## Index

### A
- Ability Beyond, 37
- Absentee bids, 84
- Accountability, 142
- Acquisition, first-time benefit auctions and, 18
- Action, emotion and, 27, 28
- Advanced fundraising techniques, professional benefit auctioneers and, 56–57
- Ahern, Thomas, 7, 27, 228
- AIDS Resource of Wisconsin, 66
- Alcohol, bidding and effects of, 118
- Allied professionals, super connector groups and, 78–79
- Allison, Perry, 158
- American Cancer Society, 139
- Anchorage Boys and Girls Club, 100
- Angelou, Maya, 201
- Anheuser-Busch, 130
- Annual giving, 18, 54
- Antique auctioneers, selling pace for, 50
- Armed Forces Foundation, 99
- Art auctions, 78, 91, 92
- Ask, fund-a-needs and, 203, 205–206
- Attention spans, 92, 105, 110
- Auction ambassadors:
  - creating, 81
  - role of, 63
- Auction buying patterns, changes in, 133
- Auction catalogues, 136–137
- Auction Chicken, 190, 218
- Auction data:
  - analyzing, 90–91
  - mining, 143
- Auctioneer announcements, silent auctions and, 179
- Auctioneers. See also Professional benefit auctioneers;
  - Professional fundraising auctioneers as ambassadors at silent auctions, 171
  - BAS-certified, 23
  - competencies nonprofits expect from, 53–57
  - emcees combined with, 187
  - great, retaining, 59
  - introducing, 110
  - professional, finding, 24
  - retaining first, 43
INDEX

Auctioneers. See also Professional benefit auctioneers;
Professional fundraising auctioneers (continued)
revitalized leadership roles for, 9–10
types of, 48–49
Auctioneer team, value of, 192–193
Auction fatigue, 194
Auction forms, 138
Auction fundraiser event, choosing kind of, 21–22
Auction fundraising, bright future for, 225
Auction gala, leveraging for new board and donor development, 229
Auction icebreakers, 212
Auction information volunteer packets, 135–136
Auction items. See Procurement of auction items
Auctions:
board’s role in raising money and, 33
deciding what kind you want, 19–21
formulaic nature of, 28
fun and, 51
keeping energy going after, 40
online, 158–162
as right answer for your organization, 19
running like a track meet, 120–121
understanding purpose of, 20–21
why people don’t attend, 73
Auction supplies, professional benefit auctioneers and, 64
“Auction-tainment,” 190–191
Auction technology, innovative, professional benefit auctioneers and, 58
Auction webpage, leveraging, 134–135
Audience:
behavior analysis, 147–149
best-selling items matched to, 24–25
demographics and psychographics of, 144
engaging/matching, professional benefit auctioneers and, 55–56, 59, 61
funds raised and, 144
knowing what they love about you, 126
number of guests in attendance, 145
performance snapshot, 144
Audience development, 26
community of champions and, 75–77
development professionals expertise and, 75
event as signature networking opportunity and, 85
expectation of giving and, 84
first-time benefit auctions and, 18
goal of, 7
leveraging spheres of influence and, 74–75
mistakes to avoid in, 82–84
philanthropic approach to, 72–73
professional benefit auctioneers and, 55
strategic, obsessing on, 71–72
Super Connectors and, 77–79
top strategies for, 80–82
Audience development team, creating, 79
Audience motivation:
auction ambassadors and, 63
professional benefit auctioneers and, 49, 67
Audio-visual professionals, 43
Automobile auctioneers, selling pace for, 50
Awardees, empowering, 76
Awards, 92, 113

B
Banners, big, 138
Banzhaf, Katie, 186, 229
BAS. See Benefit Auctioneer Specialist
Behaviors of guests, analyzing, 147–149
Be Like Brit, 16, 17
Benefit auction brain, 213
Benefit auction consultants, 65–66
Benefit auctioneers. See also Professional benefit auctioneers
defined, 48–49
Benefit Auctioneer Specialist (BAS), 23, 60
Benefit auction event staff, 64
Benefit Auction Institute, 68
Benefit auctions, 5
beginning of, 107
calculating dollars per minute for, 106
chant for, 50
communicating impact of supporters’ gifts at, 7–8
desired outcomes of, 28–29
determining your need for, 19
before the doors open, 107
“go time” and, 109
multiple goals of, 49
new donors identified by, 6–7
planning show flow on paper, 105
relationship business and, 14
revenue minutes and, 110–111
smooth, efficient transitions for, 108
welcome and thank-you remarks, 108–109
why we are here, 109–110
Benefit auction software packages, 144, 145
B.E.S.T. techniques for speaking, 205–206
Bid assistants, 55, 58–59, 64
Bid calling, 50, 61
Bid cards, 139, 198
live auctions and, 191–192
mobile bidding issues and, 163
Bidder fatigue, 92
avoiding, 105
silent auctions and, 177
Bidders:
deepening relationships with, 8
driving to websites, 134
leaving none behind, 29–30, 84
thanking, 63
Bidding:
alcohol and, 118
collaborative, 30
competitive, 30
food choices and, 114, 115–116
for fund-a-needs, 198, 199
guest preparation for, 188
guests and donors strategic about, 88, 103
maximizing, professional fundraising auctioneers and, 51
mobile, 64
philanthropic, 49, 185
Bidding assistance, 58
Bidding behavior, change in, 188
BiddingForGood, 158, 159
Bidding population, calculating, 92
Bidding psychology, leveraging, 65
Bid numbers, 58
Big items, myth about big donors and, 83
Blackbaud, 6
Blogs, 131
Board of directors/board members:
  auction information packet for, 135
  beginning dialogue about fundraising with, 35–36
  don’t underestimate potential for fundraising with, 37–38
  empowering, 15
  engaging, 34, 71
  inviting conversation and, 38–39
  kick-off party and, 36–37
  knowing, 126
  leveraging for sponsorships, 45
  Magic Question and, 38
  revitalized leadership roles for, 9–10
  successful fundraising auctions and, 18
  thank you’s and, 39–40
Bonus, auctioneer compensation and, 62
Boston Gay Men’s Chorus, 196, 197
Boston Red Sox, 100
Boys and Girls Club of Greater Lowell, 207, 227
Brain, benefit auction, 214
Branding the mission, professional benefit auctioneers and, 54
Branding your message, 126–127
  auction forms, 138
  auction PowerPoint slide shows, 139–140
  back of BIG bid cards, 139
  big banners, 138
  impact posters, 138
  mission-focused centerpieces, 139
  table tents with mission messages, 137
  thank you gifts, 139
Brief inspirational remarks, 28
Brown, Stuart, 214
buildOn, 135
Burk, Penelope, 201, 226, 227, 228
Burnout, preventing:
  fundraising auction software and, 155, 156
  professional benefit auctioneers and, 54
Bush, Debbie, 157
“Butt-Brush Factor,” silent auctions and, 174, 177
Buyer premium, auctioneer compensation and, 62
Buying behaviors, understanding, 88–89
C
Call liners, 129
Capital campaigns, benefit auctioneers and, 54
Captains, silent auctions and, 180–181
Cardigan Mountain School, 133
Cashiering services, 58, 59, 64
Catalog ideas, professional benefit auctioneers and, 55
INDEX 251

Caterers, 43
Celebrities:
  high bidding, focus on mission, and, 82–83
  sphere of influence, procurement of auction items and, 96
  sponsors and, 129–130
Centerpiece auctions, 190, 219
Centerpieces, mission-focused, 139
Champions:
  empowering community of, 75–77
  Sonoma and creation of, 72
Chant, for benefit vs. commercial auctions, 50
Charitable giving, Internet research and, 128
Charity auctions, goal of, 49
Checkout wait lines, new technology and, 157
Children, giving by, 245
Children’s Trust Fund, The, 94, 124, 137
Chocolate fountains, 114, 117
Chrysler, 130
Churchill, Winston, 210
Cioffi, Rob, 7
Clamshell closer, silent auctions and, 179
Clam Shell Offense, 178
Climbing “up the golden ramp,” 140–141
Closing, silent auctions, 174, 175, 180
Cloud-based software, credit card payment and, 157
Coaching, auctioneers and, 64–67
Cocktail hours/cocktail parties, 63, 113, 114, 170
Collaborative bidding, 30
Collaborative giving, 198
Comfort, Honore, 229
Commercial auctioneers:
  compensation for, 62
  defined, 49
Commercial auctions:
  chant for, 50
  typical items at, 49
Commission, auctioneer compensation and, 62
Committees:
  fund-a-needs and, 202, 208
  teams vs., 33
Communications, first-time benefit auctions and, 18
Community calendars, cross-checking, 82
Community leaders, engaged, 85
Community of champions, 226
Compensation, auctioneer, 62–63
Competencies of benefit auctioneers, 53–57, 61–62
Competitive bidding, 30
Concierges, silent auctions and, 181
Consignments, 58, 101–102
Consulting:
  fees, 62
  professional benefit auctioneers and, 54–55, 58,
  64
Contingency plans, 55
Contributions, why we are here
  communication and, 109
Coolsen, Michael, 27
Co-promotion, power of, 130
Core values, 86
Costs, auctioneer, 62–63
Cottingham, Maureen, 229, 232
Credit cards:
  new technology and, 157
Credit cards: (continued)
  processing, online auctions and, 160
Crowd momentum, generating for silent auctions, 175–176, 179
Cultivation and stewardship, 141
Cultivation plan, strategic and year-round, 8
Cultural norms, meal service, live auction, and, 119
Culture of giving, creating, 8, 12
Curating, live auction items, 189
Cygnus Applied Research, 226

D
Danbury Animal Welfare Society, 76
Dance/dancing, 57, 92, 113, 190
Danosky, Sharon, 6, 36, 37
Danosky and Associates, 6
Data collection, suggestions for, 145
Dedicated donors sphere of influence, 74
DeLair, June, 217
Demand, silent auctions and, 175
Demographics, 144
Desserts, timing, 116–117
Development professionals, drawing on expertise of, 75
Dinner auctions, 91, 92
Dinner stations, 115
Direct mail, benefit auctioneers and, 54
Display of silent items, 176
DJs, 190
Donnelly, Erica, 171
Donor cultivation:
  benefit auction software and, 156
  strategic cultivation plan, 233–234
Donor development, new technology and, 156–157
Donor engagement, 227
  funds raised and, 144
  live auctions and, 193–195
Donor environment, surveys of, 226
Donor identification, special events and, 71
Donor impact:
  auction catalogues and, 136–137
  branding your message and, 126–127
  climbing “up the golden ramp” and, 140–141
  communicating, 124–141
  FAB Four Formula and, 127–128
  gift of sponsors’ influence and, 130
  leveraging sponsors’ marketing power and, 128–130
  marketing before your fundraiser and, 133–137
  marketing during your fundraiser and, 137–140
  public relations and, 131
  riveting remarks and, 125–126
  social media marketing and, 131–133
  specialty newsletters and publications and, 131
  sponsors’ gift of influence and, 130
  stories and, 125
Donor management, charity auction software and, 156
Donor psychology, leveraging, 65
Donor retention, 15
  doorways to greatest impact, 232
INDEX 253

nonprofit organizations and, 12
professional fundraising auctioneer and, 48
Donors:
attribution of, 12
deepening relationships with, 8
developing, fundraising auctions and, 20, 21
engaging in meaningful ways, 36
find out what matters most to, 6
fund-a-need, showing difference their gifts made, 203–204
keeping in touch with, 40
knowing, 126
loyalty of, 9
retaining, 8–9
thanking, 63, 141, 234
treating guests as, 227–228
understanding buying behaviors of, 88–89
volunteers as, 44
year-long communication with, 40–41
Doubling live auctions, 191
Downtown Anchorage Association, 78
Dream Game, The, auction procurement and, 102–103
Episcopal Church of America, 139
Event fundraiser, five-step formula for, 107
Event planners, 43
Exchange of auction items, 97–98
Excitement, professional benefit auctioneers and, 55, 56
Expectation of giving, creating and sustaining, 84

Emotion, action and, 27, 28
"End cap" displays, 172
Engagement, professional benefit auctioneers and, 55–56
Entertainment, live auctions and, 115, 190–191
Facebook, 131, 133, 162
Fees, auctioneer, 62–63
59-Second Pitch, 198
59-second story, 28
Final auction section, 120
First-person, inspiring remarks, 106–107
First-person testimonials, 28
First-time benefit auctions: critical factors for, 18–19
evaluative questions for, 21–22
Five Pillars of Strategic Benefit Auctions, 5, 15, 230–232
find out what matters most to your supporters, 6, 230
give them reasons to stay in love with you forever, 8, 231
inspire your supporters to fall in love with you, 7–8, 230–231
invest in what counts; ignore the rest, 8–9, 231–232

Ebay, 160
El Hogar, 139
e-mails, 162
e-mail signatures, 136
Emcees:
auctioneers combined with, 187
professional benefit auctioneers as, 55, 64
Five Pillars of Strategic Benefit Auctions, (continued)
invite your supporters in, 6–7, 230
Flat fee compensation, 62
FleishmanHillard, 130
Follow-up:
after benefit auction event, 8
leveraging power of, 82
Food:
choosing, 114
dessert, 116–117
great, energizing team with, 44
planning for beverages and, 43
seated meals, 114
Food choices:
consequences of, 113–114, 115
timing and, 26–27
Food sponsors, 44
Food stations, 114, 115
avoiding lines at, 115, 116
silent auctions and, 172–173
Frazier Woods School
(Connecticut), 98
Friend-raising, fundraising as, 62
Friends of Karen, 129, 130
Friend’s Program (New Hampshire), 135
Fun, 104, 184, 189, 213
auction icebreakers and, 212
fundraising auctions and, 20, 21
kick-off and, 36
at live auction, 190
professional benefit auctioneers and, 51, 57, 61, 65
volunteer recognition and, 45
Fund-a-Need Impact Scale, 153
Fund-a-needs, 29–30, 196–210, 212
alternate names for, 199–200
awardees and, 76

Index

...
helping board members
dialogue about, 35–36
live auctions and focus on, 193
most profitable time for,
117–118
what to say? and how to ask?
role play, 80
Fundraising auctioneers, defined,
48–49. See also Professional
fundraising auctioneers
Fundraising Auction Impact
Scale, 152, 153
Fundraising auction software,
155–159
Fundraising benefit auctions:
competitive bidding and, 30
four facets of, 20–21
spelling success in, 22, 31
types of, 91
Fundraising events, why people
don’t attend, 73
Fundraising goals:
choosing specific mix of, 21
defining, 19–20
Fun factor, 81

G
Gala auctions:
number of auction items for, 91
timing for, 27
GALA Choruses, 233
Gala events, as signature
networking opportunities, 85
GALE Fund, 217
Games, interactive, 107
Generosity, increasing, 188
Gengle, Cherylnann, 16, 17
Gift card frenzy, 219
Gift certificates, 90
Girls’ LEAF, 138
Giving:
collaborative, 198
epectation of, creating and
sustaining, 84
guests and donors strategic
about, 103, 210
Giving behavior, determinants of,
6
Giving Gap, 13–14
Glass, Matt, 7
Goal-setting, professional benefit
auctioneers and, 54
Godfrey, Robin, 233
Golden Ticket, 212, 220
Golf auctions, 91

number of auction items for, 92
super connector groups and,
78
timing for, 27
Golf tournaments, board’s role in
raising money and, 33
“Go time,” 109
Grab Bag, 216
Greater Giving, 157, 164
Green line auction, 220
Guests:
behavior analysis of, 147–149
collecting contact information
for, 146
cultivating, 9, 26
inviting, 73
as long-term donors, 86
motivating, 49, 63
number of, in attendance, 145
personal invitations for, 72, 73
preparing to bid, 188
silent auctions and strategic
cultivation of, 170
thanking, professional
auctioneers and, 63
top, introducing auctioneers to,
54
treating as donors, 227–228
understanding buying
behaviors of, 88–89
Index

GuideStar Exchange Charting Impact Report, 143

H
Half-table captains, 80
Hamel Family Wines, 99
Heads-and-Tails, 107, 110, 190, 212, 215–216
Hepburn, Katharine, 25, 213
High bidders:
  attracting, 74
  auction items and, 83
  audience development and, 26
  getting on calendar of, 82
  leveraging spheres of influence and, 74–75
Higher bids:
  benefit auctioneers and, 50–51
  value of auction item to, 28–29
High-yield items, procuring, professional benefit auctioneers and, 54
Hiring, professional benefit auctioneers, 59–61
Honorary chairs, empowering, 75–76
Honorees, running on, 112

I
Iditarod Sled Dog Race (Alaska), 41
Impact, 27–28
  fundraising auctions and, 20, 21
  live auctions and, 193
Impact posters, 138
Incentive matches, 207
Income streams, fresh, fun, and profitable, 214–215
Indiana University Lilly Family School of Philanthropy, 245
Influential leaders, cultivating, 72
Inspiration, 27–28
  giving back and, 246
unforgettable moments of, 120
Instagram, 133
Interactive games, 214
Interactive revenue activities, professional benefit auctioneers and, 55
Internal Revenue Service regulations, thank you’s and, 39–40
Internet, 141
  donor research and, 128
  events posted on, 131
  user experience (UX) design principles and, 164
Interviewing, auctioneers, 59–61
Investing in what counts, 8–9, 231
Invitations, 82, 135
Item overload, silent auctions and, 177
Item procurement. See Procurement of auction items
iTouch, 181

J
Jeter, Derek, 99
Johnson, Kurt, 66

K
Katharine Hepburn Cultural Arts Center (Connecticut), 25
Kick-off events:
  for benefit auction event, 36–37
  expectation of giving and, 84
  holding, 81
  procurement strategy and, 94
Kingston Fund, 245
Kingston Trio, benefits of, 213–214
KNBA Alaska Media, 85
Koahnic Broadcasting Alaska Native Art Auction
INDEX 257

(Anchorage), signature fundraising event, 85
Kurt Johnson Auctioneering, 66

L
Leadership team, empowering for silent auction, 171
Lead gifts; fund-a-needs and, 206–207, 209
Lead time, for benefit auctions, 49–50
Lehane, Dennis, 83
Leno, Jay, 103
Lighting, 30–31
professional benefit auctioneers and, 55, 61
quality of, 55
Lingle, John H., 142
LinkedIn, 131, 133
Live Auction Fundraising Impact, 153
Live auctions, 9, 10, 212
bid cards at, 191–192
combo auctioneer and emcee for, 187
curating items for, 189
donor engagement at, 193–195
doubling, 191
entertainment, dancing, awards at, 113, 190–191
fun and profit factor at, 190
hidden benefit of, 187–188
inspiring, 110
makeover for, 195
maximizing true worth of, 183–195
mobile bidding and, disadvantages of, 161
new stakeholder leadership for higher bids at, 188–189
preparing guests to bid at, 188
professional benefit auctioneers and, 185–186, 195
rationale for, 184–185
regional differences for meal service and, 119
selling your cause at, 185
standing up front during, 187
time allotments for, 110, 118
transitioning to fund-a-need, 111
twin strategies for, 184
value of auctioneer team at, 192–193
what to do after, 113
Logistics, first-time benefit auctions and, 18
Logos:
auction forms, 138
PowerPoint slide shows, 140
Long-term relationships, building, 8

M
Magic Question, 38, 171
Major donors:
cultivating, 72, 75
getting on calendar of, 82
Major gifts, 18, 54
Making the ask, for auction item donations, 93
Manners, benefit auctioneers and, 61
Marketing:
first-time benefit auctions and, 18
online auctions, 160
professional benefit auctioneers and, 55
technology and, 158
before your fundraiser, 133–135
INDEX

Massachusetts SPCA Angel Animal Tales Gala auction, 83
Massart, Pat, 227
Master calendars, professional benefit auctioneers and, 54
Matching: audience, professional benefit auctioneers and, 56
gifts, 207
procurement of auction items and, 87, 88
McCarthy, Dennis, 236
Meal service, regional and cultural norms and, 119
Measuring impact, 142–153
auction data, 143
audience demographics and psychographics, 144
beyond the numbers, 147–149
of different aspects of event, 152–153
Fundraising Auction Impact Scale, 152
priorities for, 146
Purposeful Informal Listening in method, 149–151
of volunteers’ time and energy, 147
Media partners, empowering, 76–77
Media sponsorships, 129
Message, getting to the heart of, 126–127
Metrics, nonprofits’ impact information, 143
Mini Live Auction, 221
Mission, highlighting at live auction, 190–191
Mission-focused centerpieces, 139
Mission message, carefully crafting, 127
Mission moment testimonials, 162, 163
Mission of your organization: auctioneer as ambassador for, 53–54, 63, 67
celebrities, high bidding, and, 82–83
selling, professional benefit auctioneers and, 52
MIT Strategic Giving Program, 234–235
Mobile bidding, 64, 148, 160–161, 180
fund-a-need, top strategy for, 162–163
questions to ask about, 165
silent auctions and, 181
Mobile bidding devices: cost analysis for, 162
guidance for, 164
wireless connectivity issues and, 164
Mobile credit card readers, 157
Momentum: generating, professional benefit auctioneers and, 55, 56
silent auctions and, 179
Montessori School Newsletter, 131
Morpace, 213
Motivation. See Audience motivation
Mueller, Dan, 66
Multicultural audiences, professional benefit auctioneers and, 56
Music, 57, 190
Mystery grab bag, 107
N
NAA. See National Auctioneers Association
INDEX  

Nantucket AIDS Network, 96, 192  
National Auctioneers Association, 23, 51, 213  
National Auctioneers Foundation, 198  
National Institute for Play, 214  
Native Art Auction (Alaska), 85  
Neighborhood:  
procurement of auction items and, 98  
super connector groups and, 78  
Net income, 146  
Networked credit card swipe machines, 157  
New businesses, procurement of auction items and, 97  
Newsletters, specialty, 131  
Nonprofit organizations:  
auctioneer competencies expected by, 53–57  
donor retention problem and, 12  
self-reporting of impact information by, 143  
Non-revenue-producing activities, 29  
Northwest Software Technologies, Inc., 5, 180  

O  
Ogden Entertainment Company (Alaska), 128  
One-of-a-kind items, uniqueness of event and, 24–26  
Online auctions, 58, 64, 158–162  
benefit auction software and, 158  
cost of, 160  
integrating in-person auctions with, 159  
marketing for, 160  
mobile bidding and, 160–161  
online bidders, 159  
“preview only,” 159  
scheduling, 159  
Oppenheimer, Daniel, 6  
Oprah show tickets, 99  
Organizational cause, matching items to, 25  
Outcomes, 28–29  
P  
Paddle raise, 197–198, 200  
Parents:  
auction information packet for, 136  
supporting attendance of, 86  
Parker, Sara Jessica, 96, 192  
Party Boards, 218–219  
Parziale, Susan, 211, 212  
Paskow, Stuart, 101  
Pépin, Chef Jacques, 25  
Performance Snapshot, 144, 153  
Personal “ask”:  
critical importance of, 6  
power of, 79–80  
procurement of auction items and, 94–95  
Personal follow-up, leveraging power of, 82  
Personal invitations for guests, 72, 73  
Pets, avoiding sale of, 89  
Philanthropic approach:  
to audience development, 72–73  
major donor cultivation and, 75  
Philanthropic bidding, 49, 185  
Philanthropy:  
defined, 10  
fundraising dialogue and, 35  
Philanthropy Model, 5, 15, 49, 104, 228  
auction data mining and, 143
Philanthropy Model, (continued)
  continuous donor
development and, 226
donor impact and, 124
Giving Gap and, 13
lead time and, 50
live auctions and, 185
measuring impact and, 153
registration price in, 74
Sonoma Harvest Wine Auction and, 231
Transaction Model vs., 10–12
word cloud, 11
Photos, sharing through social media, 133
PILI. See Purposeful Informal Listening In
Piscitell, Jack, 3, 4, 7
Piscitell, Justin, 3, 7
Pitch, perfecting, 79–80
Planned giving, 18
Play, benefits of, 213
Polished professionalism, professional benefit
  auctioneers and, 54–55, 58
Professional auction items, sources of, 97
Premium auction items, sources of, 97
Premium dessert frenzy, 216–218
Pre-promotion, 132, 195
Presecured gifts, 206, 207, 209
Press releases, 131
Price, raising, 74
Price-fixing, prevention of, 62–63
Prime space, for silent auctions, 172
Procurement of auction items, 87–103
analyzing auction data and, 90–91
avoiding non-performing items, 89–90
benchmark for, 93
celebrity sphere of influence and, 96
charity auction software and, 156
consignment items, 101–102
Dream Game and, 102–103
fresh opportunities for items, 97
fulfilling fantasies and hitting emotions with, 89
initial “no” and, 94
innovative items that exceeded value, 99–101
item exchange and, 97–98
kick-off rally and, 94
making the ask, 93
matching to guests and, 87, 88, 189
neighborhood donations and, 98
number to procure, 90
personal ask, 94–95
regional specialties and themes, 96–97
relationships and, 88–89
seasonal donations, 98–99
social media and, 132
sponsors and, 95–96
stakeholder connection and, 95
using time as a guide and, 91–93
vendors and, 96
Professional auctioneer bid assistants, 55, 58, 64, 231
Professional benefit auctioneers, 129
advanced fundraising techniques and, 56–57
advantages of, 51–52, 67–68
auction team and, 58–59
audience engaged and matched by, 55–56
audience motivation and, 49
competencies of, 61–62
fun and showmanship exuded by, 57
fund-a-needs and, 204, 209
interviewing, 59–61
lead time and, 49–50
live auctions and, 186, 195
momentum and excitement generated by, 55
nonprofits and benefits of, 57–58
other services offered by, 58
pace per item and, 93
polished professionalism of, 56
pre-auction consulting and planning and, 54–55
profits increased with, 48
retaining, 59
return on auctioneer and, 52
role of, 23–24
selling style and, 50–51
showmanship and fun and, 51
unique financial advantage with, 52–53
as your mission’s ambassador, 53–54, 63
Professional fundraising auctioneers:
advantages of, 51–52
as coaches, 64–67
important role of, 47–48
services provided by, 64
Professional services, 62
Profit factor, at live auction, 190
Profits:
increasing, with professional fundraising auctioneer, 48
planned spontaneity and, 212–213
strategic audience development and, 72
Prospects, cultivating, 72
 Providence Center, The, 171, 227
Psychographics, 144
Public relations, 131
Punctuality, benefit auctioneers and, 61
Purposeful Informal Listening In, 149–151, 153, 177
Q
Quad pods, silent auction, 178
Qualitative measures, 147–149, 153
Quantitative measures, 147, 153
Quesenberry, Keith, 27
R
Raffle license, 220
“Raffle mentality,” 221
Raffles, 107, 220, 221–222
Regional norms, meal service, live auctions, and, 119
Regional specialties and themes, procurement of auction items and, 96–97
Registration lines, new technology and, 157
Registration price, raising, 74
Registration services, 58, 59, 64
Relationship business, benefit auctions and, 14
Relationships:
  long-term, cultivating, 76
  procurement of auction items and, 88–89
Retailers, silent auction displays and tips from, 171–172
Return on auctioneer (ROA), 52
Return on investment (ROI), 28
  auction item performance data, 145
  calculating, for auction items, 90, 91
  leveraging, benefit auction software and, 156
  procurement of auction items and, 90
  professional fundraising auctioneer and, 48
Revenue:
  fundraising auctions and, 20, 21
  live auction features and generation of, 24
  maximizing, 144
Revenue games, 190
Revenue minutes, 106, 110–111, 212
Revenue-producing activities, 29
Riveting remarks, raising more money with, 125–126
ROA. See Return on auctioneer
Robertson, Scott, 231
Robinson, Taylor, 196, 197
ROI. See Return on investment
Role-playing:
  inviting guests, 73
  what to say? and how to ask?, 80
Salad drops, transitioning from silent to live auction and, 108
Save-the-date cards, 134–135
Scheduling, as soon as possible, 82
School auctions, 91
  announcements at, 177
  auction items for, 88
  closing final section in, 120
  number of auction items for, 92
  super connector groups and, 77–78
  timing and, 27
Seasonal donations, procurement of auction items and, 98–99
Seated meals, 114
Security, online fundraising and, 158
Seeing Through a Donor’s Eyes (Ahern), 228
Selling chant, 50–51
Selling sequence, optimal, professional benefit auctioneers and, 54
Seminars, 64
Services premium, auctioneer compensation and, 62
Sex and the City script, Nantucket AIDS Network and, 192
Show flow, 104, 140
  anatomy of benefit auction, 107–108
  brief, inspiring remarks, 106–107 122
  co-creating, 122
  enter room early, 122
  food and, 114–117
  inspiring program and, 108–110
  momentum-building and, 55
  planning, 105–107, 122
positioning fund-a-need, 111–112
professional benefit auctioneers and, 55
regional and cultural norms and, 119
revenue minutes and, 106, 110–111
stage managers, speaker handlers, and, 121
timing and, 117
tips for, 122
Showmanship, professional benefit auctioneers and, 51, 57, 61, 62
Shrimp cocktail, big silent auction bidding and, 116
Signature fundraising events, 85
Signup Boards, 218
Silent Auction Fundraising Impact Scale, 152–153
Silent auctions, 92, 107, 169–182, 212
auctioneer as ambassador for, 171
auctioneer meets guests during, 63
avoiding three problems in, 177
closing, 119, 120
competitive bidding and, 30
crowd momentum generated for, 175–176
displays, professional benefit auctioneers, and, 55
eluding items in, 176
empowering your leadership team for, 171
grazing and, 172–173
green line auction, 220
interval closings and, 174
mobile bidding and, 160, 161, 181
number of items for, 173
prime space for, 172
professional benefit auctioneers and, 57
Quad Pods for, 178
qualifying questions about, 170
retailers and, 171–172
seated meals and, 114
sections in, 176
simultaneous actions for closing of, 179
spelling success for, 173, 182
strategically cultivating guests during, 170
superb sound system for, 176–177
Three Musketeers of, 175
timing for, 117
transitioning to live auction from, 108
2 x 4 Butt Rule and, 174
volunteers and success of, 180–181
when to close, 180
Silent auction tables, food stations integrated into, 114
Sizzle, selling, 193–194
Smartphones, mobile bidding with, 160, 181
Smart tablets, credit card payment and, 157
Snow, Kate, 129
Sobel, Lynn, 234
Social media, 195
item solicitation and procurement with, 132
linking to sponsors, 133
marketing for benefit auctions, 131–132
Software, 64
benefit auction, 144, 145
fundraising auction, 155–159
Sonoma Harvest Wine Auction, 66, 67, 99, 189, 207, 227, 229
champions created at, 72
Five Pillars of Strategic Benefit
Auctions and, 230–232
Sound checks, for fund-a-need
speakers, 204, 205
Sound/sound systems, 190
auction-quality, 30–31
benefit auctioneers and, 61
live auctions and, 194, 195
professional benefit
auctioneers and, 55, 64
quality of, 55
silent auctions and, 176–177
“So what” question, getting
beyond, 127
Speaker handlers, 121
Speaking, B.E.S.T. techniques for,
205–206
Special appeals, 29, 161
Special events:
benefit auctioneers and, 54
board’s role in raising money
and, 33
donor identification and, 71
donor recruitment and, 7
resource-intensive nature of, 17
Specialty auctions, 91, 92
Specialty newsletters and
publications, 131
Spheres of influence:
awardees and, 76
honorary chairs and, 75–76
leveraging, 74–77
sponsors and, 76–77
vendors and, 77
Sponsors/sponsorships, 9
databases for, 158
empowering, 76–77
first-time benefit auctions and,
18
gift of influence and, 130
leveraging board contacts for,
45
leveraging marketing power of,
128–130
powerful relationships of, 130
procurement of auction items
and, 95–96
social media links to, 133
VIPs and celebrities provided
by, 129–130
Sports auctions, number of
auction items for, 92
Spotter coordination,
professional benefit
auctioneers and, 55
Spotter flashlights, 58
Stage layout, professional benefit
auctioneers and, 55
Stage managers, 55, 121
Stage numbers, 58
Stakeholder leadership, higher
bids at live auctions and,
188–189
Stakeholders:
empowering, 81–82
engaging, 40, 72
leveraging spheres of
influence, 74
procurement of auction items
and, 95
Standing In Lines Impact, 152
STAR, Inc., 5, 72, 138, 150, 186,
227, 229
STAR Rubino Family Center, 3
Statistical remarks, avoiding, 125
Statistics, 142, 147. See also
Measuring impacts
Stories:
 donor impact and, 125
fund-a-need, 120, 201
inspiring with, 27–28
Magic Question and, 38–39
I

INDEX 265

mission moment testimonials, 162, 163
power of, 235–237
Strategic auction fundraisers, transformational benefits of, 14
Strategic benefit auctions, community involvement and, 17
Strawberry Banke Museum, 204
Success, in fundraising benefit auctions, spelling, 22, 31
Success stories, 56, 132
Super Connectors, 77–79
allied professionals, 78–79
neighborhood, 78
Supporters:
finding what matters most to, 6, 230
inviting in, 6–7, 230
knowing, 126
T
Table captains, 80
Table hosts, 80
Table tents, with mission messages, 137
Taglines:
auction forms, 138
on back of bid cards, 139
messages, 136
Teams:
committees vs., 33
vendors as part of, 42–43
Technology:
fund-a-need mobile bidding, 162–164
fundraising auction software, 155–159
leveraging, 155–166
matching to specific needs, 166
online auctions, 159–162
questions to ask about, 165
Tele-seminars, 64
Texting, 141, 162
Thank-a-Thons, 40
Thank you gifts, special, 139
Thank-you remarks, benefit auctions and, 108–109
Thank you’s, 39–40
benefit auctioneers and, 62, 63
immediate, for donors, 234
personalizing winning bidders at live auctions, 190
prompt, 228
Theater, 190
Theatrical elements, 57
Ticket committee, getting rid of, 79
Timing, auction planning and, 26–27
Top bidders, getting on calendar of, 82
Transaction, defined, 10
Transaction mindset, low registration prices and, 74
Transaction Model, 49, 71
example of, 127
Giving Gap and, 13
live auctions and, 184, 185
Philanthropy Model vs., 10–12
word cloud, 11
Transformational results, sharing, 125
Trinity Catholic School (Maine), 86
Twitter, 131, 132, 133
2 x 4 Butt Rule, silent auctions and, 174
U
Underhill, Paco, 177
United States Association for Blind Athletes, 130
Urgency, silent auctions and, 175
INDEX

USABA. See United States
Association for Blind
Athletes
USB credit card readers, 157
User experience (UX) design
principles, 164

V
Vendors:
  empowering, 77
  procurement of auction items
  and, 96
  as team members, 42–43
Venue/hotel managers, 43
Videos, sharing through social
media, 133
Vieta, Joe, 150, 151
VIP parties, expectation of giving
and, 84
VIPs:
  mission, high bidding, and,
  82–83
  receptions for, 170
  sponsors and, 129–130
  working with, 128
Volunteer auctioneers:
  defined, 49
  mistakes made by, 47–48
Volunteers, 22, 246
  auction information packets
  for, 135–136
  databases for, 158
  as donors, 44
  engaging, 43–44
  knowing, 126
  personalizing benefit auction
  recognition of, 41–42
  recognizing, 44–45
  silent auctions and, 180–181
  stage manager position and, 55
  thanking, 39–40
  time and energy of, as hidden
cost factor, 147
  training/motivating,
  professional benefit
  auctioneers and, 55

W
Walk-a-thons, board’s role in
raising money and, 33
Warm-ups, 222
Webinars, 64
Webpages, leveraging, 134–135
Websites:
  fundraising auction, 134
  strategic use of, 128
Wehrmeister, Mark, 164
Welcome, benefit auction and,
  108–109
What Do Donors Want
(Oppeheimer), 6
“Why Gifts Matter” (Ahern), 7
Why-we-are-here remarks, 118,
  120
Wild Card Auction, 221
Wilson, Jack, 5
Wine auctions, 91
  number of auction items for, 92
  super connector groups and,
  78
Wine pulls, 107, 212
Wireless connectivity, 164, 165
Women, online bidding by, 159

X
Yamaguchi, Kristi, 99
Youth/sports auctions, 91, 92
YouTube, 131, 133

Y
Zak, Paul, 27