



Bay Laurel Elementary

Home of the Dolphins

Quick Auction Facts:

- ⦿ First auction with BiddingForGood raised **\$41,020**
- ⦿ Opted into the BiddingForGood.com **philanthropic shopper community**
- ⦿ BiddingForGood.com shoppers **generated a third of the leading bids**

Bay Laurel Elementary is a public K-5 school in California. They've been working with BiddingForGood since 2012, and this year they ran their 5th online auction with us.

BiddingForGood's philanthropic shoppers make a difference every year

Bay Laurel opted into the BiddingForGood.com philanthropic shopper community and benefitted from their altruism. BiddingForGood "gave us a whole new group of people beyond our parents."

Opening up their auction to our community of 460,000+ cause-minded bidders has expanded their base of supporters and allowed for participation beyond just their school community. "Even if no one at our school donated or participated, we would still make money and at the end of the day that's what we're trying to do – help make a difference." Finding a way to draw in new supporters made a huge difference in how much Bay Laurel Elementary was able to raise.

The philanthropic shopper community (bidders not directly associated with Bay Laurel Elementary) helped raise almost a third of the funds brought in by their online auction again this year.

BiddingForGood expands auction catalogue possibilities

Before using BiddingForGood, "getting items was the most difficult part" for Bay Laurel. BiddingForGood's Instant Items gave Bay Laurel the opportunity to add items to their catalogue that they otherwise might not have been able to source. As a starting point, Instant Items gave Bay Laurel a sense of security about their auction. Furthermore, BiddingForGood provided a place, on their online auction homepage, to "showcase" the auction items that they had sourced themselves. They could focus bidders' attention on the most valuable and most popular items in their catalogue to drive more bids.

Bay Laurel also created exclusive school items in their online auction including fun items like "Storytime with the Principal" and "Librarian for the Day". These "Bay Laurel Exclusives" sold for over \$7,000 total. Bay Laurel truly created the perfect blend of items for everyone and items for just their school community. BiddingForGood allows them to continuously invite new supporters to their auction while still allowing the school community to have its own unique pool of exclusive items to bid on.

