



**SUCCESS STORY:  
PRO-CHOICE WASHINGTON**

## A Frictionless Virtual Gala & Auction Unites 20,000 Donors

Pro-Choice Washington’s annual gala and auction brought together 20,000 donors through a seamless virtual experience.

Their event coordinator, Hilary W, has 20 years of experience in the fundraising event tech space and selected Fondi ([now Classy Live](#)) as Pro-Choice’s virtual event platform. Hilary worked closely with Josh Parolin, VP Engineering & GM of Classy Live to bring Pro-Choice’s vision to life.

Supporters registered through a Classy ticketed event page, with an option to additionally donate a one-time or recurring gift.

The event reintroduced cherished elements of previous galas with a virtual spin. Attendees viewed livestream event content through the virtual venue, and engaged in day-of-event fundraising through a silent auction with mobile bidding.

Donations continued to flow after the event thanks to creatively positioned “Fund-A-Need” auction items. **As a result, they exceeded their fundraising goal of \$100k and increased audience participation.**



“Classy Live has arrived to offer what has taken me working with several companies to accomplish in the past. This streamlining is such a valuable time-saver, helping us really focus on what matters: communicating our org’s mission and having a great event.

Hilary



“It was an honor working with a team so dedicated to a memorable evening for supporters. My favorite part was watching bidding activity spike.

Josh

**THE RESULTS:**

**80% OF ATTENDEES**

engaged as silent auction bidders

**100% OF PLEDGED DONATIONS**

were collected within 24 hours of the event