

PUTTING THE FUN IN FUNDRAISING

CHANGE A LIFE USES IML'S ELECTRONIC AUCTION TECHNOLOGY AT THE LAUNCH OF ITS CHARITY CYCLE RIDE

CASE STUDY

FACTS

Change a Life is a charitable initiative run by Computershare. In 2008, Change a Life organised a 450 km corporate cycle event along the Zambezi River to raise money to fund anti-crime initiatives in South Africa.

To launch the event, 150 top executives were invited to an auction at the Johannesburg Stock Exchange to bid for four cycles, donated by a sponsor of the ride.

CRITICAL ACTION

IML provided their electronic auction system, allowing all guests to enter bids for the bikes into handheld keypads. The system identified bidders through 'smartcards', enabling them to see their name and bid amount displayed on a big screen which updated live as bids were entered. This encouraged friendly competition within the audience.

During the event another lot item was unexpectedly made available - a place on the back seat of a tandem to be ridden on the trip by a top athlete. The flexibility of the IML system meant this could be added instantly, helping raise more funds for the cause.

RESULTS

Within the first 15 minutes of bidding, Change a Life raised R137 000 (US \$17 000), and the back seat tandem ride was bought for R50 000 (US \$6 200).

The electronic bidding generated a fun, competitive atmosphere and, in turn, helped increase the value of the lots.



"The guests absolutely loved the system. The keypads encouraged an extremely generous atmosphere, and we were delighted with the amount raised."

Ursula du Plooy, Executive Director > Sales, Marketing and Relationships, Computershare South Africa

IML
www.iml.co.za

Gert Vermaak
Managing Director > IML South Africa
Gert@iml.co.za
T +27 12 345 5161