Fifth Thursday Webinar
with
Katherine Sheane of 501 Auctions

Learn To Reach Your Fundraising Goals Faster!
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
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

<table>
<thead>
<tr>
<th>Before</th>
<th>During</th>
<th>After</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preview auction items</td>
<td>Auction updates</td>
<td>Online auction</td>
</tr>
<tr>
<td>Pre-bidding</td>
<td>Mobile bidding</td>
<td>Communications</td>
</tr>
<tr>
<td>Outbid</td>
<td>Leader boards</td>
<td></td>
</tr>
<tr>
<td>notifications</td>
<td>Roaming volunteers</td>
<td></td>
</tr>
</tbody>
</table>
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

US Open

A USTA EVENT

NYJL

NEW YORK JUNIOR LEAGUE

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:

katherine@501auctions.com
www.501auctions.com
888-824-2437