



Camp Rosenbaum

The Camp Rosenbaum Fund is a community-building nonprofit whose mission is to provide life enhancing opportunities for low-income young people through mentoring, camp and athletic programs. Camp Rosenbaum’s programs are designed to instill good citizenship, hope, and a sense that anything is possible with education, hard work and good choices.



Challenge

The Camp Rosenbaum Fund’s many camp and youth programs rely on multiple in-person fundraising events throughout the year, so the pandemic hit them hard. The Taste of Camp event—their biggest fundraiser of the year, typically drawing about 250 guests—had to pivot quickly in 2020 to a purely virtual fundraiser. Surprisingly, this first virtual event netted even more revenue than previous in-person events had! Program Director Crystal credits their talented auctioneer Stephen Kilbreath, Greater Giving’s Event Software, and the lower costs of a virtual event with this wild success.

Then in 2021, still cautious of COVID, they did something a little different by hosting a game show night á la Family Feud. Each participating family raised money on their own for the cause, and the biggest fundraisers competed in the game from separate rooms, all streamed side-by-side to event-goers. But by 2022, the Camp Rosenbaum Fund knew they needed to branch out once more to maintain the support of their corporate partners, who wanted an in-person event experience—so they decided to go with a hybrid-style event, which combined a live experience for their sponsors with a virtual stream for guests who weren’t comfortable attending.

HIGHLIGHTS

The Camp Rosenbaum Fund held a hybrid event for corporate sponsors who wanted an in-person gala experience, while providing a virtual stream for remote guests.

Their experienced auctioneer helped structure their event to maintain audience attention and maximize donations.

The event team purchased consignment items to fill out their live auction, and limited the silent auction bidding to in-person guests to make the most of their auction items.

The Taste of Camp event was successful in providing a fun, in-person experience and engaging sponsors, while generating revenue to fund camps and programs.

The team had never held both a virtual and in-person event at the same time, and knew the cost would be higher—but decided that engaging every guest was worthwhile. For Crystal, that meant addressing dozens of details to tie the two side-by-side events together. Unfortunately, auction item donations were proving harder to find, so they needed to make the best of the slimmer auction offerings. Crystal also wanted to make sure that everyone attending virtually and in-person stayed engaged throughout the program

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Watch Camp Rosenbaum 05/12/2022 LIVE event slideshow

Solution

The Camp Rosenbaum Fund chose to host about 120 people in-person at their venue, and another 51 households tuned into the virtual stream remotely. This year, they added [Greater Giving's Online Bidding](#) functionality to their live auction to make it easier for guests to participate. "Anytime we had a question, someone at Greater Giving's support team could answer it," Crystal says.

To bring the fun, in-person experience that guests expected, the event team included a Wine Bingo game, then a corn hole competition that cost five dollars per play, where winners were entered into a prize drawing. They also sold chances to win a "golden ticket," which would grant the winner money to put towards an auction item or Fund-A-Need donation of their choice. During dinner in the ballroom, they sold specialty drinks for an additional fee, and ran a dessert dash for sweet prizes to be served after dinner.

To fill out the slim live auction, Crystal decided to add consignment packages, though the cost came out of their overall revenue. They also decided to make the most of the consignment items by allowing online viewers to purchase the packages at the winning bid through [Greater Giving's online software](#). This helped keep the attention of the remote guests after the Fund-A-Need donation portion.

Bringing in a **Greater Giving Event Services** professional for on-site support was a big help in executing registration, sales, and checkout.

Results

Overall, The Camp Rosenbaum Fund put on a great hybrid event that checked off all the boxes, and Greater Giving helped them take their auction process to the next level. Bringing in a **Greater Giving Event Services** professional for on-site support was a big help in executing registration, sales, and checkout.

Though the costs of purchasing consignment items and holding two simultaneous events was high, Camp Rosenbaum was able to raise roughly two-thirds of what their typical in-person, pre-pandemic events had—and every guest was able to attend in the capacity that felt comfortable and safe for them.

This year they plan to hold many more events, including a golf tournament and a Tea Party, where Crystal will use Greater Giving to allow supporters to participate in raffle items or Fund-A-Need despite not being able to attend in person. From remote donations to on-site single sales, Camp Rosenbaum is exploring even more ways to use their **Greater Giving package** for bigger, better fundraising.



Tips from The Camp Rosenbaum Fund

- Hire a host who's ready for the camera, and work with a broadcast partner with experience in live-streaming.
- Use dynamic auction software to fully engage your bidders.
- Get to the fundraising while your remote audience is still tuned in!
- Compare the costs of your planned event with the expected benefits.
- Recognize important sponsors by displaying their logo on your auction platform, social media, registration webpage and email communications.