

onecause™
POWERFUL FUNDRAISING SOLUTIONS

winspire

WEBINAR

JANUARY 31 | 1:00 ET | 10:00 PT

ART & SCIENCE

OF

BENEFIT AUCTIONS



creator of
BidPal[®]
MOBILE BIDDING

A young woman with a colorful patterned scarf is smiling and looking down at a small notebook she is holding. The background is a blurred indoor setting with other people.

Agenda

- Welcome
- ART of Benefit Auctions
- Event Marketing
- SCIENCE of Success
- Q&A

WELCOME

Your Hosts



Kelly V Hague
Director Content Marketing
OneCause



Ian Lauth
VP of Marketing
Winspire



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.

onecause

POWERFUL FUNDRAISING SOLUTIONS

Together we have OneCause.

Day in, day out, we put your cause at the center of everything we do. By working together with you year-round, and utilizing our extensive suite of tools, we provide the foundation for your organization to do one essential thing: raise more funds.

onecause

POWERFUL FUNDRAISING SOLUTIONS



\$1 Billion+
Raised



\$1 Million+
Donors
Engaged



13,000+
Events



ART of Benefit Auctions

What makes a PROFITABLE Benefit Auction?

Clearly articulating your mission, then aligning it with new fundraising strategies, planning, and best practices, to get the most out of your auction.

Kelly

Know your audience like you know your cause. Understand buying interests before you procure items - just as important as telling an effective story about your mission before the appeal.

Ian

Events as Catalysts



YOUR EVENT

Let's take a Poll?

How much \$\$ has your benefit increased in the last 2 years?

More than Items

Beyond Tables to Experience



Ian

- Auction has to be exciting and relevant
- Buildup and aura around the auction
- Gotta have good sound & lighting
- For live auction - a professional benefit auctioneer



Kelly

- Items, marketing, presentation and execution
- Formula of winner + new/exciting items
- Must grab attention
- Think about the experience, placement, look

Planning & Strategy

Behind the Scenes



Ian

- Starts early with procurement
- Procurement strategies are underused
- Play to your audience
- Don't let procurement dictate items



Kelly

- Think strategically/selective vs. All In
- Plan your physical capacity
- Know donor trends and guest needs
- Analyze data; don't rinse and repeat

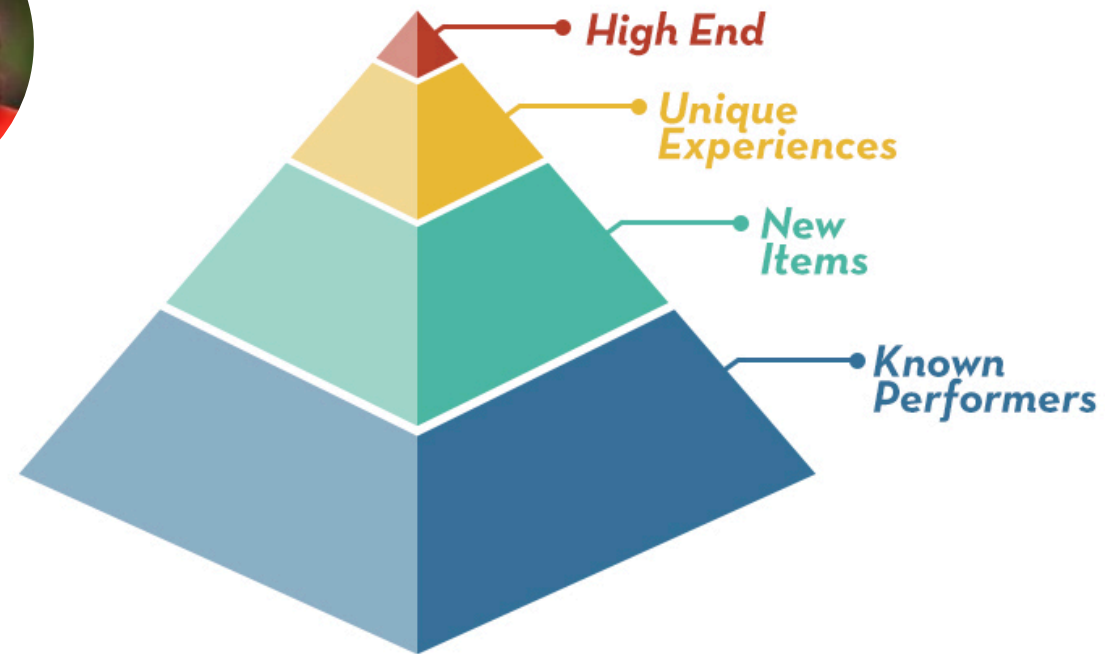
TIP #1: KNOW HOT vs. NOT

- Go to other events!
- Know your competitors
- What is in the news?
- Lose the losers fast
- All about access... local popular hotspot, sports arena, celebrity experience, etc.
- Example... Hamilton, Cubs win the world series, etc.



TIP #2: TOP AUCTION TRENDS

- Travel
- Sports
- Parties
- Children's Art
- Entertainment
- Online Auctions



Let's take a Poll

How many consignment items do you use?

TIP #3: TOP CONSIGNMENT ITEMS

- Tuscan Culinary Escape
- Napa Valley Backroads & Railways
- Punta Cana Caribbean Paradise
- Nashville Unplugged
- Ireland Adventure
- Classic Wrigley Field Rooftop
- New Orleans Jazz



Ian

Maximizing Consignment

All About ROI



Ian

- Everything to do with audience & interests
- If you don't know your audience... ask them!
- Do interviews with top VIP donors
- Survey your donors
- Open questions to uncover preferences



Kelly

- Use consignment items strategically
- Decide Live vs. Silent Need
- Use them like gel packs
- Offset weaker categories
- Not volume - about experience value

TIP #4: SELL MULTIPLES

- Huge part of ROI
- Instead of one high bidder, you'll have multiple bidders who paid a more reasonable amount and raise more money
- EXAMPLE: \$3000 packages that sell to one bidder for \$6000 = \$3000 in profit vs. that same packages sold to 3 bidders for \$5000 = \$6000 in profit.



Ian



Event Marketing

TIP #5: PROMOTE EARLY & OFTEN

- Start early!
- Fundraiser details – event type, date, impact, etc.
- Explain “need help” process
- Leverage technology
- Bi-weekly x 3 months, Weekly x 2 months, “Daily” x 1 month



Kelly

TIP #6: CAST A SOCIAL NET


Young Actors' Theatre
May 12 · 🌐

Okay folks, this may be our biggest live auction package we have to offer, and the ONLY way to bid on this is to attend our Annual Gala Saturday, May 21st at the Four Points By Sheraton.

The Ultimate HAMILTON Experience:

- 3-course pre-show dinner with 2 cast members
- 2 rear mezzanine tickets to "Hamilton" An American Musical
- In-theater meet and greet with a cast member following the show
- Signed Hamilton cast poster
- Winspire booking & concierge service

If you haven't heard of Hamilton yet, what rock have you been hiding under? Having just been nominated for a record breaking 16 Tony nominations, Hamilton is sweeping the nation and changing lives everywhere.



Like Comment Share

👍👎👤 52 Top Comments ▾

You Retweeted

CHTA @CHTAfeeds · Jan 24

Go to Jamaica! Choose from small and large hotels in vibrant Kingston, hip Montego Bay or chill Negril. Bidding ends Jan. 28 at 5pm (EST).
[#EscapetotheCaribbean](#) [#CHTAESilentAuction](#) [#nytttravelshow](#) bit.ly/2DlyYMB



The New York Times
TRAVELSHOW
SILENT AUCTION
CHTAEF
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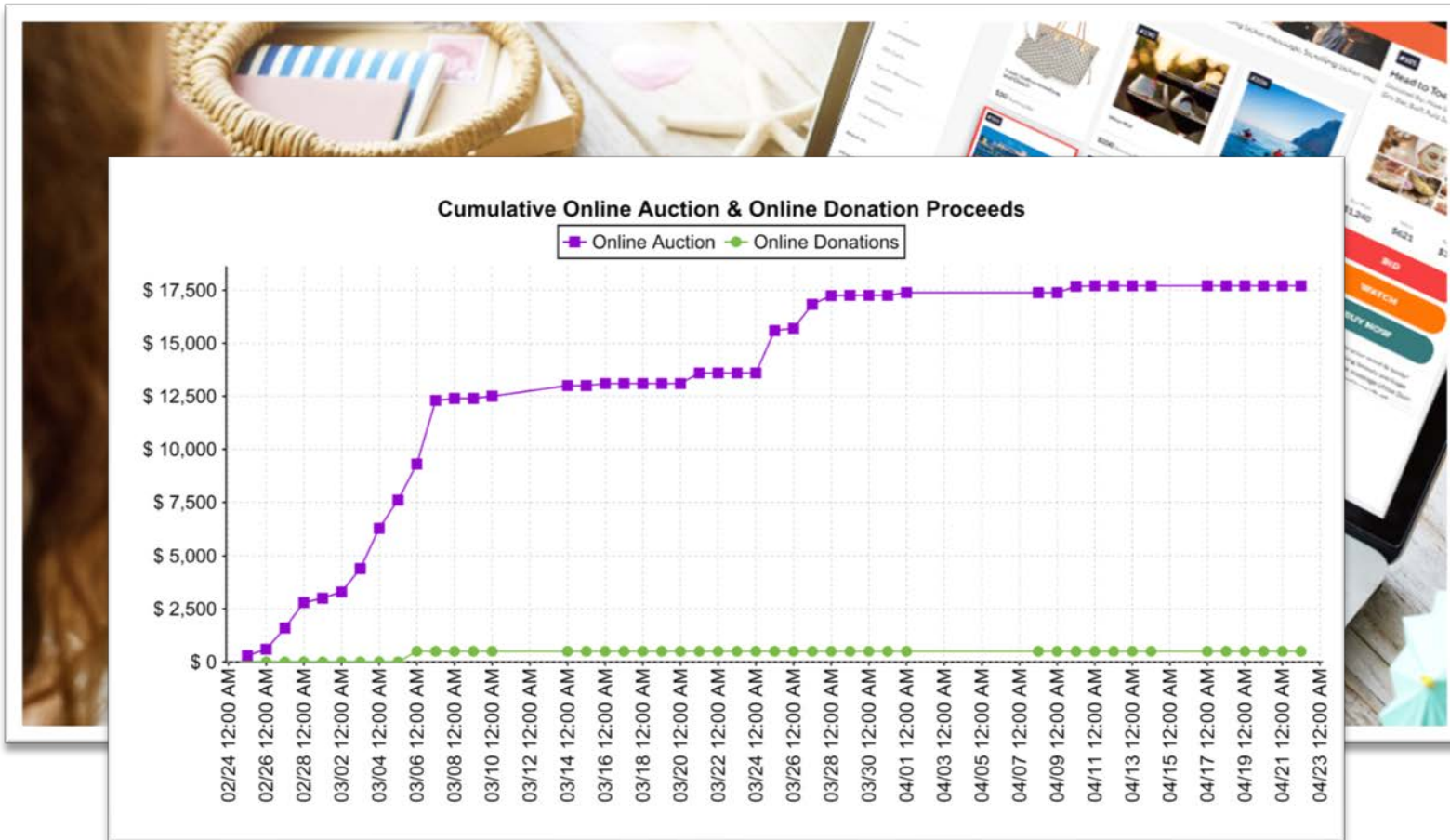
💬 🔄 2 ❤️ 5 ✉️



Ian

- Event Page (Facebook)
- Post Event Updates
- Use Facebook Live

TIP #7: GO ONLINE



Kelly

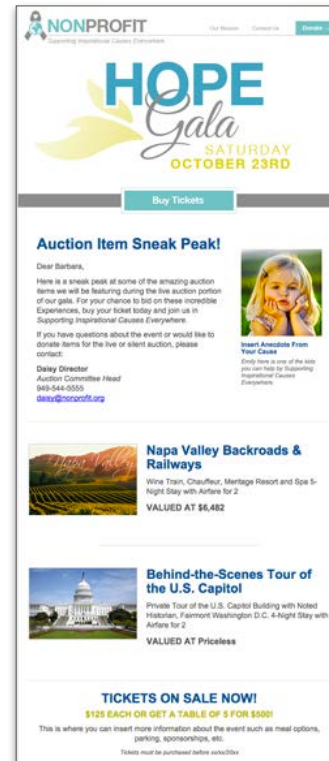
- Go online early
- Segment auction
- Generate VIP revenue
- Dollars in the door

Communication & Segmentation Tailor to Engage



Ian

- Use Internet Service Provider
- Email frequency important
- Only biggest and best
- Short and to the point - 1 to 2 items



Kelly

- Segment and target types (lapsed, loyal, new)
- Understand engagement channels
- Analyze your “activation times”
- Define GOTCHAs and use them



SCIENCE of Benefit Auctions

TIP #8: THINK LIKE A RETAILER



Ian

- One night storefront
- Customers hot to buy
- Limited space and competing priorities

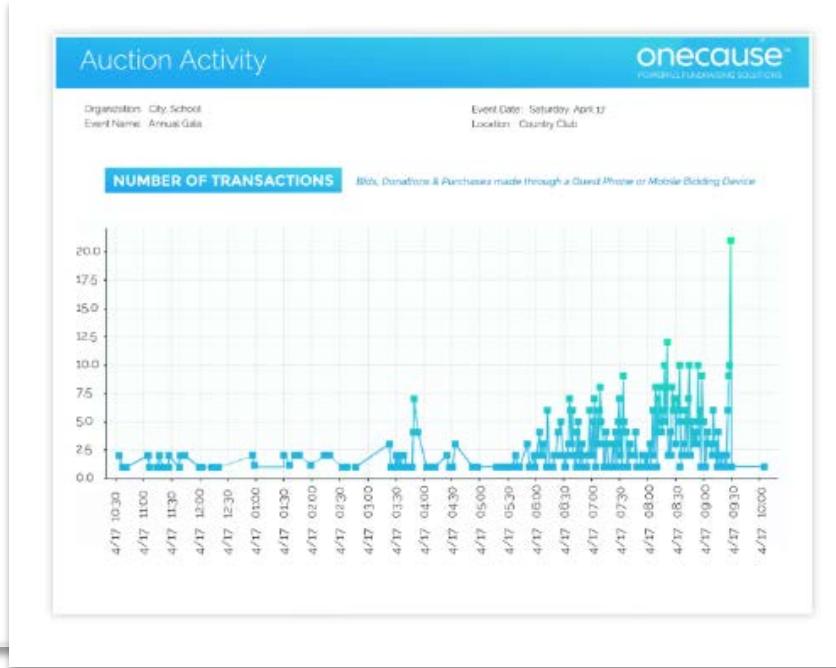
TIP #9: HOW MANY ITEMS?



Ian

- Live: what you can get done in under 45 minutes
- 7-10 live auction items
- Silent: half the number of buying units

TIP #10: USE ANALYTICS



Kelly

- Use data ALWAYS
- Look for dips and spikes
- #1 - Top Categories
- #2 - Low/High Performers
- #3 - Bidding Timeline

Building Your Profit Strategy



Ian

- Use visuals (pics, tent cards, items - best idea vertical height)
- Order and number of live auction items



Kelly

- Layout: revenue circles
- Flow: pinpoint event and traffic pattern
- Timeline: buyer behaviors and locations
- Analyze: table profitability
- YES Technology!

10 Profit Tips

1. Know Hot vs. Not
2. Top Auction Trends
3. Top Consignment Items
4. Sell Multiples
5. Promote Early & Often
6. Cast a Social Net
7. Go Online
8. Think Like a Retailer
9. How Many Items?
10. Use Analytics



Questions?

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onecause
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info@onecause.com

888.729.0399

winspire

ilauth@winspireme.com

877.544.8555