

onecause®

Welcome to our Webinar

Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



Every Dollar Counts:
**Mastering Revenue
Growth** at Your Next
Fundraising Gala

WEDNESDAY, APRIL 9, 2025



Matt Newsom
Benefit Auctioneer
Custom Benefit Auctions

Let's Get Started!

Describe your dream fundraising event in three words! Drop your answers in the chat.



Beyond the Webinar

- ✓ Recording and slides will be sent via email.
- ✓ Look out for exclusive Bonus Content!
- ✓ Visit OneCause.com/Resources for on-demand webinars.
- ✓ Add questions, comment or send emojis in the Chat.
- ✓ Earn 1 CFRE credit with this webinar!
- ✓ Help share on social!



YOUR FEEDBACK MATTERS: WRAP-UP SURVEY

WIN: Amazon Gift Card
Help drive future webinar content!



Meet Matt

Matt Newsom has helped high-profile charities through the United States generate millions of dollars in fundraising. As a licensed benefit auctioneer, he brings over 30 years of event management and public speaking experience to every fundraising gala. He has brought his energy balanced with sincerity to over 350 fundraising events.

Based in Charlotte, North Carolina, Matt was President of his class at Mendenhall School of Auctioneering. He will help you raise more money through Live Auction, Fund A Need, Silent Auction, Interactive Fundraising Games, and Run of Show Consulting.

Personally, he has been a relentless fundraiser for the Leukemia & Lymphoma Society, raising over \$530,000 in 10 weeks resulting in his being named the LLS National All-Star Man of the Year.



Matt Newsom

Benefit Auctioneer

Custom Benefit Auctions



Every Dollar Counts:

Mastering Revenue Growth at Your
Next Fundraising Gala

Matt Newsom, Auctioneer and Fundraiser, April 9, 2025

Agenda

- Intro / Goal
- Event-Based Fundraising
- ★ Run of Show ★
- Auctioneer Options
- Underrated or Overrated
- Hot Off The Presses!
- Questions



About Matt

“But can you talk fast?”

Matt Newsom

Benefit Auctioneer / Fundraiser

- **Based in Charlotte NC**
- **Coast to Coast (2024: 64 events in 20 states raising over \$23,000,000)**
- **Pre-Event Consulting**
- **Event Night Auctioneering**
- **Over \$750,000 raised personally for LLS**



Today's Goal

I want to give you practical and easy-to-implement ideas that will help you plan and execute a wildly-successful (profitable) event and make you look like the rock star you are.



Event-Based Fundraising

People will give under 2 conditions:

1. You ask them to give.
2. You give them an easy mechanism to do so.

Event-Based Fundraising continues to be very effective in generating significant revenue and engagement.



Pre-Event Planning – Phase One – 12 Months Prior

- **Select a Date**
- **Select a Venue**
- **Select an Auctioneer**
- **Save the Date**



Pre-Event Planning – Phase Two – 6 Months Prior

- **Item Procurement**
 - **Silent Auction, Live Auction, Raffle, Last Hero**
- **Audience Development**
 - **Save the Date / Ticket Sales**



Pre-Event Planning – Phase Three – 3 Months Prior

- **Item Procurement - Never ending! ;)**
 - **Silent Auction, Live Auction, Raffle, Last Hero**
- **Ticket Sales - Never ending! ;)**
- **Run of Show Development**
- **Mission Speaker Selection**



Four Program Options

- 1. Fundraise**
- 2. Honor/Recognize**
- 3. Entertain**
- 4. Educate**



Four Program Options

1. **Fundraise**
2. **Honor/Recognize**
3. **Entertain**
4. **Educate**



Run of Show

- 1. Pre-Program**
- 2. Program**
- 3. Post-Program**



Pre-Program

- 1. Check-in / Registration**
- 2. VIP Reception**
- 3. General Cocktail Hour**
- 4. Silent Auction Bidding**
- 5. Raffle Sales**
- 6. Live Auction Preview**



Program – Six Essential Elements

- 1. Welcome/Introduction**
- 2. Branding**
- 3. Live Auction**
- 4. Mission Moment**
- 5. Paddle Raise / Fund a Need / Appeal**
- 6. Thankyou**



1. Welcome/Introduction

~ 5 Minutes

- **ED, Chair, Sponsor, Emcee, Auctioneer**
- **Sponsor Recognition**
- **Brief Update**



2. Branding

~ 5 Minutes

- **Executive Director Update**
- **Latest Branding Video**
- **“If you want to convince people, use facts and logic. If you want them to act, use emotions and stories.”** Twitter
- ***** Not to be confused with Mission Moment.**



3. Live Auction

~3 Minutes Per Item

- **Optimal number of items is 7(ish).**
- **What's Hot?**
 - **Trips**
 - **Experiences**
 - **Jewelry**
 - **Bourbon**
 - **Not available on Amazon.**
- **Double Down? Consignment?**



4. Mission Moment

~3 Minutes

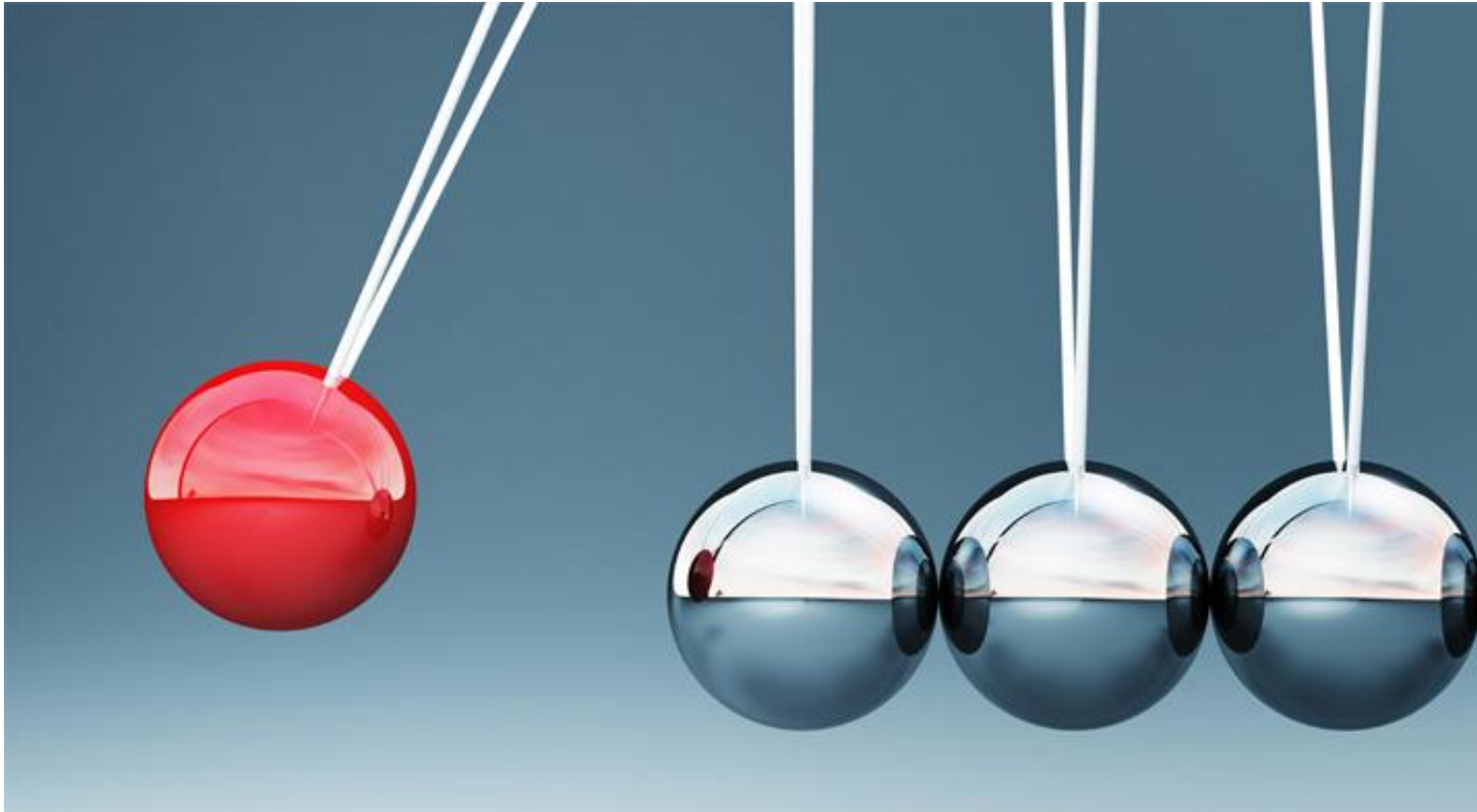
- **3 Ds**

1. **Direction**
2. **Duration**
3. **Delivery**

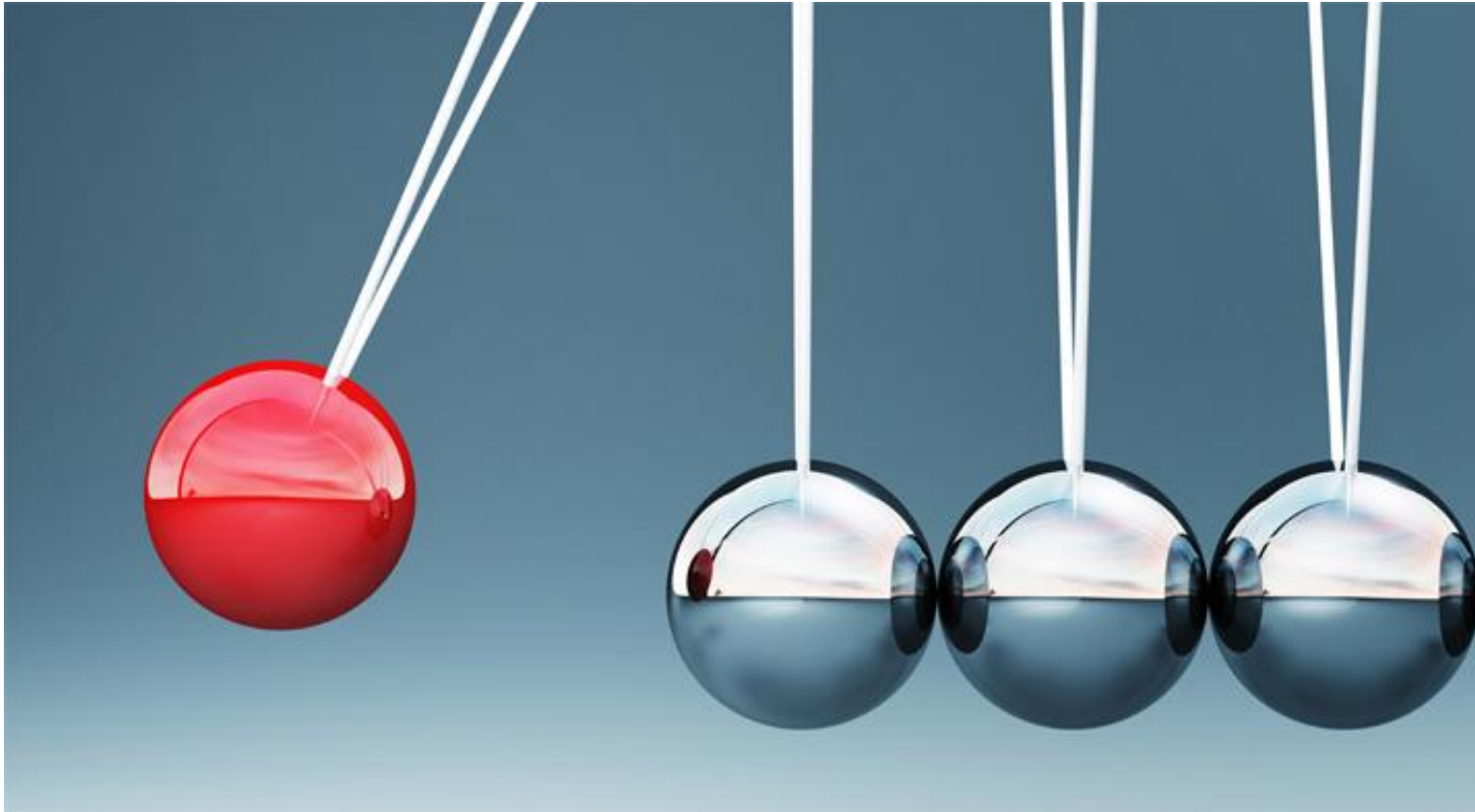


- **First Person Testimonial**

5. Paddle Raise / FAN / Appeal



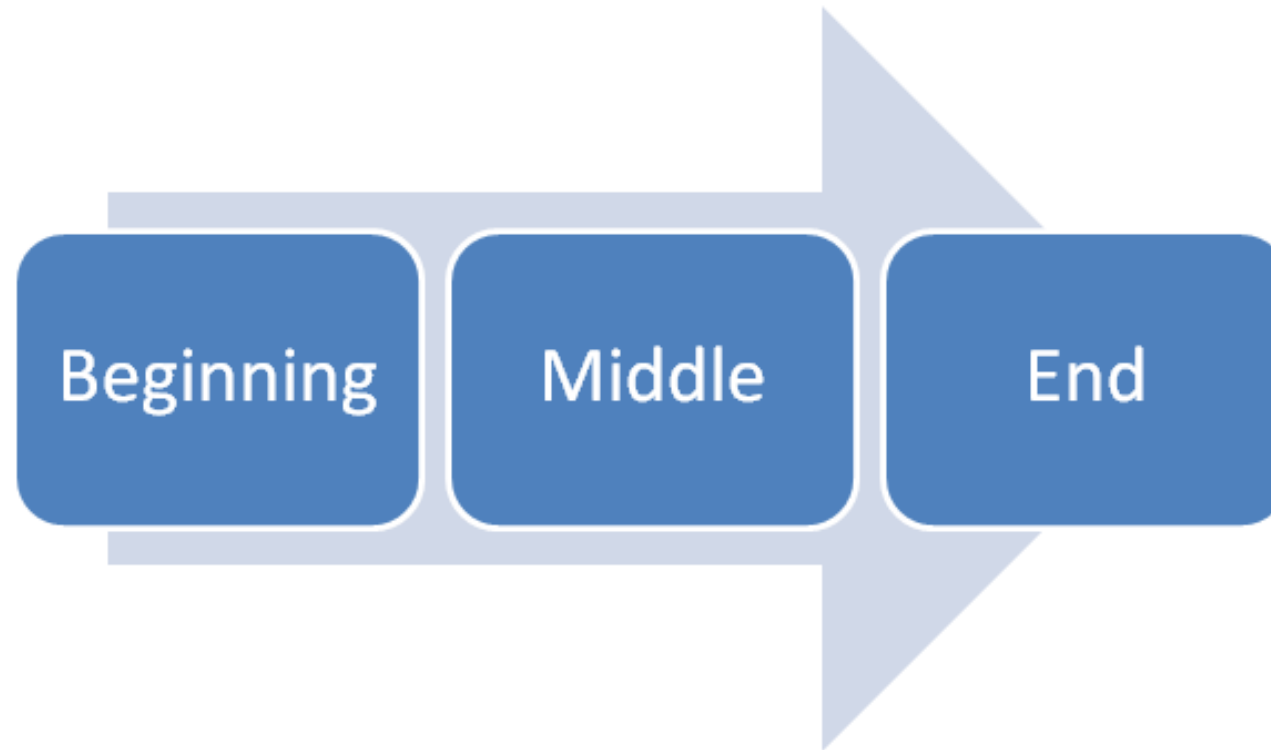
5. Paddle Raise / FAN / Appeal



MOMENTUM

5. Paddle Raise / FAN / Appeal

~10 Minutes



MOMENTUM



Pre-Committed (Seeded) Gifts

3 “Giving Positions” during FAN

1. ***Beginning*** - Leadership Gift(s) at each level
2. ***Middle*** - Matching Gift(s)
3. ***End*** - Destination Gift(s), Last Hero, Paddle Sweep



Mechanics

- **Paddles vs. Mobile Giving**
- **Need Scoreboard**
- **No Thermometer or Visual Goal**
- **Last Hero Standing 😊**
- **Music Mix**



6. Thank You

~2 Minutes

- **ED, Chair, Sponsor, Emcee, Auctioneer**
- **Housekeeping**
- **Sponsor Recognition**



Timeline Template

- 6:00-7:15 Check-in/Cocktails
 - 7:15-7:30 Move to Dinner
-
- 7:30-7:35 Welcome
 - 7:35-7:40 Branding
 - 7:40-8:10 Dinner
 - 8:10-8:30 Live Auction (7 items @ 3 minutes)
 - 8:30-8:35 Mission Moment
 - 8:35-8:45 Paddle Raise / Fund a Need / Appeal
 - 8:45-8:50 Thank You / Housekeeping
-
- 8:50-10:00 Dancing/Mingling/Checkout
 - 10:00 Event Ends
- Pre-Program**
- Program**
- Post-Program**



The “S” Word



The “S” Word



(Silent Auction)

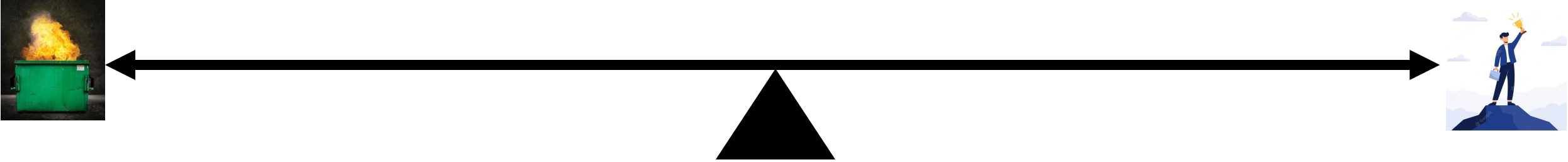
Silent Auction

- Remaining items after Raffle, Live, Last Hero, etc.
- You are off the hook!!! (sort of...)
- Rely on Committee, Board, Institutional Knowledge
- When to Close?
 - Focused Early vs. Unfocused Late

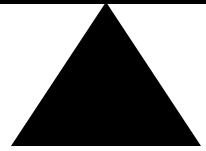
• Silent Auction Revenue ↓ → Paddle Raise Revenue ↑



Auctioneer Options



Auctioneer Options

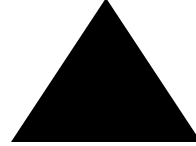


Amateur Hour

- Funny Board Member
- Newscaster / Weatherman
- Celebrity
- Executive Director / Staff



Auctioneer Options



FoaFoaNoaC

- Car, Estate, Livestock, Foreclosure, Tobacco Auctioneer

Amateur Hour

- Funny Board Member
- Newscaster / Weatherman
- Celebrity
- Executive Director / Staff



Auctioneer Options



FoaFoaNoaC

- Car, Estate, Livestock, Foreclosure, Tobacco Auctioneer

Amateur Hour

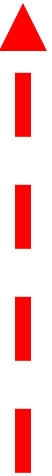
- Funny Board Member
- Newscaster/Weatherman
- Celebrity
- Executive Director / Staff

“Showman”

- Benefit Auctioneer



Auctioneer Options



FoaFoaNoaC

- Car, Estate, Livestock, Foreclosure, Tobacco Auctioneer

Amateur Hour

- Funny Board Member
- Newscaster / Weatherman
- Celebrity
- Executive Director / Staff

“Showman”

- Benefit Auctioneer

Energy
matches
Sincerity




Underrated / Overrated

Underrated		Overrated
	Centerpieces	✓
✓	Raffles	
	Dance Floors	✓
✓	Assigned Tables/Seating	
✓	First Person Mission Moment	
	Buffet Dinners	✓
✓	Pre-Committed (Seeded) Gifts	
✓	Scoreboards / Giving Thermometers	✓
✓	Thursday Night	
✓	Sound System	



Hot Off The Presses!!!

THE GALA FUNDRAISING GUIDEBOOK




"I enjoyed partnering with Matt for the JA Dallas Business Hall of Fame. His energy, professionalism, storytelling, and overall presence provided us the opportunity to have the biggest event that our market has ever had, and that is just what happened, as we raised \$1,250,000, shattering the previous record by 47% (\$850,000 to \$1,250,000). Matt's partnership working up to the event was so enjoyable, productive, and helped us be 100% prepared going into the event."

Chris LaTurno, President/CEO,
Junior Achievement of Dallas


"Matt's pre-event consultations and fresh ideas brought new life to our event, and his enthusiasm and sincerity really resonated with our audience and lifted our revenue. I wouldn't change a thing!"

Sheila Crunkleton, Executive Director,
American Red Cross




"Matt Newsom is a Rock Star! For the 7th year in a row, he helped to make Jerseys & Jewels such a huge success again this year. Wow! Thanks for always supporting the Ronald McDonald House and my team."

Kristin Young, Chief Advancement Officer,
Ronald Medonald House




ISBN: 979-8-35099-523-7




9 798350 995237

MATTHEW W. NEWSOM



THE GALA FUNDRAISING GUIDEBOOK

A BLUEPRINT FOR \$UCCESS



THE GALA FUNDRAISING GUIDEBOOK



Contact Matt Newsom



www.CustomBenefitAuctions.com/Matt



matt@custombenefitauctions.com



[linkedin.com/in/mattnewsom](https://www.linkedin.com/in/mattnewsom)



704-661-6782



Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® WEBINAR 145

CFRE

2025 State of **Nonprofit Auctions**: Trends, Insights & Data from the Field

Karrie Wozniak
CMO

Sarah Sebastian
Director of Corporate Communications

THURSDAY, APRIL 24, 2025

onecause® WEBINAR

CFRE

The **Collaborative Ask**:
A Paradigm-Shifting
Approach to **Mega Gifts**

Gail Perry, MBA CFRE
President
Gail Perry Group

WEDNESDAY, MAY 7, 2025



Raise[®] 2025

Be Our Guest!

San Antonio, TX | September 8 & 9, 2025

ENTER PROMO CODE **WEBINAR25 FOR \$200 OFF**

www.onecause.com/raise

★ on air ★

Raise[®]
N A T I O N

★ since 2021 ★

CELEBRATING

150

EPISODES

Raise Nation Radio

The Podcast for Fearless Fundraisers



Thank you!

Fundraising Software
to Raise and Reach More



onecause®

Full participation in *Every Dollar Counts: Mastering Revenue Growth at Your Next Fundraising Gala* 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.



hello@onecause.com | onecause.com