



Why are Fundraising Auctions thriving? They work! A good benefit auction attracts excellent publicity, increases awareness of the cause, and draw new commitment from those attending. Here are some secrets for successful benefit auctions.

#1 Focus on the Spirit of Giving

Connect your guests emotionally to your cause and they will respond generously. Showcase your non-profit and excite your guests about why the funds are needed. Make it easy for your supporters to bond with you.

#2 Make Audience Development a Top Priority

Although procurement of great auction items remains a priority, filling your venue with the right bidders is critical to your success. Conduct a targeted campaign to identify, invite and cultivate major donors, prospects and influence leaders. "Power bidders" at your next event can boost your auction to the next level!

#3 Solicit High Yield Auction Items

What sells best? Procure items that generate spirited and generous bidding; solicit items that are one-of-a-kind, personal and unique. Great examples of auction item ideas are exotic travel, fine dining prepared by a well know chef, school class projects, and exclusive sports experiences. Here's the secret: know your audience and get what they want. Solicit items that have the capacity to produce far more than the fair market value.

#4 Add FUN!

People spend more money when they are enjoying themselves. The #1 reason people attend auctions in America is FUN. (MORPACE International, 2003) Create energy and excitement to incite those bid cards!

#5 Hire a Professional Auctioneer

Take the risk out of fundraising. While some may think that anyone with a strong voice and a sense of humor can lead an auction. A professional fundraising auctioneer can read the audience, initiate a healthy competitive spirit, and move the bids along for maximum value. By setting a fast pace and using a quick wit, the auctioneer creates an entertaining, successful evening.