



Samba Ball 2017

GOAL



Build on client relationships, facilitate and promote networking and raise money for Angkor Hospital for Children, The Lao Friends Hospital for Children, Hiam Health, CARE Singapore, The Island Foundation, Lomboks Forgotten Children, Casa Rauda and HOME by increasing guest interaction.

EVENT



The event took place on the 4th of May 2016 at the Conrad Centennial in Singapore, taking on the Star Wars theme “May the 4th be with you”. Over 320 guests were entertained with Star Wars characters casually walking around and performing sketches with the Star Wars soundtrack playing in the background.

In between the entertainment, guests enjoyed a formal three course meal. Despite the formal setting, the crowd was energetic and engaged with the online auction hosted by Givergy, which allowed guests to easily bid via their personal smartphones on exclusive auction items donated to the charity. A pre-online auction site was made available to guests two weeks prior to the event date, which allowed the bidding to get started well in advance. On the night, the Givergy leaderboards showcased new bids as they appeared and a tangible goal to hit for the close of the event.

The MC generated excitement and competition around the silent auction and pledge moment creating an electric atmosphere and playing a vital role in keeping guests engaged, entertained and ensured that the fundraising element of the event was elevated.

OUTCOME



Guests thoroughly enjoyed bidding via their smartphones on the night and engaging with the online auction prior to the event. In fact, 310 Bids & 41 Pledges were made through the Givergy system, resulting in an astounding SG\$67,200 raised. Because the technology is user-friendly and fun, both elements helped to raise more for the eight charities involved.



“We are happy with the amount raised for our charities and glad that our guests enjoyed the event. We would recommend Givergy to anyone who are organizing a charity auction.”

- Yvonne Young, Client Associate, CLSA Singapore



CHARITY PROFIT: SG\$67,200