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# Fundraising 101

## Does a Professional Auctioneer Make a Difference?

### Included in this Issue:

- **Silent or Live. Why should we switch?**
- **Aren't all Auctioneers the Same?**
- **Who We Are.**
- **When to Hire a Fundraising Consultant.**
- **Testimonials, Hear What Others Are Saying.**

There is an art to entertaining and communicating with an audience gathered together for the purpose of fundraising, and over 300 organizations have witnessed the difference between an "Volunteer Auctioneer" and Professional Auctioneer. A Professional Auctioneer can make all the difference in the world for your special event, but don't take our word for it, read what authors Ruth McCurdy and Linda Oppenheim have to say;

*"While an auction can be organized and run by volunteers, we strongly recommend that*

*whatever else you do, you bring in a professional auctioneer to run the event itself. He or she is likely to be able to handle the crowd better than even the most charming amateur, and make sure that your items raise the most money possible."*

A professionally licensed and bonded auctioneer by the state of Pennsylvania is legally able to auction just about anything; real estate, vehicles, and even cattle. As in any other vocation, most auctioneers are highly specialized in the types of auctions they conduct. They may be the best

car auctioneer to ever swing a gavel, but that does not mean they should be hired to conduct your community fundraising event. KDS specializes in only fundraising auctions/events.

The difference in this specialization can be found not only in your bottom line, which we have historically increased for every client, but in the over-all enjoyment of your guests evening. After all, a successful fundraiser is not just about the raising money but developing an event that your community looks forward to from year to year.

*"..A successful fundraiser is not just about the money raised but developing an event..."*



**Pictured: Ruth McCurdy and Linda Oppenheim authors of "I (was) Volunteered to Chair the Auction - HELP"**