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Fundraising 101

We do a Silent Auction Already, Why Switch?

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.**

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

If your organization is already holding a silent auction then you understand the numerous benefits of event based fundraising. You spend weeks working with your different committees on decorations, food, marketing and most importantly your committee that solicits the donations and packages that to be offered for auction. The results of these efforts is an event for which everyone has a good time and you raise some money to help out your worthwhile cause.

You've been doing it this way for years so why "fix what isn't broken"? Two reasons, both of which have been proven time and time again over the last nine years by KDS Fundraising. First, a live auction is a lot more fun, and second, our groups generally see an increase of 100%-300% in their net revenues.

Having your guests enjoy a great

evening will enrich your organization in numerous ways. Not the least of which is your attendance, which will increase from year to year. As your event grows so will the public awareness of your organizations mission and goals, more people will see first hand the positive impact your group makes for the community and the people you serve.

"..Results like these have enabled our clients to replace multiple fundraisers!..."

After many years of silent auction events, listen to what the members of the Conshohocken UMC Youth Missions Team had to say after their first live auction with KDS:

"You were right, the live auction was more entertaining than the silent

auction and just when we thought bids weren't going any higher you were able to promote the item and get a higher dollar."

They more than doubled their net revenue from the previous year with relatively the same effort and packages as their previous silent auctions!

Results like these have enabled our clients to replace multiple fundraisers like bake sales, carwashes, candle sales, etc. to meet their budgetary goals with one annual event.

Just think of how much more your organization could achieve, without the constant burden to fundraise.

A live auction can give your organization a tremendous public forum and the freedom and energy to focus on your mission - not on your next fundraiser.

Does a Professional Auctioneer Make a Difference?

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.



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

About Us

KDS Fundraising LLC is a family owned and operated consulting firm that takes great pride in providing inventive and successful solutions to your fundraising challenges. With over fifteen years collective experience in the fundraising and consulting industries, we are all about maximizing opportunities.

KDS offers solutions from the first-time fundraiser to the "veteran" organization looking

to take their events to the next level. Regardless of the size, location or the amount of funds to be raised, you can rest-assured we at KDS are here to support you through the entire process.

Jeffrey Hammond and Michael Melcher are both graduates of the Pennsylvania Auctioneer Licensing Program. In 1996, Jeffrey and Michael became successful auctioneers under the guidance and tutelage of

the nationally renowned Heisman Fine Arts Gallery. Their experiences are as varied as the needs of their clients and that is exactly the reason Jeffrey and Michael founded KDS Fundraising. Over the last nine years, Jeffrey and Michael have assisted over 400 non-profit organizations with obtaining their fundraising goals. KDS is honored at the opportunity of serving the needs of your



Jeffrey Hammond (left) and Michael Melcher (right), founders and owners of KDS Fundraising, with over 15 years combined as fundraising auctioneers.

When to Hire a Fundraising Consultant

Some useful advice as seen on fundraisinghowto.com;

Is your group considering hiring a fundraising consultant? Have you heard about them but aren't quite sure how a fundraising consultant can help your group and what you should look at when researching your options? Then this article is for you.

With experienced fundraising counsel, you get an unbiased, but professional assessment

with regards to your fundraiser which will allow you to set realistic fundraising goals.

A fundraising professional will work with you and your volunteers and help teach the volunteers and employees within your group how to work more efficiently on their assigned tasks. This can mean fewer mistakes and more organized efforts that can help your group raise more money than it has in the past doing the same tasks.

A fundraising professional can help you design the most effective campaign materials, and since they deal with fundraising all the time, they can help to negotiate reasonable and cost-effective prices from local (or national) merchants who provide the materials you need for your fundraising efforts.

Whether you need to utilize the services of a consultant really depends on...

Cont. at www.kdsfundraising.com

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What Others Are Saying About KDS

"Thank you for everything you did to make the Birthday Party a tremendous success. You are a talented auctioneer. In addition the marketing advice you shared with the committee was invaluable. I really appreciate your support of and dedication to the Parents Association"

A. Beitz Vice-President
Springside Girls School Parents Assoc.

"Bottom line... KDS helped us to double our auction related proceeds for Trinity Lutheran Church and other charities with little effort on our part. We look forward to further increasing our fundraising efforts next year with KDS Fundraising."

A.L. Howard, Ph.D.
Trinity Auction Chairperson

"Your efforts to organize, promote and coordinate the event were simply amazing. We will gladly have KDS back for future events and will recommend you to anyone who is looking for the text-book definition of a true professional!"

D. Sparks
Normandy Athletics



This limited edition ABA Basketball autographed by Dr J and Connie Hawkins is one of many highly collectible items available right now through our online auctions.