



# Best Auction Ever 2017

## GOAL



To raise funds for Red Nose Day, an event which takes place every 2 years in which funds support countless lives across the UK and Africa. Comic Relief had previously held an auction online with a different provider, but wanted to offer prize draws to enable those with smaller budgets a way to support their cause as well and therefore turned to Givergy.

## CAMPAIGN



Comic Relief held their 'Best Auction Ever' on Givergy.com in March 2017 to raise funds for Red Nose Day. They had a fantastic mix of items (18 prize draws and 27 auction listings) which appealed to a varied demographic with a wide range of interests. Comic Relief ran both auctions and prize draws simultaneously, which allowed people with both large incomes and smaller budgets the opportunity to support their cause, and win exclusive experiences.

Comic Relief garnered support from their celebrity ambassadors to create exclusive experiential prizes. They had those celebrities agree to share the campaign prizes on their personal social channels, which helped drive huge amounts of traffic to the site. The prizes on offer were all money-can't-buy, such as the chance to have breakfast with 7 actors who have played Doctor Who, which raised over £79,000 alone!

## OUTCOME



### 128% Of Target Achieved!

By choosing to use Givergy.com, Comic Relief were able to add prize draws to their 2017 campaign. Prize draws, alongside auction listings allowed Comic Relief to reach a younger demographic and exceed their fundraising target by over £84,000. The "invaluable support" from the Givergy.com team meant that Comic Relief could focus their efforts on other aspects of the Red Nose Day event, whilst leaving the management of the online campaign to Givergy.

5/5

*"Working with Givergy on the Best Auction Ever has been a pleasure. The platform looks fantastic, is easy to use and the team were able to handle everything from managing enquiries to taking payments, which was invaluable for us at such a busy time of year. The auction was a huge success for Red Nose Day and we certainly couldn't have done it without Givergy's support and guidance."*

*- Rosie Baker, Marketing Manager, Red Nose Day*

