

onecause®
POWERFUL FUNDRAISING SOLUTIONS



**National
Fundraising
Solutions**

Secrets to Your **Best Live Auction** *(Yet)*

Wed May 15, 1pm ET | 12pm CT | 10am PT

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POWERFUL FUNDRAISING SOLUTIONS



1.5 Billion Raised



1.5 Donors
Engaged Annually

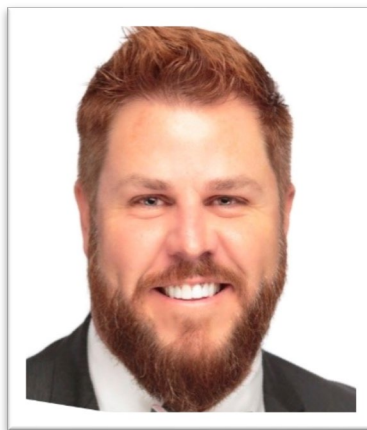


15,000+ Fundraisers

SESSION HOSTS



Kelly V. Hague
VP of Content Marketing
OneCause



Jason Champion
Director of Product Development
& Brand Marketing
Winspire



Renee Jones
Certified Benefit Auctioneer
Nonprofit Fundraising Solutions



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.



At National Fundraising Solution, we specialize in specular fundraising event services and management for over three decades. Our team has raised hundreds of millions of dollars for nonprofit organizations while increasing the financial results for incredible charitable causes on a local, regional and national basis.




Agenda

- Item & Auction Strategy
- Construction Your Live Auction
- Getting the Most from Your Auctioneer
- Q&A

A high-angle photograph of a man and a woman sitting on wooden steps, looking at a tablet together. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white cardigan. They are both looking down at the tablet held by the woman. The background is a solid blue color with a thin orange horizontal line above the text.

Item & Auction Strategy

The background image shows a social gathering, possibly a charity event or gala. In the foreground, there are tables with glassware containing amber and clear liquids, and some floral decorations. In the background, several people are visible, including a smiling woman in the upper left and a man in a suit in the upper right. A teal rectangular box with a yellow border is centered in the image, containing white text. The overall lighting is dim, typical of an evening event.

Did you know?

Top donors make up 15% of your attendees.

These are your target Live Auction demographic.

TIP 1: ITEM STRATEGIES



- 7-10 auction items
- Fewer higher value vs. volume
- Feature unique experiences
- 50% = \$10,000 or more budgeter

- Examine timeline of event
- Understand auction history/dynamics
- Interview super supporters
- Know the demographics & donors needs

TIP 2: TOP AUCTION STRATEGIES



- Get creative in live auction
- FUND first, then FUN
- Remember the Golden Hour
- Leave silent auction open
- 90/10 rule – know it

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1. Napa Valley
2. Fiji Paradise
3. Backcountry BC
4. Wrigley Field Rooftop
5. Game of Thrones



Game of Thrones Journey

6-Night Stay in Dublin, Antrim Coast, Belfast and Historic Castles, Guinness VIP Tickets, Rental Car for 2 (1300-2n)

[View Details >](#)

NONPROFIT COST: **\$3,895**

[+ ADD TO WISHLIST](#)

TIP 3: WHAT'S HOT 2019

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- Buy-in parties, super HOT!
- Unique experiences (national & local)
- Duds = Services, not selling



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- Personalized experiences
- Staycations
- Trips of 3-5 days
- Golden Ticket





Questions?

A high-angle photograph of a man and a woman sitting on wooden bleachers. The man, wearing a light blue button-down shirt, is leaning over the woman. The woman, with long reddish-brown hair and wearing a white cardigan over a pink top, is holding a tablet computer. They are both looking at the screen. The background is a solid blue color with a thin orange horizontal line. The text 'Constructing Your Live Auction' is written in white on the blue background.

Constructing Your Live Auction

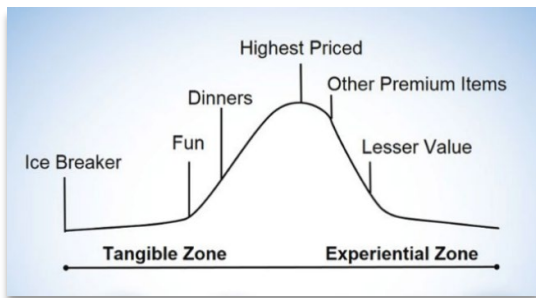
TIP 4: SEQUENCING

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- Place on bell curve of value
- Lowest to highest value to lower
- Stick to your agenda

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- Elongated Bell Curve
- Most expensive Items 3 & 4
- Subjective items at the end (art/jewelry)
- Never hold highest assets till the end



TIP 5: PROGRAM ELEMENTS

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- Spotters a must have
- Gamification
- Good Acoustics & Sound
- Lighting & Mood

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- Hire a benefit auctioneer
- Work with technology
- Sound is key + AV
- Timeline – starting earlier
- Least important is entertainment

TIP 6: AUCTION ACCELERATORS

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- Donut wall
- Table side cocktail package
- Selling multiples

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- Steering away from them
- Trend is not doing them
- Cannibalize auction



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Hiring Your Auctioneer



OLD TAKE

anyone can auction





TIP 6: DO DUE DILIGENCE

If you think it's expensive to hire a professional benefit auctioneer, wait until you hire an amateur.



Questions?



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