

A TABLE TO END HUNGER 2018

GOAL

 **Fundraise!**

The goal was to raise \$35,000 using an online auction to allow donors to bid on table reservations, including meals and drinks for 2 at Australia's (and the world's) best restaurants on one of the busiest nights of the year, Valentine's Day.

EVENT

 **128 Global Auctions!**

The Hunger Project Australia used Givergy's custom online auction platform to facilitate 128 auctions that ran across 11 days in the lead up to Valentine's Day. The platform enabled people around the world to easily participate in A Table To End Hunger no matter where they were located. The technology alerted donors via SMS letting them know if they were outbid, giving them the opportunity to place another bid to stay in the auction, in turn, increasing engagement through competition, raising them more as a result!

The Hunger Project were able to customise the platform to their brand, giving the campaign a unique and bespoke feel and bring the entire project to life. In addition, it allowed The Hunger Project to communicate vital information after the auction had closed. Donors were able to learn how much was raised through the campaign and continue to engage with the incredible work The Hunger Project do.

OUTCOME

 **104% Increase!**

Overall, the custom online auction raised \$35,644, surpassing their target and raising over twice as much as the year before! The Hunger Project managed to successfully auction off 123 dining experiences across Australia and 6 other international cities, thanks to an effective global marketing campaign, and the seamless addition of Givergy's custom online auction platform.

Guests found the platform easy to navigate around, and were able to effectively share across their social media channels.

5/5

The Givergy team was so easy to work with throughout the whole process, and went over and above the call of duty to ensure the platform was customised to fit into the overall user experience and journey for A Table To End Hunger.

Tara Donnelly, Head of Communications and Partnerships, The Hunger Project Australia

