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Fundraising 101

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..."

We do a Silent Auction Already, Why Switch?

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

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

hand the positive impact your group makes for the community and the people you serve.

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