



Bakersfield Memorial Hospital Foundation

Voluntary philanthropy and leadership are essential to develop and maintain modern non-profit healthcare facilities. Bakersfield Memorial Hospital Foundation was established in 1981 based on this philosophy as a community, non-profit, non-governmental organization to provide support to Bakersfield Memorial Hospital Foundation. BMH Foundation's role is to be a recognizable source of funding for the defined needs of Bakersfield Memorial Hospital. Ongoing donor solicitations and giving opportunities are necessary to meet this goal. Through the dedication, leadership and support of the executive board, trustees, volunteers and staff, the BMH Foundation will continue to succeed in fulfilling its mission for the good of the community.



Bakersfield Memorial Hospital Foundation.

Challenge

Bakersfield Memorial Hospital Foundation has been a Greater Giving client for many years, and uses the platform for multiple events a year.

For their main 2023 gala event, titled Rhythm of the Nights, the BMH Foundation wanted to raise between \$350,000 and \$400,000 to support a catheterization lab renovation that would help heart patients. They have upwards of 300 attendees for their main gala, and they use the [Greater Giving software](#) to track donations, assign tables, and handle donations and sales across all of their events.

BMH Foundation has a committed donor base, and knew they could better harness their fundraising potential to meet their higher goals. Going into 2023, they wanted to keep the mission front and center throughout the event to inspire generosity.

HIGHLIGHTS

The BMH Foundation held a very mission-focused event, with every activity tying back in with the cause.

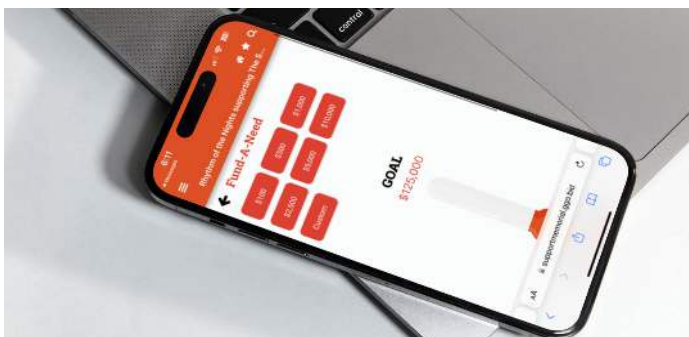
The event team planned multiple "mission moments" throughout the fundraiser that played on the heartstrings and brought donors even closer to the cause.

They surpassed their goal to raise over \$450,000 at an event with 300 attendees.

Solution

Susan Hopkins, the Manager of Philanthropy at the BMH Foundation, and her team were very thoughtful in their approach to their 2023 event. With the help of the marketing department, they came up with a great idea for the cocktail hour: using their own medical staff to record each guest's heartbeat, to be used later in the program for a big impact moment.

During check-in, the organization used Greater Giving to sell light-up heart necklaces for their "Hearts and Minds" game, a variation on "Heads or Tails." After a short program welcoming guests to the event, they played the game, which gave one lucky winner the chance to win a great prize. Then they launched into the live auction, which consisted of three big-ticket items that guests were able to preview on the Greater Giving platform, before conducting their live [Fund-A-Need](#) appeal.



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Moving into the appeal, Hopkins and her team made good use of the [Greater Giving Giving Board](#), which allowed them to enter donations as they came in, and recognize donors up on the big screen.

To prime guests for giving, the BMH Foundation played a video of a grateful patient whose life was saved by the services available at the hospital. After a word from the patient, the organization brought the doctor to the stage who played a major role in saving the patient's life—a big mission moment!

Moving into the appeal, Hopkins and her team made good use of the Greater Giving "Giving Board," which allowed them to enter donations as they came in, and recognize donors up on the big screen. A thermometer displayed fundraising progress, and guests were very excited and inspired to give collectively as they watched the thermometer rise toward the goal in front of them.

At the very end of the event, though, came the biggest moment of all: A [video of event highlights](#), played alongside the sound of all the guests' heartbeats on a single soundtrack. It was the cherry on top of a wonderful event.



Results

Hopkins and her team centered the BMH Foundation's mission at every possible moment to appeal to their committed donors. With the help of Greater Giving in streamlining check-in and check-out, and the leaderboard showing gratitude and recognition during the appeal, the organization far exceeded their expectations and raised over \$450,000.

"I really appreciate the Greater Giving platform," Hopkins says. "I like the ease of using it, and the self-help aspect. It's a great way to organize sales and auction items. We use the website feature, and I appreciate being able to copy and paste past events and then edit them for the theme of the new event."

Overall, Rhythm of the Nights was a hugely successful fundraiser, thanks to the foundation's wonderful donors and mission-focused approach.

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Tips from Bakersfield Memorial Hospital Foundation

- Be very clear in what your purpose is for the event when you begin planning.
- Everything you do throughout the event should tie back in with the mission.
- If you're holding a silent auction, use online bidding so that supporters not in attendance can still bid!
- If this is your first time holding an event using Greater Giving, Hopkins recommends hiring Professional Event Services to help.
- Using the Giving Board creates community and celebrates donors as the donations come in, driving up excitement in the room.