Contents

Foreword xvii
Introduction xix

Section I  Strategic Benefit Auctions: The New Catalyst for Philanthropy
1  The Shift: Event Transaction to Philanthropic Transformation 3
2  Bid High and Prosper: Are Auctions Right for You? 16
3  Energize and Empower Your Board and Team 33
4  Make Your Auctioneer Your Quarterback 47

Section II  Designing Strategic Benefit Auctions
5  Attract the Right People First 71
6  Procure Incredible Auction Items 87
7  Make Your Show Flow 104
8  Communicate Donor Impact 124
9  Measure Impact 142
10  Leverage New Technology 155
Contents

Section III  Conducting Strategic Benefit Auctions for Donors and Dollars
11  Optimize Silent Auctions for Loud Results 169
12  Maximize the True Worth of Your Live Auction 183
13  Ignite Generosity with Fund-a-Need Special Appeals 196
14  Add Strategic Income Streams (…and Fun) 211

Section IV  Leveraging Strategic Benefit Auctions
15  Keep the Money Flowing 225

Acknowledgments 238
Resources 240
References 243
A Final Call: Giving Back and Passing Forward 245
Index 247