



QGIV CASE STUDY

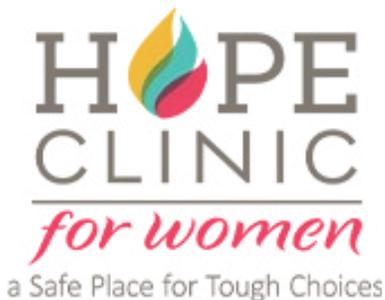
Hope Clinic for Women

Hope Clinic for Women
Streamlined Check-In and
Checkout with Qgiv's
Auction App



+ CHALLENGE

Hope Clinic for Women, located in Nashville, Tennessee, had hosted successful auctions in the past, but paper bids and checkout tracking added hours of work and a good bit of confusion to the process. Checkout was particularly difficult, with staff members finding it hard to track who had paid and who hadn't, and struggling to ensure guests didn't accidentally leave with items they didn't pay for. They were looking for a way to lighten the load on their staff and to streamline their events by moving bidding, check-in, and checkout away from paper.



OVERVIEW

RAISED

\$9,625

IN MOBILE BIDS

Hope Clinic for Women is located in Nashville, TN. They provide medical care, professional counseling, education, mentorship, and practical support for women in their community.

Solutions:



Auctions Fundraising



Streamlined Check-In & Checkout

SOLUTION:

Hope Clinic moved their auction from paper bid sheets to Qgiv's auction platform with mobile bidding. They did some valuable planning before the big day and implemented a great strategy to help check-in go smoothly. They staggered check-in by offering VIPs the opportunity to come early and get checked in. At first, they were a little worried that their guests, who were mostly in their 50s and 60s, would have a bit of trouble with an app. Their fears were allayed when check-in went off without a hitch!

They also loved that the app provides a way for guests to participate remotely. One of their volunteers was

unable to attend the event, but she was able to bid from the comfort of her home on items she was interested in.

"It was so easy for [our remote bidder]. Just seeing that it's an option from now on is super helpful. We can comfortably offer that option to people and tell them to just come pick up their item if they win. We know it will be paid for even if they can't physically come to the event."

*Mary Beth Montgomery,
Development Coordinator*

RESULTS:

At the end of the evening, Hope Clinic for Women raised a total of \$19,000, with \$9,625 of that being processed through Qgiv as a result of mobile bids in the app.

They thoughtfully planned out their check-in process to stagger guest arrival, and the resulting experience was smooth sailing for their guests and event staff. They were also able to confidently handle the checkout process knowing that their guests had already paid in the app when they came to pick up their items, saving time and alleviating stress on event staff and guests alike.

Next year, they plan on utilizing the push notification feature more often, especially to let guests know that prices on certain items may have dropped.



"It was a lot simpler than anything we've done in the past. We weren't having to sit there with a calculator to add it up and then put it into Square and charge their cards."

Mary Beth Montgomery, Development Coordinator

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