



Raise[®]
2024

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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



Best Element

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



Thank you!

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