Kingston Auction Company LLC

Fund-A-Need
10 Minutes to Your Gold Mine

© Kathy Kingston 2015. All rights reserved.
TEN MINUTES TO YOUR GOLDMINE

Create a Culture of Philanthropy by Designing an Inspirational Fund-a-Need for any Auction or Special Event

By Kathy Kingston, CAI, BAS

Kathy shares high-performing Fund-a-Need techniques at her seminar.

Photo by Gail Feinstein

Do you know that many Fund-a-Need/Special Appeals are now raising strikingly more than Live Auctions? Are you optimizing this huge benefit auction trend?

The Fund-A-Need is the single most profitable trend of the new economy, and word of its success is reverberating all across the country.* Are you completely leveraging this income stream? If so, this will be the most important 10 minutes of your entire auction fundraiser! Wouldn’t it be great to double your live auction revenue in just 10 minutes?

Having premium auction items is only one piece of a profitable fundraising auction. If you limit yourself to that piece, you limit your proceeds to the
chance that some particular item will take someone’s fancy—instead of leveraging your guests’ eagerness to be moved by your cause.

One of the most exciting and profitable ways to raise money at an auction doesn’t have a thing to do with auction items. It’s called the Fund-a-Need special appeal. And it’s a flourishing and integral part of today’s fundraising auction.

Let’s examine why. Many of today’s guests are giving generously, but they’re giving strategically. Let’s face it, not everyone wants or needs another silent or live auction item. Instead of focusing exclusively on competitive bidding, leverage your Fund-A-Need Special Appeal. Your guests will embrace the collaborative giving spirit to support your nonprofit’s transformational programs and services.

What is a successful Fund-A-Need?

Simply put, it’s a special opportunity for your guests to raise their bid card at a level that is meaningful for them. They are giving you a 100 percent cash, tax-deductible gift to support your nonprofit’s services and programs. What makes them give? Because the Fund-a-Need is preceded by a first-person testimonial or emotional appeal that underscores the importance of the project they’re helping to fund.

What can Fund-A-Need do for your auction?

- Raise money on the spot.
- Generate thousands of dollars in 10 minutes.
- Inspire guests to give cash during a fast-paced appeal.
- Increase participation at many levels of giving.
- Increase loyalty to your cause.

You can rivet your guests and focus on your great cause at the same time. Make sure you don’t leave money in the room by failing to capitalize on the best practices of the Fund-a-Need.

What’s in a name? Fund-a-Need, Fund-an-Item, Fund-a-Dream, Fund-the-Future, Fund-a-Camper, Fund-a-Cure. Fund-a-Scholar. Fund-the-Hope! This
approach has endless options. Be creative. Adapt the name, customize the method. But use it, if you want to raise more funds than ever before.

However you approach your Fund-a-Need, remember, you must incorporate just the right mix of art, science, business and theatre if you want to ensure increased auction profit. A strategically designed and conducted Fund-A-Need will inspired untold generosity. Poorly planned, it will bring predictable disappointing results.

Why risk it? Because this is your best opportunity to invite every individual in the room to make a contribution that is meaningful to them and become a generous participant in your organization’s mission. You are reaching your entire audience and making each member a stakeholder in your future.

The Fund-a-Need is a critical and vital part of fundraising auctions today. To be successful, you must follow a very specific path, crafting every step of your auction to make that important connection to your guests as well as maximize revenue. Give a 59-second appeal that includes a pitch of your nonprofit’s mission and a testimonial or first-person story.

A lot to pack into less than a minute? Here are some key tips for designing a truly inspirational 59-second appeal that will catapult your fundraising efforts. First, and foremost, invite your guests to be generous. Begin by saying: “We are here tonight to raise as much money as we can for—insert your specific project. Next, choose a person whose first-person story underscores exactly why you are raising the funds. Don’t use facts and figures. When people go vacation, they don’t buy the plane, they buy the destination. Focus on the transformation that already takes place because of your services or programs. Ask unabashedly for your supporters to give at a level that is meaningful to them.

If everyone stays focused on generating revenue, this can be one of the most inspiring parts of the evening. It will keep your guests talking for many days and months after. Everyone loves an amazing opportunity to give and make a difference. You’re just capitalizing on that.

Kathy’s Quick Fund-a-Need Tips
Select a much-needed special project or program
Engage your board, auction committee, and donors
Conduct the Fund-a-Need during your Live Auction
Retain a benefit auctioneer specialist to handle both auction and Fund-a-Need
Involve your auctioneer as a consultant to fine-tune every step.
Deliver brief, inspiring remarks to showcase your project.
Invite guests to raise bid cards at various levels.
Start with high levels of giving and move to low.
Thank everyone immensely!
Follow up personally and immediately
Engage your donors throughout your long-term fundraising cycle.

Remember, this is the very best way to leverage our New Economy and cultivate donors for long-term giving! Use this innovative, high performing benefit auction method. Fund-a-Need, a proven charity auction winner, and then follow up, follow up, follow up. Use these strategies and tips to help you propel your Fund-a-Need light years ahead!

And remember, your auctioneer must now be an expert in helping nonprofits design and conduct the all-important Fund-A-Need, where revenues often more than double Live Auction proceeds.

*(National Auctioneers Association June 2011 research study on “Fundraising Trends and the Benefit Auction Business.” This survey reports that almost half of auctioneers reported that their Fund-a-Need profits equal or exceed their Live Auction proceeds.)*
Kathy’s Checklist for a Record-Breaking Fund-a-Need

WHY CONDUCT A FUND-A-NEED SPECIAL APPEAL?
- You do not leave money in the room
- You do not need to hold a Live or Silent Auction
- It’s “collaborative giving” instead of competitive bidding
- It’s an inspirational, inclusive & invitational approach
- Everyone can participate at a level meaningful to them
- It’s true philanthropy

WHAT IS YOUR NEED?
- What exactly will you ask for?
- What resources are needed to fully fund this need?
- How will you use these funds?
- What is the impact of a donor’s gift?

WHAT IS YOUR OWN INVESTMENT?
- Why are you personally involved?
- Why do you care?
- Have you personally contributed funds?

WHAT IS YOUR BOARD & COMMITTEE’S INVESTMENT
- Engage your board and committee in early discussions
- Get their early buy-in regarding funding your need
- Ask why are they personally involved
- Invite the board to contribute

KNOW YOUR AUDIENCE
- Who is attending your event?
- What are their demographics and psychographics
- What is their motivation to attend your event?
- Why do they care about your organization?
- What have they contributed before?
- How much?
- Be sure to invite additional new guests who will contribute
COMMUNICATE THE IMPACT OF YOUR DONOR’S GIFT

- How will these funds be used?
- Will your guests understand and care about your need?
- Emotionally communicate the impact of the donors’ gift
- Translate the results of your services and programs
- Be brief — 59 second story / 2 minute video MAX!
- Be inspirational and passionate
  “No one cares how much you know unless you show how much you care.”

RETAIN AN EXPERIENCED FUNDRAISING AUCTIONEER

- Make sure your auctioneer has fundraising experience
- Make sure your auctioneer is an expert in Fund-A-Need
- Prepare the auctioneer’s notes and Fund-A-Need script
- Strategize with your auctioneer
- Rehearse with your auctioneer and inspirational speaker

FIRST PERSON INSPIRATIONAL STORY

- What brief inspirational success story will you tell?
- Select a person whose true, compelling story underscores your need
- Write a brief, compelling script
- Practice, rehearse, run-through prior to your event
- Involve your auctioneer early and throughout the planning process

YOUR NEED

- Must be easily understood
- Must be achievable
- Must be able to motivate your guests

MAKING YOUR FUND-A-NEED ASK

- Auctioneer must completely quiet all guests
- Introduce the inspirational speaker
- Make a quick transition from speaker to auctioneer’s ask
- Invite guests to participate at a level meaning to them
- Explain to guests how to give right now
- Reiterate the value and impact of their gift
- Make the ask at pre-determined giving levels
GIVING LEVEL OPPORTUNITIES
- Lead Gift/s (pre-secured)
- Giving Levels at descending levels
- Matching Gift/s
- Incentive Match
- Generosity Sweep

TIMING
- Build a crescendo of emotion immediately prior to Fund-A-Need
- Earlier in your event is best
- Work with your Auctioneer to determine the best timing

LOGISTICS
- Use a professional sound company - not house sound
- Lights up to see all guests
- Bid cards
- Recording system
- Cashiering system

FOLLOW UP
- Thank You! Express your gratitude!
- Personal follow up by Board members
- Add to your list for next year
- Invite guests to other events
- Ask them to contribute again
- Be creative. Be personal. Be grateful.

BONUS: AVOID THESE CLASSIC MISTAKES!
- Never conduct Fund-A-Need at the end of your event
- Never serve dessert during Fund-A-Need
- Never allow food service or clearing during Fund-A-Need
About Kathy Kingston, CAI, BAS

Award-winning thought leader in fundraising auctions, professional auctioneer and consultant, Kathy Kingston has raised millions of dollars for non-profit organizations across the country for nearly 30 years. She founded Kingston Auction Company in 1986. Specializing in benefit auctions, she consistently empowers nonprofit and educational organizations to exceed their fundraising goals and offers a wealth of practical strategies for revenue enhancement and donor engagement.


Kathy Kingston was bestowed the Chuck Cumberlin Memorial Sportsmanship Award at the 2012 International Auctioneer Championship by her peers. She was the recipient of the prestigious “Rose Award” from the National Auctioneers Association. Ms. Kingston holds the Certified Auctioneer Institute (CAI) designation, only three percent of auctioneers nationwide have achieved this status. Kathy was a member of the Charter Class of the Benefit Auctioneer Specialist (BAS) professional designation program. Kathy has taught the BAS and CAI Benefit Auction classes. She graduated from Missouri Auction School in 1986. Ms. Kingston has competed in the International Auctioneer Championship where she was a finalist in 2013 and 2003. She was awarded the Helen Copeland Leadership Award from the United States Association for Blind Athletes and served on their national board of directors.

In 2013, Ms. Kingston was inducted into the Million Dollar Consultant™ Hall of Fame by Alan Weiss, Ph.D., who conducts a global mentoring program for consultants. As a consultant, fundraising auction strategist and performance coach, she conducts innovative benefit auction seminars, tele-seminars and custom workshops throughout the country for both nonprofit organizations and professional auctioneers. Kathy holds a Master's Degree in Education from St. Louis University where she was named “Woman of the Year” in 1986. Her unique professional background also includes an award-winning career in non-profit fundraising, higher education, university coaching, public service administration, and the entertainment industry.
Join Kathy’s Insider Secrets community

Sign up to receive Kathy’s monthly insider secrets revealing e-newsletter BIDhi! You’ll be kept up to date with educational fundraising auction videos, tips, podcasts, articles, resources and more.

Get in for FREE here:  http://HowToRaiseMoreMoney.com

Maximize Fundraising & Engage Donors

Kingston Auction Company is the premier resource for record-breaking fundraising auctioneers, education & strategies. Whether providing training and coaching for auctioneers, consulting for not-for-profit executives and their boards, or deploying one of their award-winning team of professional auctioneers, Kingston offers one-stop shopping to organizations who want record-breaking auction results.

Professional Benefit Auctioneers

If you are searching for experienced auctioneers who specialize in fundraisers, gala and auctions, look no further. All across the country, benefit auctioneers come to Kathy for advanced training and mentoring. Kathy is delighted to provide award-winning auctioneers who are passionate about fundraising and understand school and nonprofit fundraising. We know how to maximize fundraising and how to engage your guests while adding fun and excitement and to keep those bid cards waving higher!

Consulting and Fundraising Auction Strategies

Kathy's award-winning consulting can make the difference between having a nominally successful event to triumphantly setting new fundraising records. Contact Kathy for consulting and expert advice on how to catapult your next auction, gala and fundraiser to the next level now.

Contact Kathy: Kathy@KingstonAuction.com
If you have questions, ideas, or want to learn more how we can maximize fundraising, energize you and your board, volunteers, auction committees to inspire generosity, please contact us. Let’s talk!

We enthusiastically welcome your comments and inquiries! Thank you.

To your unprecedented success,

Kathy

Contact Kathy: kathy@KingstonAuction.com or 603-926-1919

Publicity Contact

Sandra Goroff & Associates
Phone: 617-750-0555 or email: sgma@aol.com

“We don't just sell items, we sell your mission.”
Kathy Kingston, CAI, BAS

Kathy's Book: A HIGHER BID

Maximize Your Fundraising!

Engage More Donors!

Inspire a New Culture of Giving!

A Higher Bid offers a fresh approach to fundraising, showing you how charity benefit auctions are a springboard to drive both short- and long-term fundraising goals while providing a fun and inspiring opportunity to generate awareness and keep supporters excited about the mission.

Using Kingston’s proven framework, you’ll learn effective ways to:
• Strategically increase high-profit revenue streams
• Increase your organization’s donor base
• Empower the board toward efficiency and productivity
• Inspire generosity through an innovative fund the mission
• Engage supporters more deeply and keep them invested

Order your copy at www.AHigherBid.com