RECORD BREAKING FUNDRAISING AUCTIONS

GALA CHORUSES

Part I

Presenter
Kathy Kingston, CAI, BAS
Today

- Introduction
- Focus on Your Mission
- Leadership. Succession.
- Retain a Benefit Auctioneer
- Audience Development
- Fire Up Live and Silent Auctions
- Go to the Next Level
DESIGN A DYNAMIC CLIMATE for GIVING
Focus on the Spirit of Giving

• What is your BIGGEST Transformation?

• What does your Donor’s Gift DO?
KATHY KINGSTON’S
DIAMOND OF FUNDRAISING
AUCTION GOAL SETTING

FUND RAISING
THE REVENUE
STEAM

AWARENESS OF
MISSION

CULTIVATION OF
RELATIONSHIPS

SOCIAL
PARTY ELEMENT
COMMUNICATE TRANSFORMATION EVERYWHERE
1. Save the Date Card
2. Invitation
3. Website
4. Social Media
5. Table Tents between Silent items
6. Posters with Photo and Quote
7. Back of Bid Card
8. Auction Wallpaper
LEADERSHIP.

SUCCESSION.
ENERGIZE LEADERSHIP

• 3 Year Plan
• Chairs/Honorary Chairs/Committees
• Awardees
• Sponsors
• Engagement
DAY OF AUCTION VOLUNTEERS

✓ Day of Auction Chair
✓ Set Up
✓ Greeters
✓ Registration
✓ Silent Auction
✓ Item Packers
✓ Cashiers

✓ Live Auction “Vannas”
✓ Live Auction Recorder
✓ Runners
✓ Spotters
✓ Clean Up
✓ Revenue Activities
  - Heads & Tails
  - Grab Bag Auction
  - Raffles
  - Others
RETAIN A PROFESSIONAL BENEFIT AUCTIONEER
WHY INVEST IN A PROFESSIONAL AUCTIONEER

- Take the risk out of fundraising
- Raise MORE money
- Distinctively skilled and dedicated
- Keep up momentum
- Know when to say “SOLD”
- Will not leave money in the room!
- Does NOT cost you Money - Makes You Money!

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HOW TO RETAIN A PROFESSIONAL AUCTIONEER

- Experience in Benefit Auctions
- Services, Qualities and Background
- Interview / Check References
- Auction Fee structures
- Written Contract
- Power of Consulting

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THE POWER OF CONSULTATION

- TBA AND PHOTOExperience in Benefit Auctions
- Services, Qualities and Background
- Interview / Check References
- Auction Fee structures
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- Power of Consulting

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The BAS Factor!
TURBO CHARGE
AUDIENCE
DEVELOPMENT
TOP 3 REASONS WHY PEOPLE DON’T ATTEND BENEFIT AUCTIONS?

#1

#2

#3
NEW AUDIENCE SOURCES

- Table Captains
- Major Donor Prospects
- Vendors
- Accounts Payable List
- Second Circle
- Sponsor’s Sphere of Influence
Auction Ambassadors

1. Attend and Spend Money

2. Bring another Couple just like YOU!

3. Play with the Auctioneer

4. Solicit a Premium Live Auction Item - that THEY would buy

5. Engage Kathy’s Magic Question
YOUR NEW POWER BIDDERS

1.

2.

3.

4.

5.
#7

FIRE UP

SILENT & LIVE

AUCTIONS
Independent Professional Audio
NOT House or Band System
Speakers an Stands
Surround the Audience
BOTH Silent and Live Areas
No Spotlights on Auctioneer
Lights UP for Live Auction!
HIGH - YIELD AUCTION ITEMS
Match Items to Your Audience
ITEM PROCUREMENT

• Written Plan & Personal Assignments
• Acquisitions Packet/Donation Forms/Solicitation Letter
• Kick Off Meeting!
• Start with Success
• Promote Major Gifts & Items Right Away
• Recognition & Personal Follow Up
• Data Base
• Personal Follow up!
• Did we mention Personal Follow Up?
WHAT’S NOT!

1.

2.

3.

4.

5.

PS: Make Money Out of Thin Air!

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SILENT AUCTIONS

• Staggered Closings
• Vertical Display
• Create Pods with Food & Beverage
• Kathy’s 2 X 4 Rule
• Auctioneer Promotion and Closing
• Own Your Zone!
LIVE AUCTIONS

• What Goes Live?
• Choreography of Live Item Sequence
• Pre-Promote Your Auction Items
• Powerpoint Slides
• Retain a Professional Benefit Auctioneer
YOU’RE INVITED

“Let’s Take Your Benefit Auction to the Next Level Now!”

Thank You!