



Raise[®] 2022



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You've Got a Friend in Me: Finding the Best Auctioneer and Setting them up for YOUR Success

Kevin Spykerman & Mike Shumard

Welcome!



Kevin Spykerman

VP of Fundraising
Winspire, Inc.



Mike Shumard

Benefit Auctioneer

Previously: Executive Director - Cystic Fibrosis,
Executive Director - Leukemia & Lymphoma Society

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Agenda

1. Kahoot (Get your smart phone ready!)
2. Things to consider when choosing your auctioneer
3. Why your auctioneer can make or break a Fund-a-Need
4. Tools you can give your auctioneer to be successful
5. Q&A



www.kahoot.it

Enter the code that is: xxxxxx

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Fund-A-Need

“If you fail to plan, you are planning to fail.”

-Benjamin Franklin



Tools an auctioneer needs

Things to Consider when Choosing your auctioneer

- Don't be cheap
- Likability
- See them auctioneer in person before hiring them
- Interview them in person and on camera

Fund-a-Need

- Know who's in the room
- Deliver empathy and compassion
- Know your mission, who you serve and who's attending

Tools your auctioneer needs

- Ringmen
- Good spenders in the room
- Storytelling
- Timeline
- Good auction items

A blue-tinted photograph of three women smiling and laughing together. The woman on the left is wearing a light-colored, textured sweater. The woman in the center is wearing a dark, long-sleeved top. The woman on the right is wearing a dark, patterned top. A thin yellow horizontal line is positioned above the text.

QUESTIONS?

Now's my time
to hear from
you!

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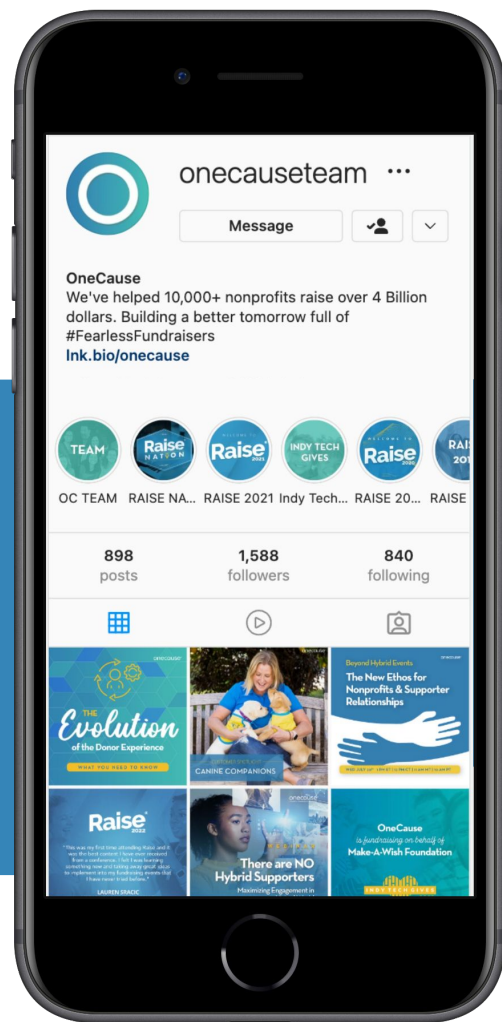
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