in the process for the Dream Factory team. Guests could register online prior to the event, eliminating the need to call their office for help. The check-in and check-out process went smoothly and they could communicate with everyone in real-time through emails and by texting to numbers that were stored in their database. Their volunteers got up to speed with the process quickly and increased their accuracy in record keeping with more thorough and faster data entry than ever before!

Ease of use is something extremely important to their success, as they host many informal events throughout the night. The Wine Pull or raffle tickets require swiping credit cards on the fly by volunteers walking the floor with iPads and the process went so well that they were able to extend the mobile bidding an extra 30 minutes, resulting in an additional $2000 in contributions!

Check-out was also completed in a much more efficient way because all the guests' information is collected in one shared database that can be accessed anywhere in the venue. They nearly ended standing in line by emailing our guests on the spot and utilizing text messaging to communicate with them as the evening wrapped up. Having a system that can quickly calculate the donations and tell them where they stand in meeting their goal is an immeasurable asset to their chapter and makes the reporting process more accurate and much faster. And it's all done digitally, putting an end to the paper trail from the point of sale all the way through to reporting!

Dream Factory of Greater Kansas City is very happy they chose Greater Giving's Event Planning software as the data manager of their event!

Tips from Dream Factory

- Call Greater Giving's support desk for help when you need it. They are great!

- Use Greater Giving Auction Booster packages trips like Jet Fighter for a Day. It can be sold multiple times.

- Order more Auctionpay card readers than you think you'll need. We accounted for one per 50 guests.