



Get with the Times!

Event Timing Tools to Raise More Money in Auction & Fund-a-Need

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Timing isn't the main thing, It's the only thing.

-Miles Davis



Agenda

- The Challenge
- Your Biggest Needs
- Timeline Success
- Live Auction
- Silent Auction
- Fund-a-Need





Goal

- Provide solutions to overcome common challenges with event timing.
- Increase your fundraising and decrease your stress.





Feedback from Donors

Event is too.....





Don't major in the minor things

Jim Rohn





The Current State

- The average human has an attention span of just 8.25 seconds according to recent studies 4.25 seconds less than in 2000.
- The humble goldfish has a 9 second attention span, which is higher than the average human has.
- The average person picks up their phone every 5.5 minutes.



The Current State

- 59% of senior executives prefer to watch a video than read text if they had the choice.
- The average amount of time someone watches an internet video is 2.7 minutes.
- The average audience attention span is just 8 to 10 minutes.



Program Timeline Breakout



Worst Element
Group decision



Group decision



Let's Review

Program too long

People too loud

Ended too late

Silent Auction closed?

Alcohol effect





Let's Go!

Pre-Program

Main Program

Post Program



Timeline Success *Pre-program*

When and Why

Registration

Social Hour







Timeline Success *The Main Program*

When and Why

- 1. Welcome with the 3 W's
- 2. Live Auction
- 3. Dinner Service (Break)



Timeline Success *The Main Program*

When and Why

- 4. Close the Silent Auction
- 5. Mission Moment
- 6. Fund-a-Need





Timeline Success Post-Program

When and Why

Draw Raffle (Best Place for Sponsors)

Games and Drawings

Gratitude and Goodbyes (Announce Totals) (Save-the-date)





Live Auction Timing





Ice Breaker



Giving Big Early



Number of items



Closing with Multiples





Silent Auction Timing





Open Early



Open to All



Number of Items



Concentrated Close





Motivational Timing

Mission Moment

Fund-A-Need





Fund-a-Need Timing Essentials

Paddles vs Phones?

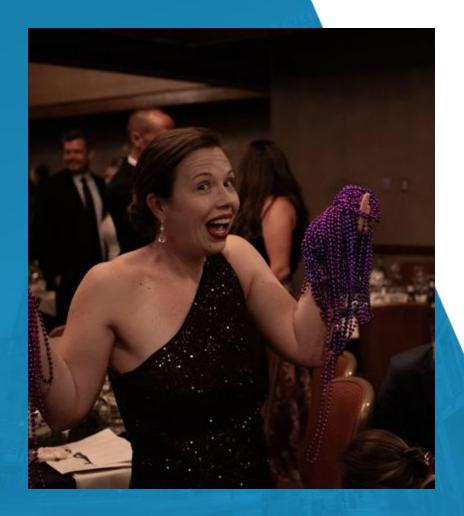
Lead Gifts

Matching in the Middle

Last Hero







Gametime

Games

Event Total

Afterparty and checkout preparation

