

# HOW TO DEFIBRILLATE YOUR NEXT EVENT!

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# 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!

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