



Boys & Girls Clubs of Bellevue

The mission of Boys & Girls Clubs of Bellevue (BGCB) is to inspire and enable all young people, especially those that need us most, to reach their full potential as productive, caring, and responsible citizens.

For more than 70 years, BGCB has been committed to providing safe places for Bellevue's youth when they are not in school. Targeting the neighborhoods that need us most, Clubs ensure all Eastside's children and teens have equal access to life-enhancing programming focused on academics, health, and leadership



BOYS & GIRLS CLUBS
OF BELLEVUE

Challenge

People's lives are more fast paced than ever, and there are constant demands on their time and energy. With everyone so busy, it can be a challenge to get donors to attend a fundraising event every year. Julie C., Development Associate at BGCB in Washington, works hard to make the case for the organization's work. Board members are encouraged to share the event with their networks and help fill the room at their annual Champions of Youth Gala. Keeping bidders engaged with so many distractions also presents an obstacle for fundraising, and the BGCB team needed to keep everyone focused on the cause at the event.

The challenge in putting on a big gala doesn't end there. Chasing down guest information is often a hurdle for BGCB, and often they only have a bidder's name at registration, if that. Julie wanted a way to speed up registration and collect contact information to make her post-event work easier. With over 300 guests attending, they needed an efficient way to get everyone's information into their system.

HIGHLIGHTS

BGCB raised \$800,000 at their annual event—nearly \$350,000 of that from their Fund-A-Need alone, which they ran with Greater Giving's [Giving Board](#).

Using Greater Giving's new [RSVP feature](#) allowed the organization to collect more and better contact information about guests prior to the event.

With [Online Bidding](#), BGCB opened their auction early and reached even more bidders.

Thanks to robust reporting features, they were able to integrate with their CRM and do their post-event work.

The work doesn't end when the event does, either. There's just as much to do post-auction as there is pre-auction, with lots of processing to do, contacting guests for pickup, sending thank you letters, and analyzing the results. Julie knew she had a lot of work ahead even once the event ended.

At their 2023 annual fundraiser, BGCB used **Online Bidding** to open the silent auction early so guests could get started browsing and bidding ahead of time. This allowed off-site bidders to participate and allowed the organization to reach an even larger audience with their auction.

Solution

Julie C. had used the Greater Giving suite of products at her previous job, so when she joined BGCB she was thrilled to be using it again. The Club uses **Greater Giving Event Software** and **Online Bidding** for two fundraising events per year—their big gala, and a fundraising breakfast.

At their 2023 annual fundraiser, they used **Online Bidding** to open the silent auction early so guests could get started browsing and bidding ahead of time. This allowed off-site bidders to participate and allowed the organization to reach an even larger audience with their auction. It was also significantly less work, as they no longer needed to set up a large silent auction on the premises.

Greater Giving's new **RSVP function** was a big help and a big time-saver for BGCB. It created customized links for each sponsor and table captain so they could go and fill in guest names at their own leisure. The BGCB Team appreciated how appealing the interface looked, and how easy it was to use. Once information was collected, Greater Giving made it simple for event staff to generate reports and assign guests to tables by group.

For the first time, BGCB used the **Giving Board** display during their live Fund-A-Need. They placed their own logo on the board behind the thermometer tracking donations as they worked towards their fundraising goal. They had an operator working the Giving Board, in addition to someone recording donations because the auctioneer was calling out bid numbers faster than they could keep up! Thanks to the Giving Board, donors were engaged in fundraising throughout the appeal, and donations were flying in.

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Results

The **Giving Board** motivated people in the room to give and helped create an overall atmosphere of generosity. BGCB raised a total of \$800,000 at their event, and over \$342,000 in the Fund-A-Need portion alone, allowing the clubs to continue offering services to kids in Bellevue for another year.

Thanks to the **RSVP feature**, they collected much more data on their guests than in previous years, and check-in ran more smoothly than ever. "The RSVP link for table guests was awesome," Julie says. "We collected much better information." BGCB had most of what they needed to successfully complete their post-event work and send out thank you letters.

Board members were tasked with inviting potential supporters to the event and were given coaching on how to ask. Running the group report after the event showed how successful they were in their asks, giving BGCB data about how to improve their work next year.

\$800K BGCB raised a total of \$800,000 at their event

\$342K BGCB raised over \$342,000 in the Fund-A-Need portion alone

Julie C. loves the built-in reports, which help with analyzing their event performance. Greater Giving's SUP-04 report generates exactly what she needs to integrate with their Salesforce-backed CRM, MyClubHub. Once they import their supporter information, they don't need to do it again.

Julie especially loved Greater Giving's support team, who always had an answer to her questions, and were willing to go above and beyond for her.



Tips from Boys & Girls Clubs of Bellevue

- Remember that there is just as much work to do post-auction as pre-auction, from processing payments to writing thank-you letters and analyzing event results.
- Find people in your community with experience to be on your event committee. Seek out volunteers who can bring new ideas and help with strategic decisions.
- Provide your board members and key supporters with messaging that will help them recruit event guests.
- Try to use beneficiaries at the event to help sell raffle tickets and promote participation in games. Interacting with donors is good for the donor and for the beneficiary.