



The V Foundation

The V Foundation's mission is simple—funding game-changing research and all-star scientists to accelerate Victory Over Cancer® and save lives. 100% of direct donations fund research for all cancer types, at leading cancer centers and research facilities nationwide. Grant recipients are vetted by a Scientific Advisory Committee, comprised of the nation's top doctors and scientists. Since its inception, the V Foundation has awarded over \$310 million in research grants.



Challenge

The V Foundation for Cancer Research has been a Greater Giving client for many years, holding multiple large, multi-day events around the country. When Assistant Director of Event Technology, Patrick C., came on board, he only had two weeks to learn the Greater Giving platform and become the V Foundation's resident expert. He is now responsible for training all their employees on using the platform, recording and tracking data, managing attendance, and more.

One of the biggest challenges leading up to any event is gathering basic contact information for those who will be attending as the guests of sponsors, committee and board members, and those with additional allocated seats. Obtaining this information in advance reduces the bottleneck at registration, which is a critical chokepoint; one bad experience during check-in can change a guest's perception of your event and your mission.

HIGHLIGHTS

Greater Giving's new RSVP function saved the V Foundation for Cancer Research from calling and emailing sponsors for guest names, previously one of their biggest time sinks. Gathering guest information in advance helped the fundraising team focus on what really matters, allowing them to raise **40%** more money over the previous year. With such a robust attendee list at check-in, the V Foundation could greet everyone by name and make every guest feel welcome.

Gathering guests' names and contact details also allows the V Foundation to communicate important information prior to the event about what to expect, an overview of the weekend's activities, and to thank them for attending. And with so many events during the weekend, the V Foundation needed to know who would be attending what.

In the past, the V Foundation had simply run reports of missing names and reached out to sponsors—often many times—to ask for guest information. What they really needed was a good tool for collecting it in a way that was easy for sponsors and other ticket purchasers to fill out on their own time.

Using the new **RSVP dashboard**, their event had 270 people in attendance, and it raised \$1.7 million—40% more than the previous year!

Solution

In 2022, Patrick C. adopted Greater Giving's new RSVP function to help collect the guest information needed to make their event run smoothly, and solve their contact conundrum. Instead of pulling a report of those sponsors with missing guest names and distributing it to staff to send emails and make phone calls over and over, they were able to streamline their follow-up process dramatically. Each sponsor was sent a link to their own unique dashboard, which they could then fill out on their own time without sending emails back and forth.

This saved the V Foundation and their staff tons of time, and overall, they got better data on their guests. They were able to see where attendees were coming from, and better tailor their event experience to their audience—resulting in better fundraising results than ever before.

Results

Now that they weren't chasing down individual guest names, the V Foundation found themselves with far more time to plan for the event itself. They focused their energy on rehearsals, communicating with vendors, and dialing in their atmosphere and their message.

Using the new RSVP dashboard, their event had 270 people in attendance, and it raised \$1.7 million—40% more than the previous year! "Anything we can do to save time or automate tasks is a win, so I can focus on things that add more value," says Patrick. Instead of chasing down sponsors, the V Foundation could put the spotlight on communication and making guests feel welcome. Whether or not your guest is a VIP, being greeted by name makes everyone feel happier and more confident at the event.

Patrick also loves the mobile bidding feature of Greater Giving, as well as the event dashboard, so he can see money coming in through admission, the auction, the Fund-A-Need, and overall event fundraising. He also likes the flexibility it offers in tracking sales, tickets, and guests, and customizing reports to suit their needs.



Tips from the V Foundation

- Don't be afraid of getting creative! Being creative and being organized are not opposed to one another.
- Try out new ideas, and don't get too stuck in your ways. The RSVP dashboard was first inspired by the way the V Foundation was creating custom registration pages for sponsor guests!
- Enhance the atmosphere of your event by getting to know your guests in advance. Communicate with guests leading up to the fundraiser so they know what to expect!