



Raise[®]
2025

Welcome



Game On: Live Auction Strategies
to Hit a Home Run and Score More
Profits at Your Next Fundraiser!

Meet Murad Auctions



Louis Murad, BAS

Auctioneer
President



Marty Murad, BAS

Auctioneer
New Business Development Manager

A Little About Us

25+ YEARS OF EXPERIENCE

- Licensed Charity Auctioneers
- Fundraising Consultants
- Event Fundraising Software Training & Support
- Event Night Equipment & Staffing
- OneCause Certified Partner
- Raised \$65M & Managed 517 Events in 2024 Alone!



Murad Auctions

Taking your events to the next level



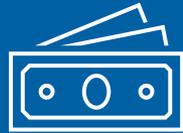
**“Dream as big as you can dream,
and anything is possible.”**

—Michael Phelps

Today's Agenda



**Live Auction
Strategies**



**Profitable Live
Auction Items**



**Live Auction
Games**

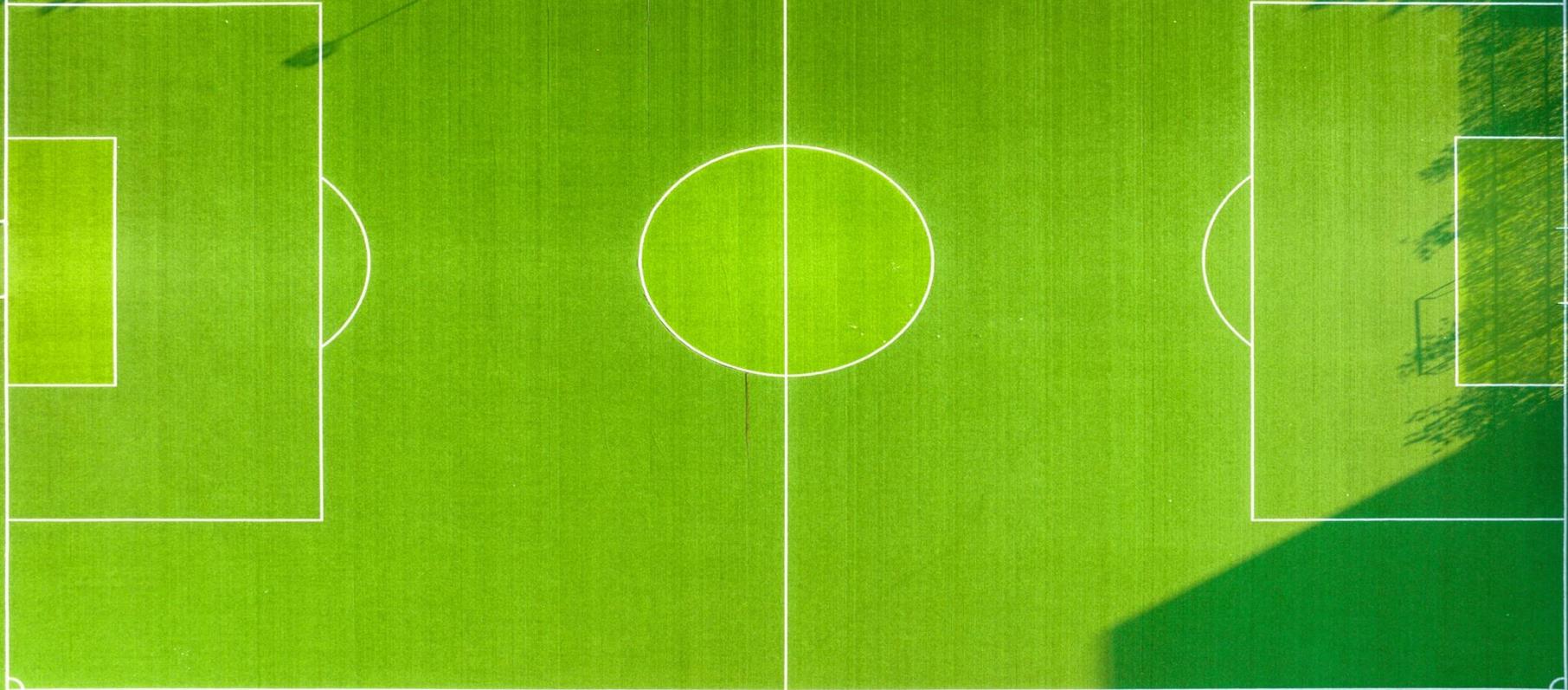


Q & A



Live Auction Strategies

Create a Successful Playing Field



The Auctioneer Advantage

MORE THAN A VOICE ON STAGE

- Fundraising Pro
- Fresh Voice & Energy
- Auction & Giving Expert
- Right Pace, Right Flow
- Mission-Driven Impact



Murad Auctions

Taking your events to the next level

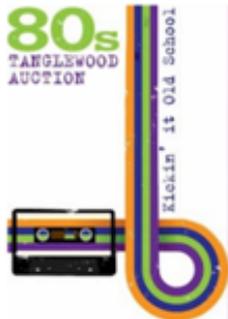
Use the Best Equipment to Win Your Game!



386

Table # _____

80s
TANGLEWOOD
AUCTION



- Bring in this coupon to receive a 20% off your bill with the purchase of 2 entrees.
- Dallas Location Only
- Call for a reservation 214-222-3355

386



Thanks to our sponsor:



Please consider a donation for our cause.
386

Name _____

- \$5,000 \$2,500 \$1,000
 \$500 \$250 \$100 \$50

Please check the amount you would like to donate and bring this tear off to the checkout desk.
Thank you!



Smiles Charity
Build a Home, Create a Smile



Audi
McKinney

A SEWELL COMPANY

386

Heads & Tails \$25 # 386

Heads & Tails \$25 # 386

Louis Vuitton Raffle \$50 # 386

Louis Vuitton Raffle \$50 # 386

Live Auction Packages

1. The McKinney Hat Company Experience
2. Paul Reed Smith Guitar Autographed by the Eli Young band on stage
3. Tranquility Lodge - Big Bear Lake, CA.
4. Griffin Jewelry Diamond Necklace
5. Cedar Creek Lakehouse Getaway
6. Rosemary Beach Florida Vacation Home
7. Sewell Audi for All Seasons - New Audi every 3 months for a year!

Turn on your camera and hover over this code to see all the details about our awesome live packages!



Set the Stage for Success

- Design the room
- Create atmosphere
- Drive impact



Décor that Elevates Giving

- Keep sightlines clear
- Go low, look great
- Form meets function





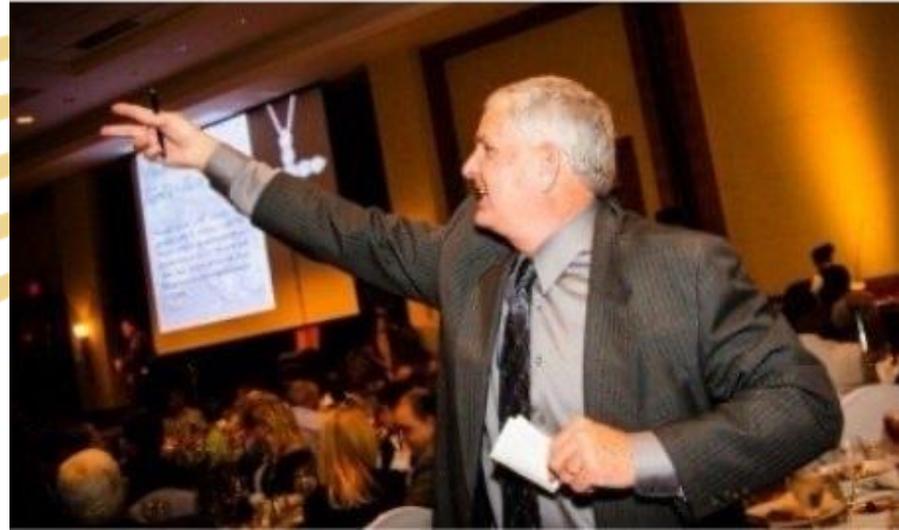
Sound that Moves the Room

- Be loud & clear
- Cover every corner
- Head-level surround



Boost Bids with Spotters

- Trained to engage
- Guest resource
- Drive competition



Game Strategy for the Win



Get Your Timing Down



Timing the Live Auction

- **Auction = Dinner Entertainment** – Keep guests seated and engaged.
- **Start 90 Minutes In** – Ideal window for peak energy and giving.
- **Guests Are Ready** – 1-2 drinks in, alert, happy, and excited.
- **Preset Salads** – Let dining begin while setting the stage.
- **Launch at Entrées** – Kick off the program as meals are served.

Sample Run of Show

- 6:00 PM** Check in begins, Cocktail reception
- 7:15 PM** Open doors to ballroom
- 7:30 PM** Father Tony prays, President speaks
- 7:35 PM** Chairs speak, Entrees placed
- 7:45 PM** Video and Game of Giving
- 8:00 PM** Live Auction begins
- 8:20 PM** Giving Moment
- 8:35 PM** Paddle Sweep
- 8:45 PM** Raffle Drawing
- 8:55 PM** Silent Auction Closes
- 9:00 PM** Band



Raise[®]
2025

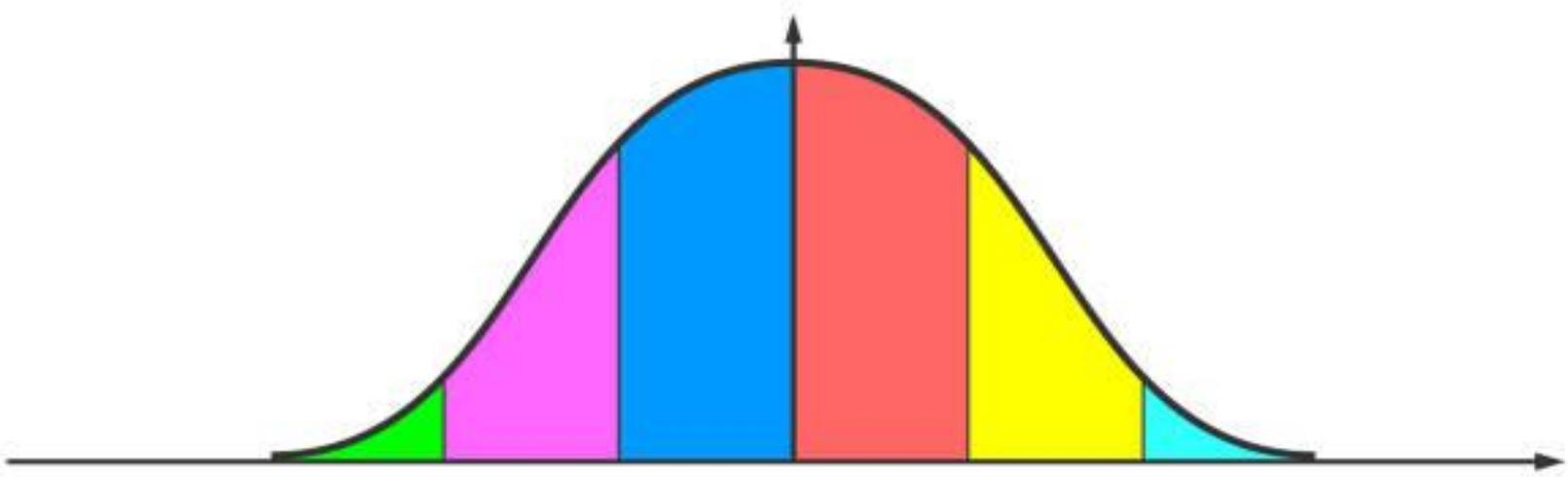


Murad Auctions

Taking your events to the next level

Ordering Items

Live Auction Bell Curve



Selling Multiples



Strategic Seating. Stronger Bidding.

- Front & Center
- Know Your Guests
- Bid Spotter Partnership
- Game Plan



Score a Profitable Giving Moment



Watch the Game Films

Game Prep

Prime the Pump



Communicate the Mission



Keep Score

BOOST CONTRIBUTIONS

Top Donor Recognition



Top Table Slide

Top Tables - Total Proceeds

 Table 7 \$245,560	2	Table 5 \$48,095
 Table 3 \$19,716	3	Table 4 \$19,716
Table 4 \$19,716	4	Table 1 \$11,090

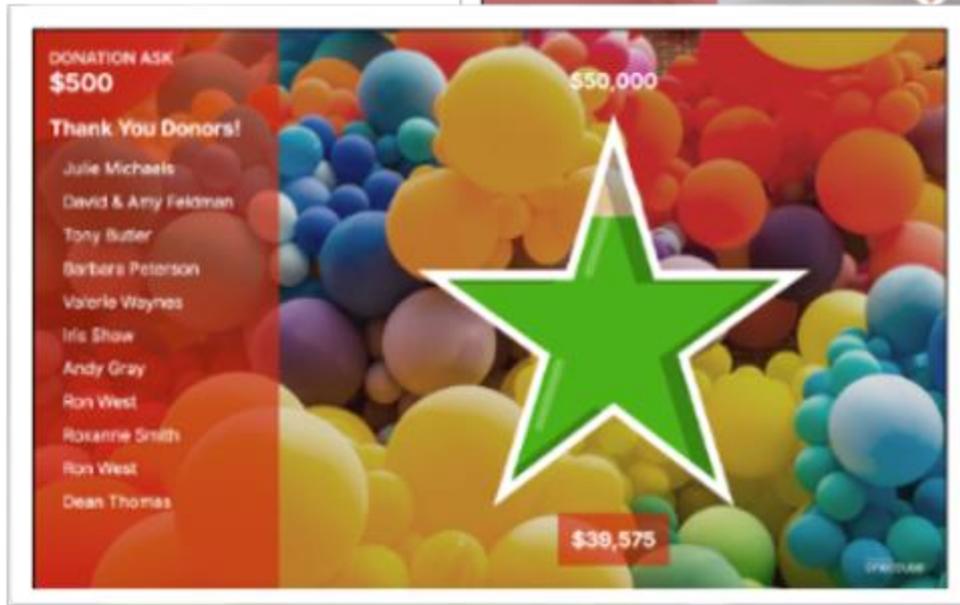
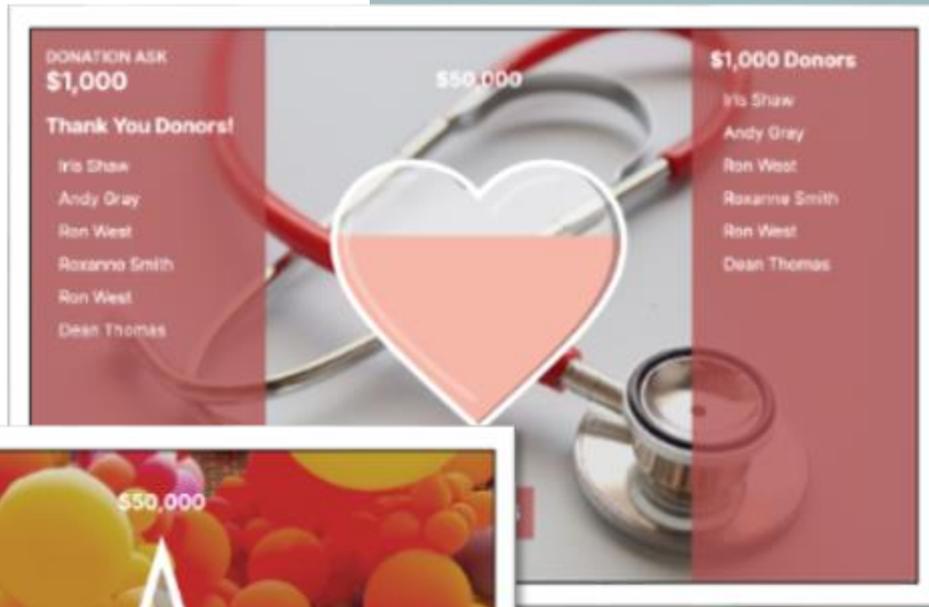
Actions: AUCTION, DONATE, SHOP

Donate to Vote

Vote for Next Year's Theme

 Masquerade \$250	 The Roaring 20s \$150
 Red Carpet Event \$100	

Scoreboards



Light Up the Room





Profitable Items

Live Auction Items that Score a Home Run

- Exclusive
- Mission-focused
- One-of-a-kind



Experiences of a Lifetime

- Enhance your auction
- Excite your donors
- Increase event revenue
- Broaden reach
- Identify new donors
- Boost auction participation



Magical Destinations

Raise[®]
2025



Make it Unique

- Sporting Events
- Concerts
- Hunting & Shooting Experiences



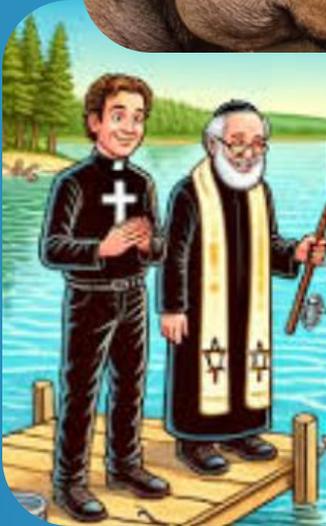
Private Chef Dinners



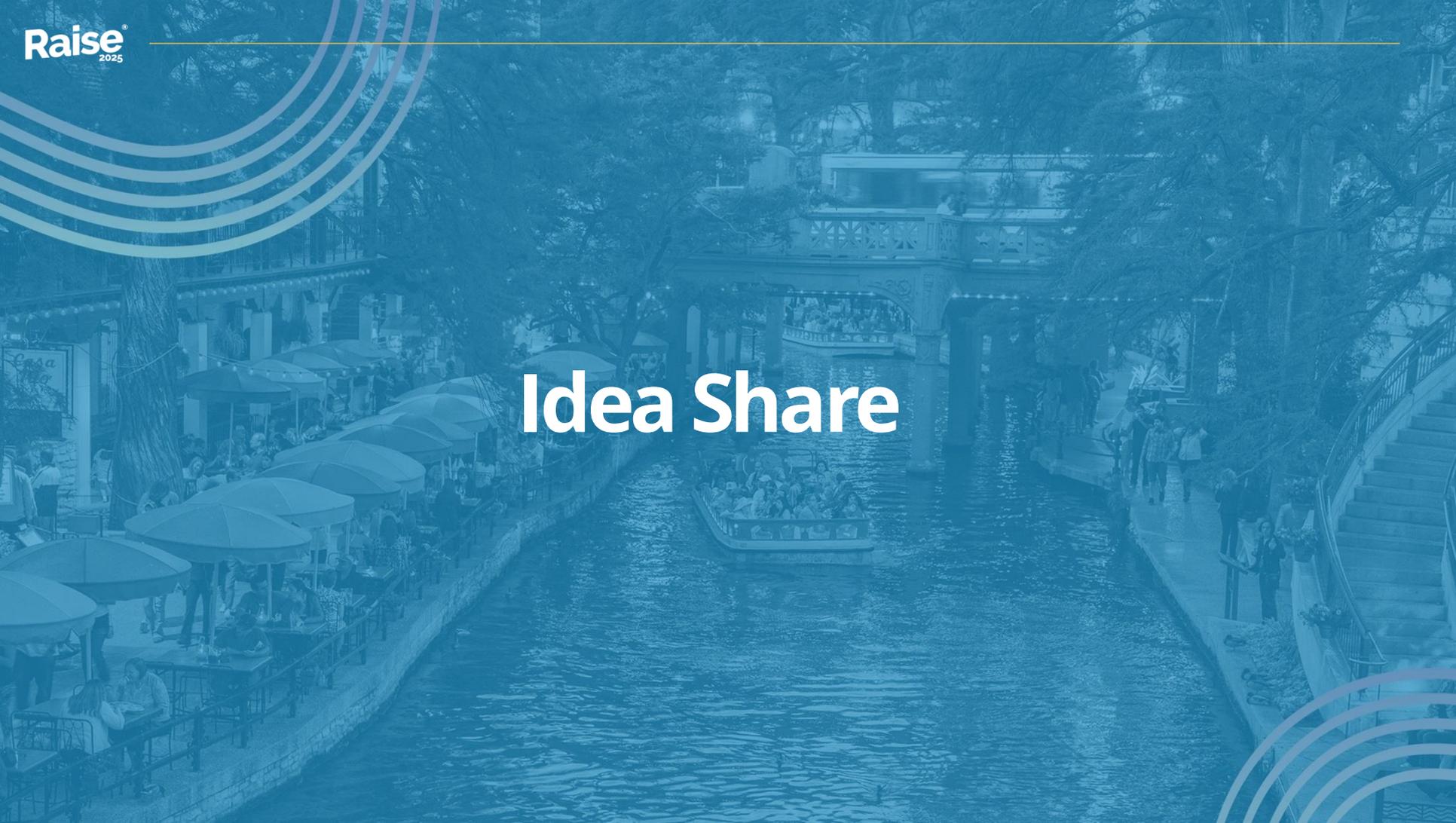
Convenient & Local



Exclusive to Nonprofits



Idea Share



Item Procurement

- ✓ Event Chair
- ✓ Board Members
- ✓ Solicitation

Person	Job or Vocation	Possible Donation
FAMILY		
1 <i>Brother</i>	<i>Owns a house in Cabo</i>	<i>Rental for 1 week</i>
2		
3		
4		
5		
FRIENDS		
<i>Golf Buddy</i>	<i>Printing Business</i>	<i>Offers free services for event</i>
2		
3		
4		
5		
PROFESSIONAL COLLEAGUE		
1	<i>Wife has a retail shop</i>	<i>Donate \$100 item from store</i>
2		
3		
MERCHANTS FREQUENTED		
1	<i>Restaurant</i>	<i>Dinner for 4</i>
2	<i>Wine Store</i>	<i>Donate wine for wine pull</i>
3		



People



Places



Exclusive





Gamification

Games of Giving

- Paddle Sweep
- Last Hero Standing
- Live Surprise
- Golden Pig or Money Bags
- Live Auction Steal

**Game
ON!**

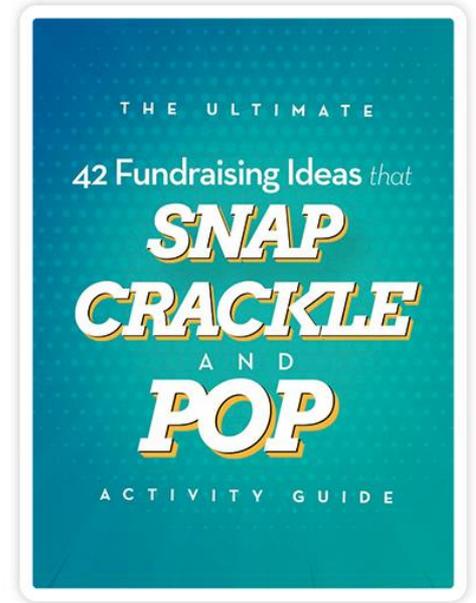


Play with Purpose

- Over Under
- Whiskers & Tails
- Halo & Hearts
- Saints & Scholars
- Heads or Tails



Halos and **Hearts**



Games Galore



Golden Pig



Paddle Sweep



Money Bag



Last Hero Standing



Fill the Purse

Golden Ticket



Live Surprises



Live Marketing

- **Promote:** your live auction to drive bids and excitement!
- **Start early:** begin promoting at least **10 days** before your event
- **Be consistent:** supporters need to see your message **6 times** before they act
- **Mix it up:** share your live auction in **6 different ways** to build anticipation



QUESTIONS?

Time to Hear From You!

How Can We Help?

Schedule a free consultation by scanning
the QR code or email:
marty@muradauctions.com

