

Oklahoma AIDS Care Fund

Early in 1991, a small group of concerned individuals came together to discuss what could be done to help the growing number of individuals with HIV/AIDS in Oklahoma. At that time, HIV/AIDS was still a new and poorly understood disease, yet was beginning to attract several national organizations led by high-profile celebrities to raise money to fund HIV/AIDS research. In the meantime, little was being done to help those already with the disease. And virtually nothing was being done to help individuals in Oklahoma. By the end of the year, the group had formed the Oklahoma AIDS Care Fund for the purpose of raising local money to help local people.

Highlights

- Utilizing Auctionpay terminals streamlined check-out at the event and shortened post-event reconciliation.
- Greater Giving Event Software makes managing table assignments and last minute changes for 800 attendees much easier.
- Greater Giving Online Payments enabled the creation of Website donation and event registration functions.

Challenges

Oklahoma Aids Care Fund has been hosting the annual Red Tie Night since 1992, and has raised over \$6.5 million for their cause as a result. For the first decade of the event, the group managed the credit card payments with 2 people using the manual imprint machines making check-out slow for event attendees. Reconciliation of the funds took weeks after the event. The team used an Access database for tracking registrations, donations, items for the auction and table seating assignments. They also had no ability to take donations online.

Since the event raises the majority of the operating and grant funds and draws 800-900 people annually, the team wanted to find something to help them streamline their processes and make it easier to organize their event.

Solution

Greater Giving solutions were chosen and implemented in 2007. Sarah Garcia, Development Coordinator, says that she absolutely loves what the software has done for the event. “Wow, I love it! For seating I think it’s incredible—I can find people and groups instantly.” Managing 800–900 attendees and their requests for special accommodations was one of her biggest challenges. Garcia also appreciates the online payment functionality. She set up the pages and customized them. She says it makes her look and feel like a genius!

The software has centralized all the data for the event—making it easy to run reports on what sold and for how much, tracking donors, and managing the entire event. The team is pleased with how easy it was to learn and use the software. Garcia says the on-line training gave them the information they needed to be able to use the software. They love the ability to be able to see where they are at throughout the night’s events at the push of a button.

Tips from Oklahoma AIDS Care Fund

- Take the training—also there are great on-line resources
- Use the 800 line—Greater Giving’s Customer Service team is there and will help you out.

Results

The first year Oklahoma AIDS Care Fund used Greater Giving solutions was in 2007 for their annual Red Tie Night—it was their most successful fundraiser, increasing 12% over the previous year and resulted in programs and grants of \$700,000. Red Tie Night continues to be the single largest evening fundraiser in Oklahoma.

Since implementing Greater Giving solutions the auction team has also experienced a huge drop in stress levels at the event—because last minute changes are simply easier to adapt to, and guests

are more relaxed due to the ease of check-out. After the event, they can now quickly reconcile, make any corrections and submit the charges, in contrast to the weeks the process used to take.

This year Garcia is implementing online registration for the event, and was easily able to set up and customize the pages. She's also looking forward to additional ways to use the online tool in year-round fundraising.

Once again, Oklahoma AIDS Care Fund is breaking new ground in ways to support the individuals with HIV/AIDS in Oklahoma and beyond.