
Fifth Thursday Webinar with Katherine Sheane of 501 Auctions



Upcoming Events:

February

20:

The Call of the Steward - Generosity to Your Cause.
with John Frank

21: Increase Your Direct Mail Fundraising Results
(live event in Louisville)

27: Member Hot Topic / Template Talk



NEW BOOK:

*THE ESSENTIAL
FUNDRAISING
HANDBOOK
for Small Nonprofits*



Available at Amazon and TheNonprofitAcademy.com



Learn To Reach Your Fundraising Goals Faster!



Auction technology



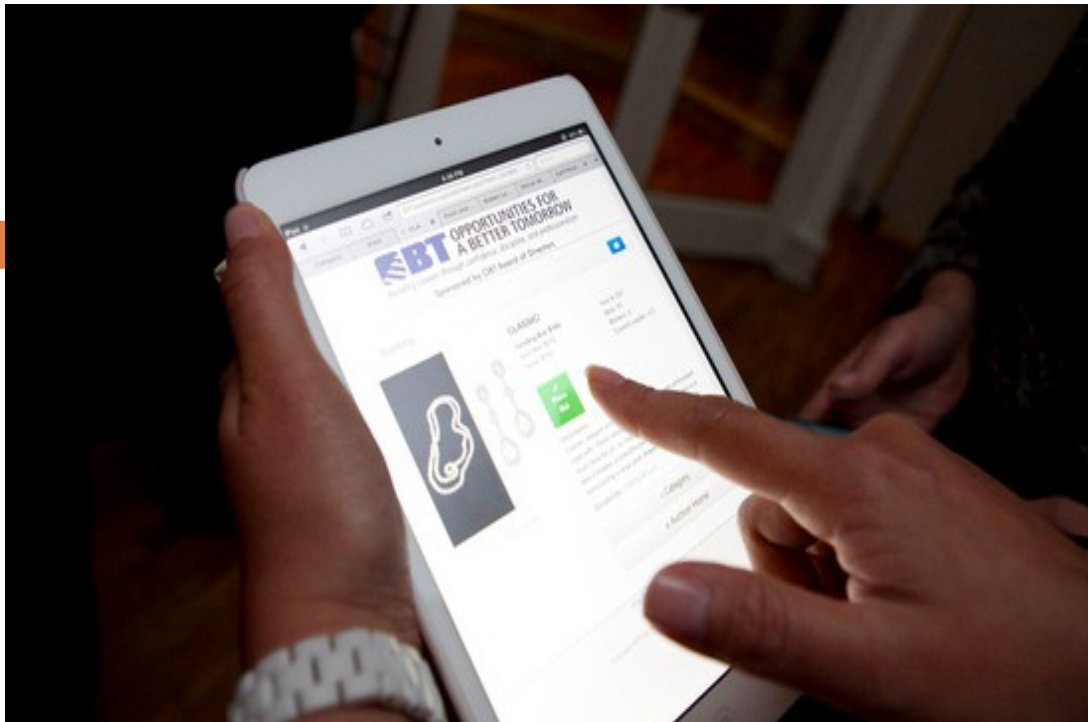
Fundraise more effectively for your nonprofit

Pen and paper auctions have had their day



- Paper overload
 - Too much administrative work
 - Time consuming
 - Less fun for guests
 - Difficulty reconciling payment for items
-
- More work for organization
 - Lower profits





What is auction technology?

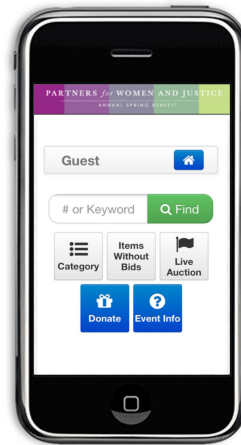


- Online platform
- Auction site
- Registration laptops
- Mobile bidding on smartphones
- iPads / iPod touch devices

How does auction technology work?

1. Streamlines administrative work
2. Engages guests
3. Reports and analyses

= revenue increase
of 35% - 40%



Streamlines administrative tasks

- Ticketing
- Donation management
- Marketing hub
- Managed check in
- Efficient check out
- Thank you letters and tax receipts



Guest Engagement

Before

Preview auction items

Pre-bidding

Outbid notifications

During

Auction updates

Mobile bidding

Leader boards

Roaming volunteers

After

Online auction

Communications

Reporting



- Full financial summary
- Analysis of event
- Data capture
- Bidding history

Benefits of mobile bidding

- Reduces error
- Streamlines admin
- Creates a better experience for guests
- Financial tracking of data

→ INCREASES REVENUE

→ SAVES TIME



Success Stories



Mikey's Way Foundation

Helping kids cope... Mikey's Way

501 Auctions

- End to end auction event management & mobile bidding
- Helping nonprofits fundraise more effectively
- Range of packages based on your budget

- For information email, visit or call:

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