Wood County Museum

Virtual Gala Fundraiser

December 3-10, 2020
Pre-COVID-19.

- Themed In-Person Event
- Around 100-150 people
- Food & Drink Stations
- In-Person Silent Auction
Enter...2020
You are invited to the Wood County Museum

2020 Virtual Gala Fundraiser

December 3-10
Virtual Silent Auction

We're hosting the perfect event for staying in. You won't want to miss it! This is a great opportunity to do some Christmas shopping, and support your local museum!

SILENT AUCTION LINK: WWW.32AUCTIONS.COM/WCMGALA2020

Virtual Gala Fundraiser

- 32Auctions.com
- Online Auction Only
- Heavy Social Media Promotion
General Event Stats

- Number of invitations mailed out: 678
  - Number sent through County Interoffice: 92
- Number of cards that came back via mail: 47
- Number of participants in online auction: 67
- Value of items in auction: $4,671
- Amount raised from auction: $3,505
- Staff & Volunteer Hours: 339+ hours
Auction Stats

- Number of “baskets” to bid on: 43
- Number of items donated: 64
- Number of participants in online auction: 67
- Value of items in auction: $4,671
- Amount raised from auction: $3,505
Marketing Stats

- Mailer Invitations
- E-Newsletter Blasts: 7 sent out
- Facebook Posts: 28 + 2 Videos (Reach: 26.4K)
  - Facebook Event created as well
- Instagram Posts: 27 (Reach: 3.5K)
- Online Paid Ads: 3
- Featured on WTOL 3 times (11/30 & 12/3)
- Press Releases: 2
Gala Expenses

$1,809.49

- Printing Invitations: $279.37
  - In-Kind Donation from printer for 50% off.
- Postage for Mailer: $118.40
- 32Auctions Website: 118.40
  - 32Auction Fees: $78.23
- Photo Cube: $33.49
- Marketing: $1,080

Gala Income

Amount Raised: $11,380

Net Profit: $9,570.51

- Number of Sponsors: 32 ($5,775)
- Number of Non-Event Tickets 29 ($1,595)
- Number of Other Donations: $505
- Auction Bids: $3,505
Contact

Wood County Museum

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