

A top-down view of various survival and outdoor gear items arranged on a dark wooden surface. The items include a wide-brimmed tan hat, a pinecone, a map with a compass rose, a pair of sunglasses, a green rolled-up cloth with a leather strap, a blue lantern, a silver knife, a black knife, a smartphone, a camera, a lens, a metal flask, and a small wooden stick.

# AUCTION DAY SURVIVAL

THURS JAN 23RD 1PM ET | 12PM CT | 10AM PT

# onecause®

POWERFUL FUNDRAISING SOLUTIONS



\$2 Billion Raised



1.5M Donors  
Annually



6000 Events





Inspired Items for Nonprofit Fundraising

At Winspire, our mission is to help organizations raise more funds! Our highly sought after, hard to find, unique Experiences are turned into real dollars at charity auctions or fundraisers.

# SESSION HOSTS



Melissa Merriam  
Director of Consulting & Customer Education  
OneCause



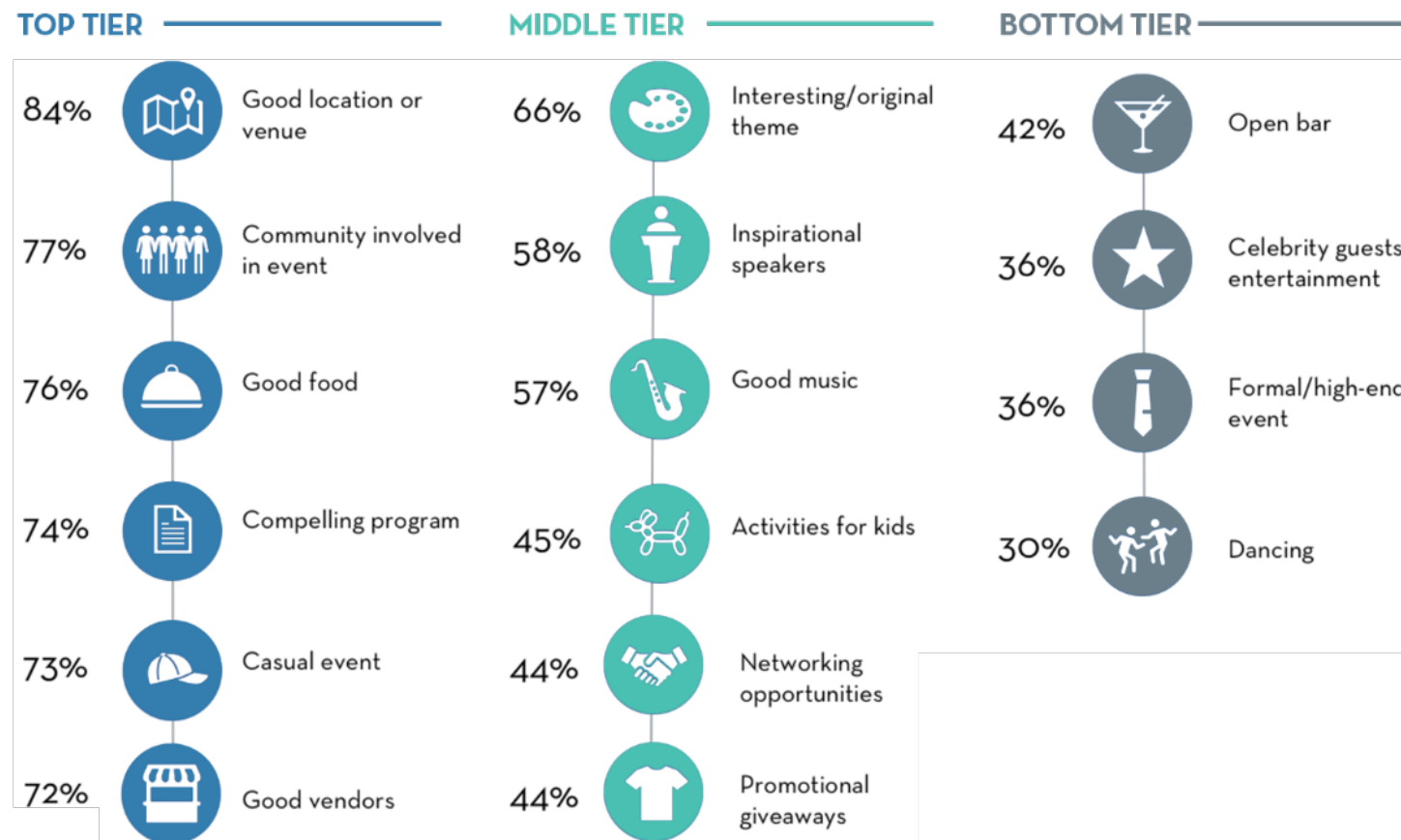
Jason Champion  
Director of Product Development & Marketing  
Winspire





# Event Donors

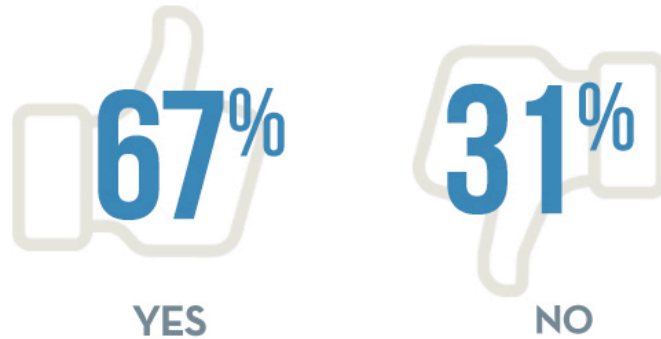
## What's important





## Event Donors

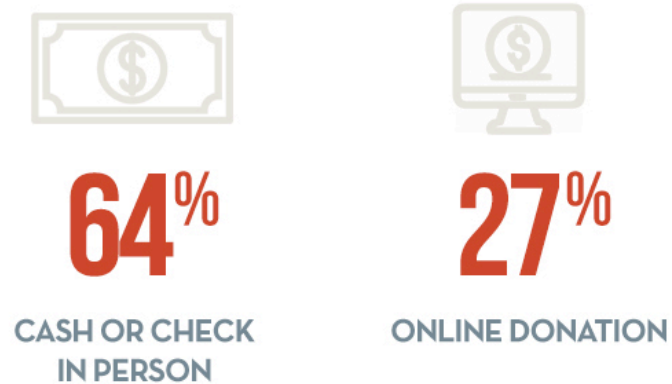
### DONATED BEFORE:



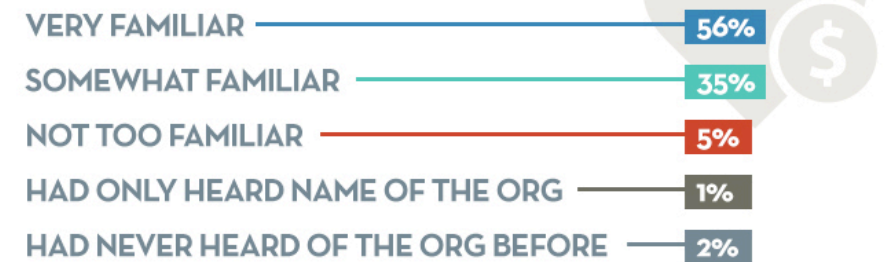
### AMOUNT OF DONATION:



### HOW THEY DONATED:

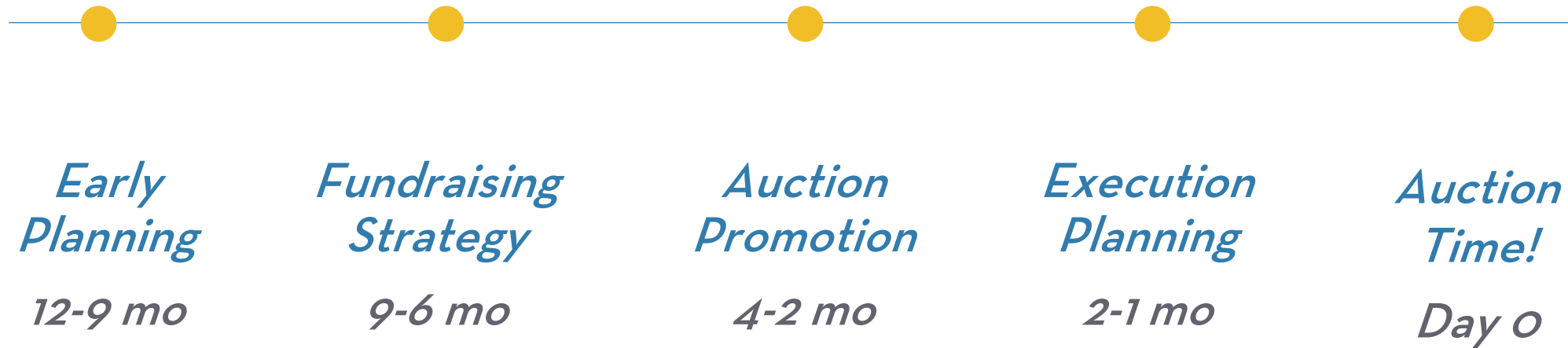


### HOW FAMILIAR THEY WERE BEFORE DONATING





# Timeline




12-9 Months Out

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# Early Planning

## Planning Checklist

1. Budget & Goals
  2. Venue Selection
  3. Auction Team
  4. Identify Sponsors
  5. Procurement
- 



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# PRO TIP



Melissa

#1: Procurement, individual & special item strategies

9-6 Months Out

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# Fundraising Strategy

## Revenue Streams

1. Silent Auction
2. Fund-a-need
3. Live Auction
4. Ticketing
5. Sponsorships
6. Fixed Price/Raffles





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# PRO TIP



Jason

#2: Start early on Sponsorships - get creative with benefits

4-2 Months Out

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# Auction Promotion

## Planning Checklist

1. Marketing Plans
2. Pre-event Revenue
3. Ticket Sales
4. Launch Online Auction

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# PRO TIP



Melissa

#3: Marketing strategies & Ambassador Fundraising



2-1 Months Out

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# Execution Planning

## Planning Checklist

1. Run of Show
  2. Walkthrough
  3. Setup/Floorplan
  4. Check-in/Check-out
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# PRO TIP



Jason

#4: Practice, practice, practice!

The Big Day!

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# Auction Day

## Planning Checklist

1. Load & Setup
  2. Dry Run/Checks
  3. Event Producer
  4. Volunteer Assignments
  5. Scheduled Comms
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# PRO TIP



Melissa

#5 ROS document | Team Meeting | Checkout Plan



# Auction Day Mindset

Create your space

1. PUMP up playlist
2. 15 minutes of silence
3. Survival bag (extra shoes, lipstick, etc.)
4. Hydrate
5. Over Staff Volunteers
6. Always have a backup plan

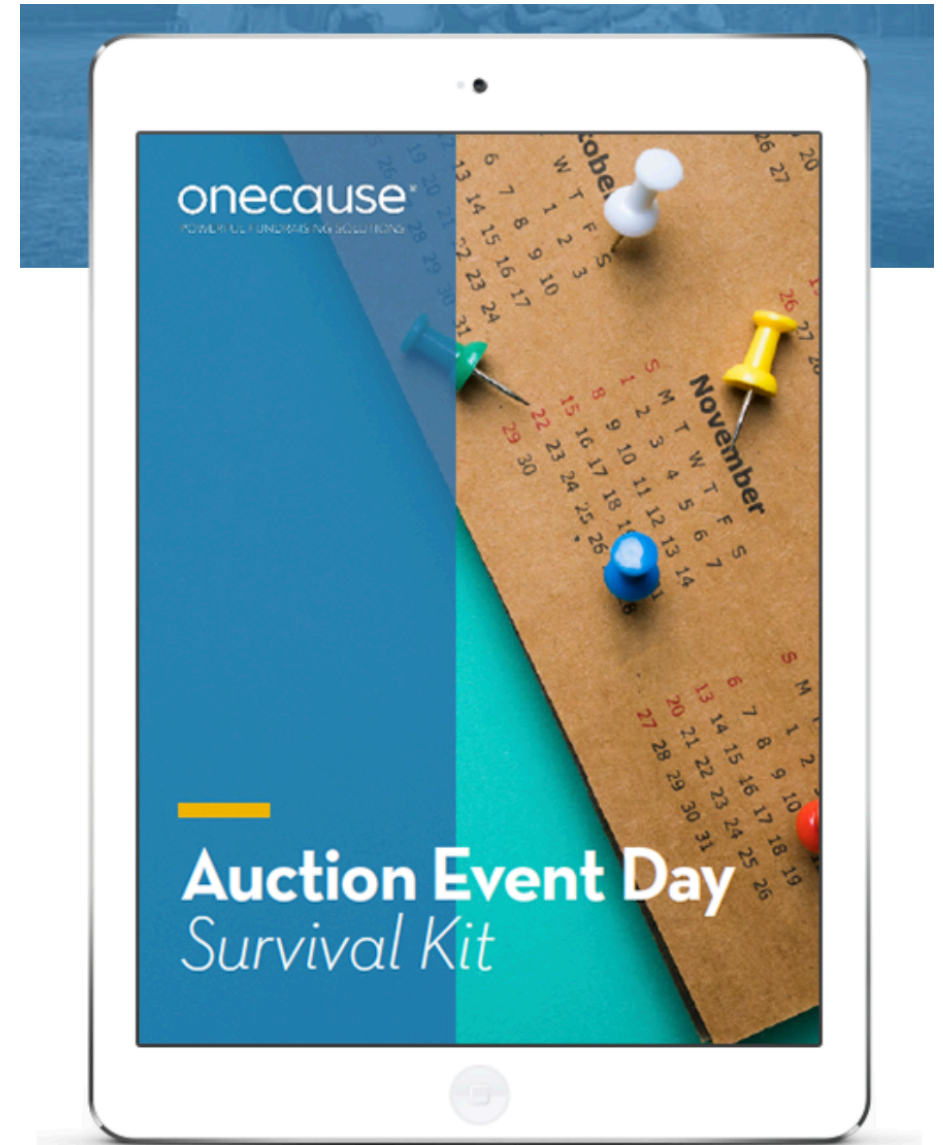
Questions?





# BONUS CONTENT

<https://try.onecause.com/ebook/auction-event-survival-kit/>



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# BONUS CONTENT

Jason's Spotify Playlist







# Raise

## 2020

Washington, DC  
September 14-15, 2020

4TH ANNUAL FUNDRAISING CONFERENCE

# onecause

POWERFUL FUNDRAISING SOLUTIONS

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