

Professional Services Firm

Corporate Partnership 2016



Problem

Fundraising fatigue

Approximately 20% of corporate hospitality went unused or was under-utilised, along with cupboards full of corporate merchandise left over from events. Workforce suffered fundraising-fatigue after numerous attempts to meet targets.

Solution

Employee engagement

The business case to uncover a solution was compelling and therefore the firm turned to online auctions as an alternative.

Fully branded to look like the firm's intranet, the online auctions facilitated through GivGo provided a great opportunity to engage employees with the firm's sustainability agenda. Because employees at all levels and across all locations could participate, staff were encouraged to run team building challenges to secure auction items which was a great task for the firm's graduate intake too.

Although the firm were initially worried that only senior employees with deep pockets would bid, they found that this was not the case. In fact, in their first auction alone they had 145 bids take place from employees at all levels.

Outcome

Innovative fundraising

The leading professional firm were thrilled when their first auction raised over £10,000. Since creating the site, they ran three auctions raising money that simply wouldn't have come in otherwise and have signed on board for a second year.

GivGo also helped to upskill staff and increased the number of volunteer days used while raising money to help meet fundraising targets.

"We were looking for an innovative idea to help us raise more for our charity. What GivGo has provided us with is exactly that"

- Leading Professional Services Firm



**RAISED:
£10,163**