

# Insider Secrets to Boost Your Benefit Auction Business

by Kathy Kingston, CAI, BAS  
Kingston Auction Company

Auctioneers: Are you ready to book more benefit auctions, generate powerful revenue streams, have more fun, create repeat annual clients, transform lives, strengthen communities and raise more money and explode your bottom line?

Consider one of the fastest growing sectors of the auction industry today: Benefit Auctions. **The Benefit Auction Business is booming; over \$16 billion\* are raised annually in the United States!** A benefit auction, well planned and smoothly orchestrated can raise many thousands of dollars and increase donor loyalty for long term giving.

Even in this challenging economy, nonprofit organizations across the country have achieved amazing breakthrough results. Given the extraordinary financial needs of the 1.5 million nonprofits in the U.S.\*\* today, the opportunity to catapult your benefit auction business and to serve the nonprofit community has never been better.

## Why Do Nonprofit Organizations Retain Auctioneers?

Let's examine what really works to build a benefit auction business in today's complex and challenging environment. First, it's important to understand the #1 reason why nonprofits retain auctioneers for their fundraising and charity auctions. And, the answer may surprise you.

As an auctioneer who specializes in the nonprofit sector, this question was vitally important to me. Recently, I undertook a research study\*\*\* and discovered that nonprofits are hiring auctioneers for specific benefit auction competencies that go far beyond bid calling.

## Become an Ambassador of The Nonprofit Mission

The #1 response was resounding. "Auctioneers: Focus on Our Mission." Learning to champion the nonprofit cause and to meaningfully engage audiences and to inspire donor generosity is the top expertise that nonprofits seek in benefit auctioneers.

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## Go Far Beyond Bid Calling

***“If you think just auctioning fancy dinners and exotic trips will build your benefit auction career... think again!” Kathy Kingston, CAI, BAS***

Serving as an auctioneer at a charity auction requires skills that absolutely exceed calling the live auction and enjoying a nice chicken dinner. Conducting a benefit auction is vastly different than a commercial auction. So here's the bottom line, now more than ever, nonprofits bank on our specialized benefit auctioneer talents. As **benefit auctioneers we must instill in auction guests the message that their generous support is vitally needed to achieve the mission of the nonprofit.** *(This secret alone will inspire bid waving and record breaking revenues!)*

Peggy Theiss, former Director of Special Events, National Office of the March of Dimes said: "One of the most important aspects of the entire fundraising auction event is hiring a professional charity/benefit auctioneer. This single decision can make a significant impact on the financial success of your next auction. A professional auctioneer with specialized training and experience in fundraising can generate more profit for your event, in addition to creating an unforgettable evening of fun and excitement for your supporters and guests."

*Since so many auctioneers have asked me for in-depth deeper fundraising and advanced benefit auction coaching, I've created new benefit auctioneer workshop: **Beyond Bid Calling: Explode Your Benefit Auction Business.** Harness advanced benefit auction competencies and build your confidence to ask for money and to work with nonprofits and schools. **Be an expert in Fund a Need Appeals.** You'll receive my personalized coaching to empower you to inspire nonprofit clients, donors and auction audiences to accelerate your career and to skyrocket auction fundraising.*

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*If you are ready to skyrocket fundraising and turbo-charge your benefit auction business, please join me on **December 10 & 11, 2012 in Los Angeles.** Details and registration: <http://www.BeyondBidCalling.com>*

## Add Fund a Need

Vital for success, a Benefit Auctioneer must also be skilled in conducting an inspirational and profitable Fund a Need Special Appeal. Motivating audiences to new giving heights, Fund a Need is one of the most successful, exciting, and compelling areas in fundraising auctions today that often raises more than the live auction. Become an expert in designing and conducting this epic fundraising revenue stream for your auction clients.

*Note: I've loaded my new Beyond Bid Calling Workshop on December 10 and 11 in Los Angeles with cutting edge Fund a Need techniques and strategies to leverage the new bidding behaviors of charity auction guests. I hope you join me! <http://www.BeyondBidCalling.com>*

## Consider Consulting

**By expanding your auction services** to include consulting, you can work closely with nonprofits to plan their benefit auction, to design the right timeline, to solicit auction guests, to market and promote the event, to procure high-yield auction items and to add new income streams into the event and much more. Whether you consult via phone or in-person, you will add great value to your nonprofit clients and build long term relationships by offering your unique background and talents. Nonprofits identified their need for pre-auction planning and consulting as one of the top services they wanted from auctioneers in my research study.\*\*\* Here is a great way to provide a much needed service and new business income opportunity too.

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## Offer Training to Non Profits and Schools

**Share your expertise by** offering workshops and seminars and tele-classes in benefit auctions for nonprofits, schools and charitable organizations. Also speak to associations, nonprofit and service groups to expand visibility and increase your marketing reach. Additionally, training can be a new source of revenue for your auction business.

### Why Does it Matter?

Without incorporating these new benefit auction strategies and skills, auctioneers may face a significant loss of revenue during the auction, leave money in the room, and most of all not optimize the opportunity for every single guest to contribute to the nonprofit's cause resulting in a loss of future fundraising donors. Further, **today's auction companies can profit** from increasing their unique services to nonprofits, schools and charitable organizations and **increase their visibility** in each community they serve.

### Why Should a Nonprofits Compensate Auctioneers?

Benefit Auctioneers are dedicated to providing specialized fundraising auction strategies that advance the mission of the non-profit organization. We are uniquely poised to take the risk out of fundraising by generating more profit, awareness, and excitement for educational, not-for-profit and charitable organizations.

Professional benefit auctioneers increase non-profit income and net the highest yields on auction items. Since benefit auctions are a social event too, professional auctioneers are skilled in providing a fun and entertaining event to entice guests to feel good about "paying more than the value" for a great cause. They create an entertaining, successful evening that increases profits where guests are pleased to return year after year.

**We bring greater value to Nonprofit clients.**

How are professional auctioneers retained for a benefit auction? Many professional auctioneers do have non-profit rates. Auctioneer fee structures can vary such as flat fee, percentage or a combination of both. One innovative fee structure is called a Buyer or Services Premium. Here buyers pay a small percentage of their purchases to cover the costs of an auctioneer and other services. In this way the organization retains the full

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amount of the auction revenues. Fees can also be based on the size of the auction as well as additional services such as additional consulting and training provided by the professional auctioneer.

## Are You Excited About Benefit Auctions?

For more details about benefit auctioneer education, contact the National Auctioneers Association. [www.Auctioneers.org](http://www.Auctioneers.org) Be sure to attend the International Auctioneers Conference and Show to learn the best tips and techniques in the auction industry today. Discover what's hot in Benefit Auctions and to network with other successful benefit auctioneers.

The NAA offers the **Benefit Auctioneer Specialist Designation (BAS)** which is a professional designation awarded by the NAA Education Institute designed to teach professional auctioneers the planning techniques that create successful benefit auctions. BAS auctioneers learn marketing skills and create a business strategy to build their clientele and profits.

Attend the **Benefit Auctioneer Summit by the National Auctioneers Association**. This unique educational event is attended by over 60 of the top Benefit Auctioneers in North America, providing a valuable experience for Auctioneers to network. Contact the NAA for the 2013 dates and venue. We'll be sure see you there! Of course, stay active in your **State Auctioneers Association**. Attend your annual conference and spring seminar and legislative days and special events. Education is the key to success!

## Invest in yourself!

Set yourself apart and explode your benefit auction business. Position yourself as an expert in fundraising and charity auctions my learning innovative advanced benefit auction strategies and techniques.

Beyond Bid Calling Workshop is all about the most cutting-edge, proven practices for **your dramatic growth**. Join me as I demystify new benefit auction income secrets that make even last year's approaches obsolete. Please consider this a personal invitation to join me for my auctioneer workshops and mentoring programs. *I hope to see yous December 10 & 11, 2012 in Los Angeles. Details and registration: <http://>*

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\* MORPACE research study 2008 for the National Auctioneers Association.

\*\*There are over 1.5 million non profits in the U.S. as reported by the National Center for Charitable Statistics.

\*\*\*Using qualitative research methods, Ms. Kathy Kingston analyzed over five years of data from nonprofits, benefit auction clients and seminar participants who answered this question. "What do you want your Auctioneer to do to help you raise more money?"

## Kathy Kingston, CAI, BAS

Thought leader, consultant and professional auctioneer, Kathy Kingston, CAI, BAS has raised millions of dollars at benefit auctions across the country for over 26 years. She founded Kingston Auction Company in 1986. Specializing in benefit auctions, she consistently empowers non profit clients to exceed their fundraising goals and offers a wealth of practical strategies for revenue enhancement.

She writes and speaks extensively on benefit auction success; Kathy is the author of *Record-Breaking Fundraising Auctions Tips* and *Do I Hear A Million: Benefit Auctioneering for Record Profits?* Ms. Kingston was bestowed the 2012 Chuck Cumberland Memorial Sportsmanship Award at the International Auctioneering Championship and she was recipient of the 2006 Rose Award at the National Auctioneers Association Certified Auctioneers Institute. She holds a Master's Degree in Education from St. Louis University where she was named Woman of the Year.

Her unique professional background also includes an award-winning career in non-profit fundraising, higher education, university coaching, public service administration, and the entertainment industry. She has taught the BAS Benefit Auctioneer Specialist professional designation and the CAI Certified Auctioneer Institute Benefit Auction classes. Kathy leads innovative seminars, mentoring and coaching programs for nonprofits and professional auctioneers for breakthrough revenue results. Contact Kathy at **603-235-1196** or [kathy@kingstonauction.com](mailto:kathy@kingstonauction.com)