

By leveraging friends in high places and finding new supporters all over the world, Charitybuzz has helped the Robert F. Kennedy Center for Justice & Human Rights raise more than \$7 million in eight years.

Despite their existing network of high profile friends and donors, Robert F. Kennedy Center Founder Ethel Kennedy and President Kerry Kennedy turned to Charitybuzz when it was time to add a digital component to their already robust fundraising efforts. From coffee with Apple CEO Tim Cook to tennis with Andre Agassi or a chance to meet Oprah Winfrey, Charitybuzz helps these American icons make ample use of their existing contacts and handles all the additional details to create auctions that have raised more than \$7 million since 2006.

Statistics

<b>Fundraising</b>	
<p>Goal</p> <p>RAISE <b>\$500K</b> ANNUALLY TO BENEFIT HUMAN RIGHTS</p>	<p>Result</p> <p><b>TOTAL RAISED \$7M</b>   AVERAGE OF \$875K ANNUALLY</p>
<b>Engagement</b>	
<p>Goal</p> <p>Engage new supporters around the globe.</p>	<p>Result</p> <p><b>4.5K</b> BIDDERS   <b>51</b> COUNTRIES</p>
<b>Media</b>	
<p>Goal</p> <p>Secure high profile coverage in top media outlets.</p>	<p>Result</p> <p><b>1.25B</b> TOTAL IMPRESSIONS</p>

Charitybuzz has enabled the Robert F. Kennedy Center for Justice & Human Rights Center to find new money from new donors, a rare feat in today's challenging nonprofit marketplace.

John Zurick, COO of RFK



**The Secret Sauce / How We Do It**

We start with a robust outreach strategy. Staying as timely as possible to maximize potential earned media coverage, our team proposes innovative auction ideas tied to pop-culture, current events and marquee public figures. In this case, the outreach itself was two-pronged with Founder Ethel Kennedy and President Kerry Kennedy reaching out to their own personal contacts and Charitybuzz filling in the rest, broadening the scope to talent outside the Center’s immediate

reach. Working together, we have been able to secure hundreds of experiences for each auction. Once donations are confirmed, we craft a comprehensive promotional campaign timed to the auction launch, including media outreach, email blasts, on-site event materials, and social media posts for celebrity donors to share directly with their fans. We handle all of the nuts and bolts, from appealing page design to making sure every purchased experience goes off without a hitch.

**Major Media Placement**



**Top Auction Items**



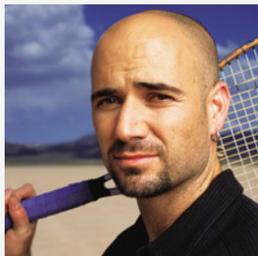
Coffe With Apple CEO Tim Cook at Apple HQ

Estimated Value	Sold for
\$50,000	\$610,000



Meet Anna Wintour During a 1-Week Internship at VOGUE

Estimated Value	Sold for
\$10,000	\$42,500



Play Tennis With Andre Agassi

Estimated Value	Sold for
\$100,000	\$100,000



Meet Oprah Winfrey Backstage at Her Show

Estimated Value	Sold for
\$50,000	\$105,000

**About Our Partner**



One of the foremost international human rights organizations in the world, the Robert F. Kennedy Center for Justice and Human Rights supports programming that impacts people of diverse backgrounds on the local, national and international level. By partnering with Charitybuzz, the Center hoped to increase fundraising as well as raise awareness for critical human rights issues.