

Putney Parish Ball 2016

GOAL



To fundraise at the annual Putney Parish fundraising ball with funds going to 5 selected charities. As a relatively small local event run by volunteers there was concern in 2014 whether the Parish could justify the cost of using fundraising technology.

EVENT



Organised by a team of local volunteers, it takes place in St Mary's Church, South West London each November and consists of a drinks reception, gala dinner for 250 guests followed by dancing.

Prior to the first use of Givergy in 2014, the event had a live auctioneer and a separate silent auction consisting of 'old-school' hand written bids. In the first year of using Givergy, Putney Parish raised £5,785 on the tablet-based silent auction, which was more than double what they had raised on the silent auction the year before.

In 2015, the Parish decided to reduce the number of lots in the live auction and put more in the interactive silent auction, which resulted in £10,163 raised. This gave the Chair confidence in 2016 to remove the live auction altogether and a record-breaking £25,276 was raised with the use of 67 lots and 7 charity pledges via the Givergy tablets alone.

OUTCOME



Feedback from the guests was that bidding via the tablets is fun and exciting and far more enjoyable and engaging than having to listen to a live auctioneer! From an organizer's perspective, it was far easier to focus on the tablet-based silent auction only. "The Givergy technology is very user-friendly. The customer service team sent to help guests at the event were incredibly helpful and hands on."

5/5

"I'm totally convinced we made the right decision both in terms of amounts raised for our charities and guest enjoyment. I would recommend Givergy wholeheartedly."

- Linda Hayllar, Chair of the Putney Parish Ball 2016 Committee



CHARITY PROFIT:
£25,276