

Welcome to our

# Webinar

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**YOUR HOST**

**Steve Lausch**

Director, Product Marketing



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W E B I N A R



# Aligning Effort with Impact:

Fall Back in Love with  
Your 2026 Events

WEDNESDAY, DECEMBER 3, 2025



**Chris O'Shea**  
Chief Executive Officer, Co-Founder  
C2Auctions



**Livia Christensen**  
Chief Strategy Officer  
C2Auctions

# Let's Get Started!

**If you could wave a magic wand and eliminate one event task, and instantly make another task twice as impactful, which ones would they be?**



# Beyond the Webinar

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# Meet Chris and Livia



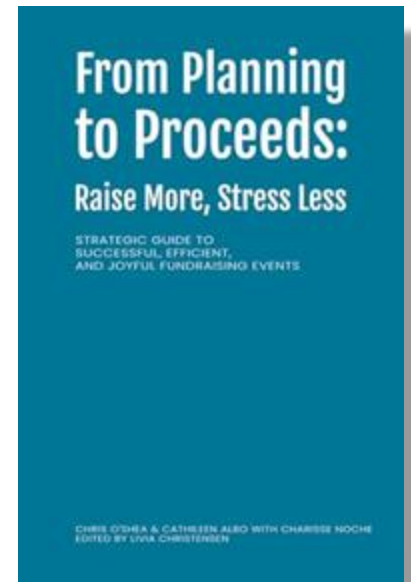
**Chris O'Shea**

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# Meet C2Auctions



C2Auctions is an event-based firm that provides expert guidance and support at every stage of planning to non-profit and corporate clients as they work to maximize fundraising event proceeds, improve efficiency, and provide seamless guest experiences.

C2Auctions maintains a robust base of prestigious live event clients, while expanding its reach and reputation as a national thought leader. C2Auctions' expert strategic guidance and support enables clients across the country to build successful fundraising events in a joyful, efficient, community-enhancing, and institutionally-sustainable way.

Visit us at [www.c2auctions.net](http://www.c2auctions.net)

# Agenda

- **Aligning Effort with Impact**
- **Three Resolutions for This Event Cycle**
  - Maximize Sponsorships
  - Keep Silent Auction Manageable
  - Grow Your Fund-a-Need
- **Q&A**

# Aligning Effort with Impact



**“My event drains too many institutional resources and too much staff time and energy for the revenue benefit it provides.”**

# Aligning Effort with Impact



Events begin feeling hard to manage when staff time is not allocated toward the most potentially profitable revenue streams.

# Aligning Effort with Impact



	Revenue	% of Overall Total
<b>Sponsorships</b>	\$125,000	25%
<b>Tickets</b>	\$50,000	10%
<b>Silent Auction</b>	\$50,000	10%
<b>Live Auction</b>	\$100,000	20%
<b>Fund-a-Need</b>	\$150,000	30%
<b>Raffle</b>	\$25,000	5%
<b>Total</b>	<b>\$500,000</b>	<b>100%</b>

# Aligning Effort with Impact



**Robust data analysis (objective) combined with your own observations (subjective) can help identify where time and effort is most effectively directed in the context of your specific event.**

# Aligning Effort with Impact



You have permission to refocus, re-envision, and restructure your event to be more efficient, even if that's not the way it's always been done.

# Maximizing Sponsorships



*In 2026, I will spend more time intentionally pursuing and cultivating the participation of sponsor's guests.*

# Sponsorship Data:



## Who's Just Here for the Free Lunch?

- Total Sponsor Guest Expenses vs. Total Sponsor Guest Spending
- Total Spending by Table or Sponsor Group (exclude the sponsorship)
- Sponsor Guest Fund-a-Need and Auction Participation Rate
- Sponsor Guest Average Fund-a-Need Gift

*Calculate by deleting sponsor primaries from your reporting*

# Sponsorship Efficiency Strategy



- Allocate additional time to collaborating with sponsors to ensure a *strategic* approach to their event invitations.
- Share key communication points and direct ask language with sponsors to use with their guests.
- Consider reducing number of tickets included in sponsorship packages.

# Keeping the Silent Auction Manageable



*In 2026, I will spend less time on my silent auction overall, and will be more intentional about pursuing quality over quantity.*

# Silent Auction Data - Key Metrics



- **Sales to Fair Market Value Ratio (Yield)**
  - Should be 70% or more
- **Bidding Units to Items Ratio**
  - Should be 0.6 or less per bidding unit
- **Number of Unsold Items**
  - Minimal, if any
- **Revenue Distribution**
  - Small “trailing tail”

# Silent Auction - Case Study #1



Total Revenue: \$130,000 || Total Items: 225

Top 25 Items = \$59,000 or 45% of total sales

Top 50 Items = \$81,500 or 63% of total sales

Top 75 Items = \$96,000 or 74% of total sales

Top 100 Items = \$108,000 or 83% of total sales

Bottom 125 Items = \$22,000 or 17% of total sales

# Silent Auction - Case Study #2



Total Revenue: \$15,600 || Total Items: 144

Top 25 Items = \$8,710 or 56% of total sales

Top 50 Items = \$11,660 or 75% of total sales

Top 75 Items = \$13,405 or 86% of total sales

Top 100 Items = \$14,650 or 94% of total sales

Bottom 44 Items = \$950 or 6% of total sales

# Silent Auction Efficiency Strategy



- Focus on total fair market value rather than a specific number of auction items
- Quality Over Quantity: \$25 donations and \$2,500 donations take the same amount of time to process
- Get rid of the “trailing tail” through strategic solicitations and attrition

# Grow Your Fund-a-Need



*In 2026, I will center my Fund-a-Need as one of the most significant revenue streams at my event, and spend my time accordingly - especially as it relates to pre-solicitations.*

# Fund-a-Need Data - Key Metrics



- Average total raised
- Average gift size (Participants)
- Average gift size (Amortized over all attendees)
- Number of gifts at each level
- Participation percentage
- Changes over time and possible causes

# Fund-a-Need - Growth Strategy



Use C2Auctions' "Three P's":

- **P**re-solicit
- **P**ublicize
- **P**rofessionalize

# P1: Pre-Solicitation

- Pre-solicit your top giving levels first.
- Pre-solicit all remaining giving levels, as time permits.
- Aim to ensure that everyone attending your event has considered their Fund-a-Need gift before they arrive.
- Create peer pressure by producing a critical mass of pre-committed gifts.

# Conclusion & Recap



- **Align Effort with Impact:** Trust your gut—and the data—to recover and repurpose your time.
- Collaborate with sponsors to populate your room with prospects, not placeholders.
- Trim low performing silent auction items.
- Enhance your Fund-a-Need through intentional pre-solicitation.



# Q&A and Get In Touch

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Full participation in *Aligning Effort with Impact: Fall Back in Love with Your 2026 Events* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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