

# RECORD BREAKING

## FundRaising Auctions



GALA

CHORUSES

Leadership Conference

*Presenter*

*Kathy Kingston, CAI, BAS*

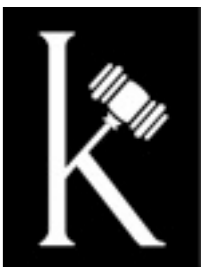
# ABOUT KATHY

**Kathy Kingston, CAI, BAS** has raised millions of dollars for non-profits across the country as a professional auctioneer and consultant for over 24 years. She designs and conducts innovative fundraising seminars, tele-seminars, consulting and mentoring programs for both non-profit organizations and auctioneers. Ms. Kingston has been an instructor for the CAI Benefit Auction Class and the NAA Benefit Auctioneer Specialist BAS designation. She has served as a presenter and as a moderator at numerous non-profit association conferences as well as International Auctioneer Conferences and State Auctioneer Associations. Kathy was the recipient of the “Rose Award” in 2006. She holds a Master’s Degree in Education from St. Louis University where she was named “Woman of the Year”. She is the author of “Record-Breaking Fundraising Auctions” booklet series. Kathy’s unique professional background also includes an award-winning career in higher education, university coaching, public service administration, the entertainment industry and non-profit marketing and fundraising.

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# INTRODUCTIONS

- Welcome
- Thanks
- The Magic Question



# LET'S GO!

- Tonight's Auction
- Design a Culture of Giving
- Audience Development & Cultivation
- High-Yield Auction Items
- Live & Silent Auctions
- Fund a Need
- Fun & Profit
- Must Do Actions
- Surprise!
- Coach K on the Hot Seat



# IMPERATIVES for the NEW ECONOMY

- **Less is More**
- **The Race of Time vs. Money**
- **Donor Relationships are Paramount**
- **Embrace New Technology**
- **Brand your Mission**
- **Ask!**



# LASER BEAM YOUR MESSAGE

1. Your Logo!
2. Posters & Advertising – Everywhere
3. Table Tents between Silent items
4. Posters with photo, quote etc.
5. Every Auction Catalog page with your tag line
6. Auction Forms with tag line
7. Back of Bid Card
8. Promo materials
9. Advertising -Media Partners
10. Online Auction links
11. Website is Top Resource
12. Your Program! Social Media and BLOGS
13. Website Sponsor Websites and Links
14. Auction Wallpaper at the Auction Venue



# ULTIMATE RACE TIME vs. MONEY!

- Detailed, Written Minute-by-Minute Show Flow
- Seamless Program
- Control – Stage Manager
- **NO BS!**
- Hit the “Golden Time” for Fundraising



# THE GOLDEN TIME

- W
- T
- WWH
- I
- \$





# CREATE POWER BIDDERS

## *#1 Priority*

- ✓ Create expectation to spend money!
- ✓ Everyone is a prospect
- ✓ Pre-Auction Marketing phone call
- ✓ Personal Contact & Follow up
- ✓ Pre-sell items
- ✓ Pre Swipe credit cards for Express Check Out!
- ✓ VIP / Kick Off party with preview
- ✓ Engages Guests on Deeper Level



# NEW AUDIENCE SOURCES

- Major Donor Prospects
- Vendors
- Accounts Payable List
- Second Circle of Influence
- Sponsors Sphere of Influence



# AUCTION AMBASSADORS

1. Attend and Spend Money
2. Bring another Couple just like YOU!
3. Play with the Auctioneer
4. Consider Soliciting a Premium Live Auction Item that YOU would buy
5. Engage Kathy's Magic Question



# LEADERSHIP SUCCESSION

- **3 Year Plan**
- **Co-Chairs/Committees/Volunteers**
- **Quality Training**
- **Recognition**



# DAY OF AUCTION VOLUNTEERS

- ✓ Day of Auction Chair
- ✓ Set Up
- ✓ Greeters
- ✓ Registration
- ✓ Silent Auction
- ✓ Item Packers
- ✓ Cashiers
- ✓ Live Auction "Vannas"
- ✓ Live Auction Recorder
- ✓ Runners
- ✓ Spotters
- ✓ Clean Up
- ✓ Revenue Activities
  - Heads & Tails
  - Grab Bag Auction
  - Raffles
  - Others

# YOUR NEW POWER BIDDERS

1.

2.

3.

4.

5.



# NEW CULTIVATION IDEAS YOU WILL IMPLEMENT

1.

2.

3.

4.

5.



# KNOW YOUR GUESTS

- **Who are you guests?**
- **Solicit Items that they WANT**
- **Know TOP High Yield Items**
- **Heavily Promote before the auction**
- **Personal Follow up!**





# WHAT'S HOT?

- 1.
- 2.
- 3.
- 4.
- 5.



# WHAT'S NOT?

1.

2.

3.

4.

5.



# ITEM PROCUREMENT

- **Written Plan & Personal Assignments**
- **Acquisitions Packet/Donation Forms/Solicitation Letter**
- **Kick Off Meeting!**
- **Start with Success**
- **Recognition & Personal Follow Up**
- **Data Base**
- **Personal Follow up!**
- **Did we mention Personal Follow Up?**



# SOURCES FOR HOT AUCTION ITEMS

Board, Staff, Committee, Volunteers  
Colleagues, Friends, Neighbors,  
Vendors of Board and Committees  
Sponsors, Underwriters, more...

\* Where you just spent money!

# FUND A NEED

- ✓ **Your Specific Need**
- ✓ **Champion**
- ✓ **The Pitch**
- ✓ **Lead Gift**
- ✓ **Tiered Levels**
- ✓ **Visuals**
- ✓ **The Thank You!**



# PERFECT YOUR PITCH

- Uplifting Speaker
- True First-Person Story
- Rich Description
- 3 Asks
- Emotional Connection
- Practice. Run Through. Rehearse
- Invite Generosity



**“People will forget what you said.**

**People will forget what you did.**

**But people will never forget**

**how you made them feel.”**

*~ Maya Angelou*



# SILENT AUCTIONS

- Forms
- Staggered Closings
- Vertical Display
- Bid Increments
- Guaranteed Bids
- Food & Beverage Positioning
- Kathy's 2 X 4 Rule
- Create Urgency and Excitement
- Auctioneer Promotion and Closing





# LIVE AUCTIONS

- **What Goes Live?**
- **How Many? How Long?**
- **Bid Increments**
- **Sequencing**
- **Pacing**
- **Display**
- **Staging**
- **Auctioneer**



# WHY INVEST IN A PROFESSIONAL AUCTIONEER

- Take the risk out of fundraising
- Raise MORE money
- Distinctively skilled and dedicated
- Keep up momentum
- Know when to say "SOLD"
- Will not leave money in the room!

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# HOW TO RETAIN A PROFESSIONAL AUCTIONEER

- Experience in Benefit Auctions
- Qualities and Background
- Services
- Interview / Check References
- Auction Fee structures
- Written Contract
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# WHAT TO EXPECT FROM A PROFESSIONAL AUCTIONEER

- Ambassador for YOUR Mission
- Understand Fundraising & Non Profits
- Ask Guests for their Support
- Professionalism and Ethics
- Showmanship and Fun
- Work the Crowd
- Thank! Recognize! Inspire!



# SUPERB SOUND

- Independent Professional Audio
- NOT House or Band System
- Speakers on Stand
- Surround the Audience
- BOTH Silent and Live Areas





# LIGHTS UP!



- House Lights Full for Live Auction
- Illuminate Your Silent Items
- No Spotlights on Auctioneer
- Lighting Rehearsal
- Special Tent Lighting Specs



# RAISE MORE MONEY

Join Kathy for innovative and profit-making  
nonprofit training and development.

**[www.KingstonAuction.com](http://www.KingstonAuction.com)**



**Fundraising Auction Tele-Seminar Series**  
**Custom Consultation**  
**Live Seminars and Workshops**