



# Strictly Come Dancing

## GOAL



The aim of the event was to raise money for Macmillan Cancer Support through a Strictly Come Dancing evening hosted by London based law firm, Furnival Chambers. Having used a similar format for several years, the client was interested in exploring ways to freshen things up.

## EVENT



The event took place in The Great Room at the Grosvenor House Hotel and was attended by of approximately 900 guests, mostly from London-based law firms.

In previous years they held a live auction but found that it was becoming increasingly difficult to keep people engaged with the process. The guests this year were very impressed with the addition of a silent auction and the fundraising technology Givergy provided, its ease of use and the competitive element which it injected into the event.

On the night, an MC was used to give fundraising updates and to draw attention to the plasma screens around the room which displayed a live feed of bidding activity. These screens ensured guests remained engaged and bidding momentum remained high throughout the evening.

## OUTCOME



In addition to enriching guests' overall experience at the event, the Givergy system resulted in a 25% uplift in funds raised compared to the previous two years.

5/5

*“Givergy were charming and professional from the word go and helped to make the not always easy task of getting people to part with their hard earned money far easier than ever before. Thank you all!”*

*- Charlotte O'Connor, Barrister at Furnival Chambers*

