



Case Studies in Transforming Fundraising Success

Eden Valley Watkins “Glory Days”

- **Initial Goal:** \$25,000
- **Outcome:** Adjusted goal to \$50,000 after early success. Exceeded expectations, raising a total of \$80,000.
- **Highlights:** Achieved \$17,000 in the Silent Auction and over \$10,000 in the Live Auction. Effective goal-setting and momentum propelled the event to more than triple the initial target.

Holy Spirit Catholic Church

- **Challenge:** Create a Silent Auction and Virtual Event from scratch.
- **Outcome:** Raised \$10,000 through the Silent Auction and over \$30,000 total.
- **Highlights:** Innovative event design and execution led to remarkable results despite starting with no existing structure.

Assumption Community

- **Initial Goal:** \$3,500 for the Fund-a-Need
- **Outcome:** Doubled the goal to \$7,000 and raised 150% of the overall target.
- **Highlights:** Strategic planning and a compelling Fund-a-Need appeal maximized donor engagement and contributions.

Dinomights

- **Initial Goal:** \$200,000 (previous year's total: \$150,000)
- **Outcome:** Raised \$240,000, exceeding the ambitious goal by \$40,000.
- **Highlights:** Provided last-minute consultation, secured a \$10,000 donation prior to the event, and fostered connections that resulted in post-event contributions. Exceptional coordination of the Live Auction and Fund-a-Need.

Cathedral High School.

- **Year 1:**
 - **Challenges:** Attendance dropped 20% from the prior year (500 to 400 attendees).
 - **Outcome:** Increased Fund-a-Need contributions from \$30,000 to \$37,000 and introduced a Live Auction that raised \$8,000, resulting in a \$15,000 total increase.
- **Year 2:**
 - **Outcome:** Attendance returned to 500. Raised \$105,000 in the Fund-a-Need and doubled Live Auction proceeds to \$16,000, achieving a total of \$121,000.
 - **Highlights:** Preplanning and execution significantly elevated results, showcasing the power of refined strategy.

St. Marcus Catholic Church

- **Initial Goal:** \$20,000 (considered ambitious for a first-year event).
- **Outcome:** Surpassed the goal, raising over \$60,000.
- **Highlights:** Transformed expectations with robust planning and execution, delivering over six times the results of previous efforts.

Summary Black Diamond Benefits specializes in transforming fundraising efforts through tailored planning, innovative event design, and strategic execution. These case studies exemplify the extraordinary impact we bring to nonprofit events, consistently exceeding goals and driving record-breaking results.