HOW TO DEFIBRILLATE YOUR NEXT EVENT!

Renee Jones, CAI AARE BAS CES AMM CAS
Special Event Advocate & International Champion Auctioneer
Audience Poll:

How many people typically attend your main fundraising gala event each year?

a. 0-100 people
b. 101-200 people
c. 201-300 people
d. 301-400 people
e. 401+ people
Audience Poll:

- When do you perform your Direct Appeal (aka “Paddles up, Fund-A-Need, etc.”) during an event?
  a. Before the live auction
  b. Middle of the live auction
  c. After the live auction
  d. We don’t usually perform a direct appeal
Audience Poll:

How many auction items do you typically include in your live auction

a. 0 - *we don’t do live auctions*
b. 1-4 items
c. 5-7 items
d. 8-11 items
e. 12+items
Why Are You Conducting This Event?

- Annual Event
- Special Need
- Been Doing it FOREVER
Who Are Your Supporters?

1. Longtime Advocate Year Round Supporter
2. Friend of Longtime Advocate (favor)
3. Corporate Guest - free meal!
Where Do We Start to Establish a Foundation for Success?

- Board of Directors
- Staff
- Volunteers
- Previous Supporters
- New Supporters
- Committees
- Yourself
Underutilized Donor / Supporter Parties

- In Home
- At Facility
- Third Party Venue
- Underwriter/Sponsor
Showing Donors Return on Investment

- Early Buy-In
- Show previous success
- Explain future goals
- Social Media
Venue Selection - Are we projecting the right image to our supporters?

- Perception
- Cost
- Event Demographics
- Hidden Fees
- Third Party Vendors
Guest Arrival - The Five W’s

- Valet
- Self-Parking
- Uber
- Signage
- Check-In
- Greeters - Bring in the Board
- Buy In Opportunities - Inclusive Not Exclusive
Underwriting Opportunities - Let’s get it all paid for!

- Venue
- Vendors
- Volunteers
Sponsors v. Individuals - Time to sell virtual and real tables

- Sponsor levels
- Table discounts
- Individual pricing
- Early investor
- Late bloomers
Technology - It’s 2019 - Time to Hug a Tree Not Print on It

- Traditional Check-In
- Express Check-In
- Paper
- Mobile Bidding
- Timing
Silent Auction - To do or not to do - That is the question

- Committee Communication
- Historical Success
- Trends
- What’s Hot
- What’s Not
- Too Big
- Too Small
- Just Right
Games, Raffles, and More!
Let’s Call Them What They Are...

- Heads or Tails
- 52 Cards
- Giving Tree
- Rock, Paper, Scissors
- Random Pulls
- Why They Matter
Fund-a-Need - Time to Convert One Time Supporter to Lifelong Donor

- Placement in Program
- Levels
- Pre-commitments
- Old School v. Technology
Live Auction - It is more about the donor relation than the auction itself. I promise. But let’s talk about the components of success.

- Volunteer v. Pro
- Psychology of Selling
- Proper Order
- Placement in Program
- Bid Spotters/Ringmen/Bid Assistants
Entertainment - Mission Vision
Why it matters

- Investment v. Expense
- Demographic Fit
- Weekday
- Weekend
Check Out

- Early Departures
- Fulfillment
- Swag
- Final Impressions
Post Event Cleanup

- Thank You
- Thank You
- Thank You

- Social Media and Beyond...
Please reach out if I can be of any assistance to you and your team!

(312) 852-8523
www.reneejones.com
renee@reneejones.com