

Project Summary



2020 Crescen-Dough All Star Online Auction
Presented by the Huntsville Symphony Orchestra Guild

Huntsville Symphony Orchestra
700 Monroe Street Suite 250, Huntsville, Alabama 35801

Project Contact

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Community Population 186,000

Orchestra Group Five

Project Description

The Crescen-Dough auction is an annual Guild fundraiser that supports the local symphony. The 2020 online auction was a twist to the traditional event. For 46 previous years, the auction was held at a local event venue on one evening with silent and live auctions and a drawing during dinner and cocktail hour. A fund-a-need appeal occurred during the live auction. Due to COVID restrictions, this year's auction was completely online for all activities. The auction chairs published the website three weeks before the original event date, then opened all items for bidding for one full week before the original date. The traditional drawing was held on Facebook Live. Bidders donated to the fund-a-need appeal through the auction website, text to give, or mailing checks. Instead of taking items home on the event evening, bidders picked up items from the storage facility via curbside pickup on two days during the following week.

Project Goals

Based on auction proceeds and bidder registration data from the previous 46 years, the auction chairs set a goal of \$165,000 with 450 guests. The after auction reports showed approximately \$176,000 in profits with 498 individual registered bidders.

Adjustments with COVID

A primary concern was how to notify potential guests about the change to an online event. Most local events were being cancelled and we feared guests might assume the same for the

auction. Postcards were mailed to the original invitation list announcing the online transition. Sponsors were also notified. They were extremely supportive and thankfully none requested refunds. The chairs contracted with a local media company to run an email/social media/radio campaign that promoted the online auction. The symphony also promoted the online event through its marketing office.

Timeline & Volunteer Engagement

Approximately 225 volunteers were involved with the entire auction from April 2019 – May 2020. Roles ranged from acquiring auction items (all active Guild members are required to assist with the acquisitions), soliciting sponsorships, data entry, and facilitating item pickup. Orchestra staff assisted with item acquisition, pickup/delivery, and marketing. Orchestra personnel donated services and items for the auction. Board of Trustees members recorded videos that were posted on social media to promote the event.

Revenue - \$212,960

Profit - \$176,213

All proceeds were presented to the symphony