



CharityHowTo
Where Nonprofits Learn

An Introduction to Silent Auctions: How to raise more funds with five simple changes



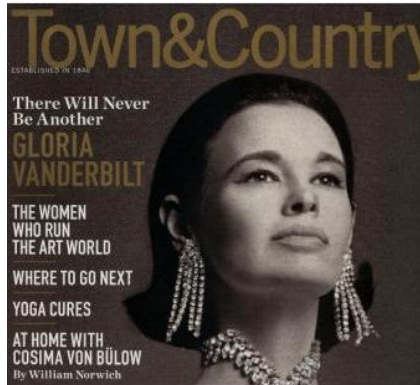
Red Apple
AUCTIONS

Presenter: Sherry Truhlar, CMP, BAS, CAI
www.RedAppleAuctions.com

Who is Sherry?



Good ideas get around



From The Publisher's Golf Bag:

We are so proud of this, our 4th issue....here are some of the GREAT comments we are getting about the CGE MAGAZINE from Social Media Sites, E-mails, and phone calls:

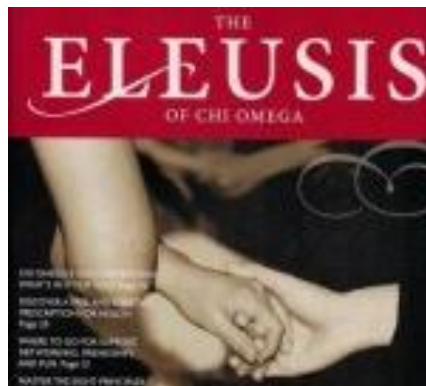
Patrick Hamilton: "I have just downloaded your new magazine and there are many excellent ideas even though many of them pertain mainly to golf charity events in the USA. I am in the UK and am arranging a Charity Event for Acorns Children's Hospice near Birmingham (UK not Alabama) on 2nd September. Anyone in the area interested in helping me or playing in the

CHARITY GOLF NEWS:

Children's Miracle Network

Hospitals Announces

Partnership with Pro Golfer Jim Furyk:



Your mindset?

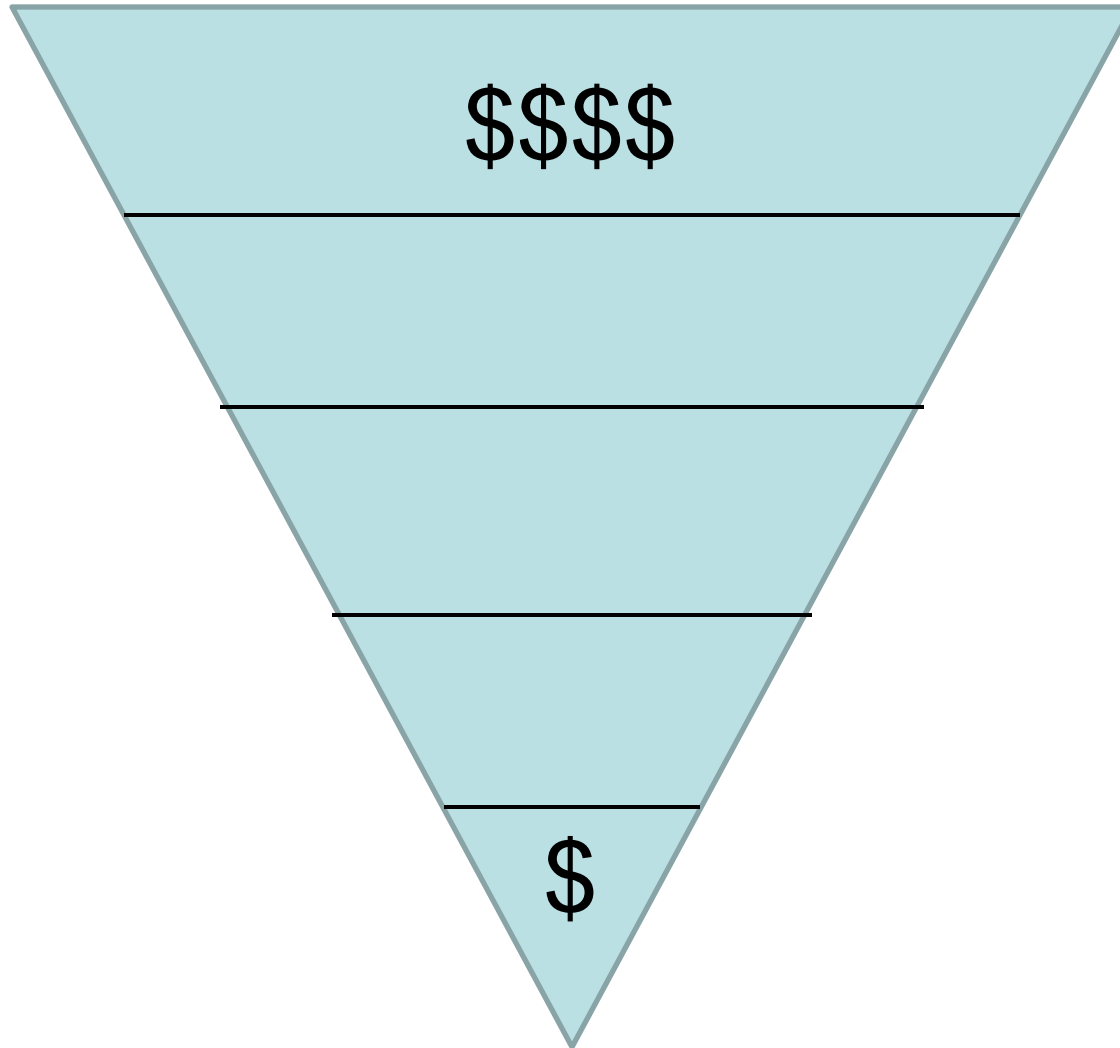
Your auction is a business!

Treat it like one.

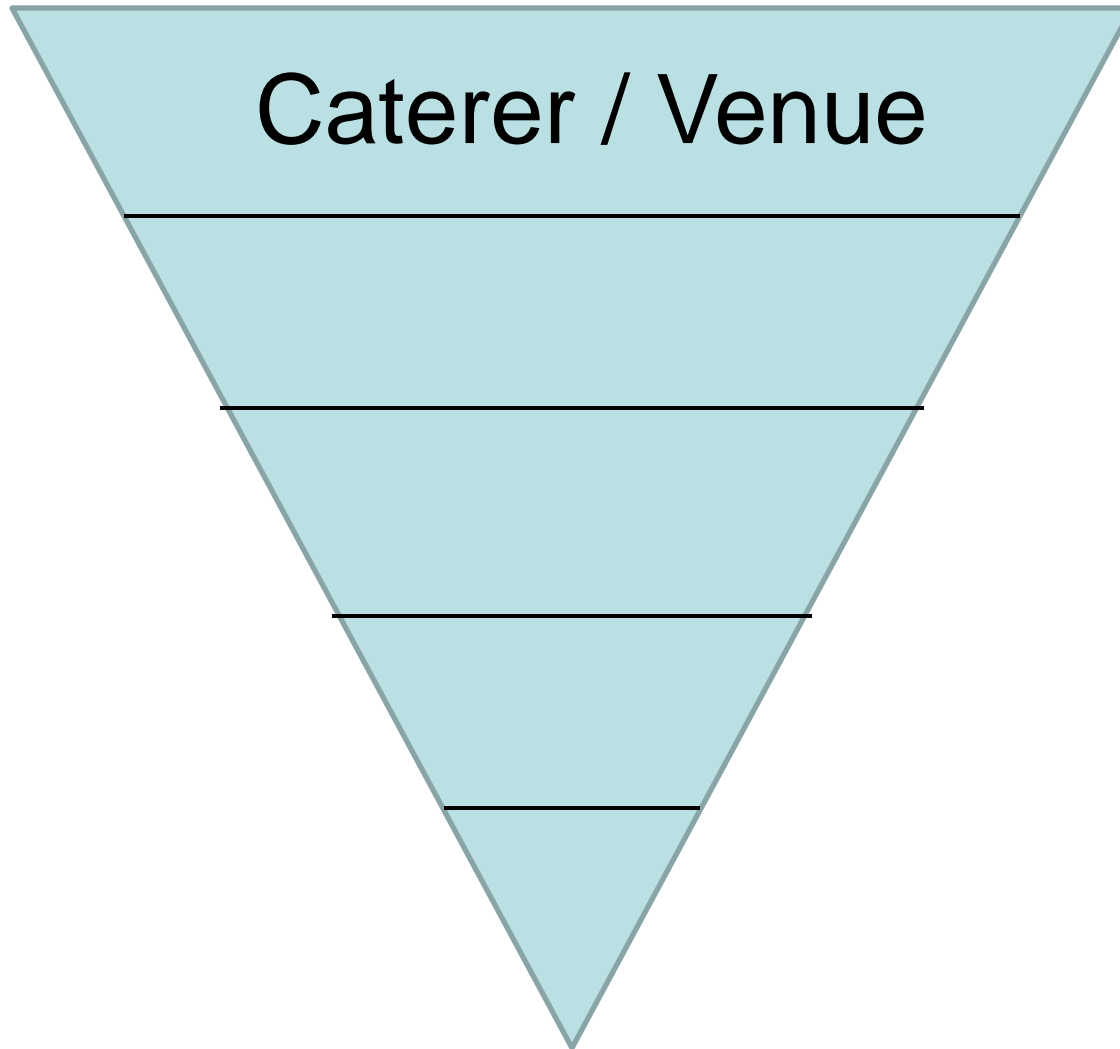
Is this your mindset?

“Everything we spend takes away from the bottom line.”

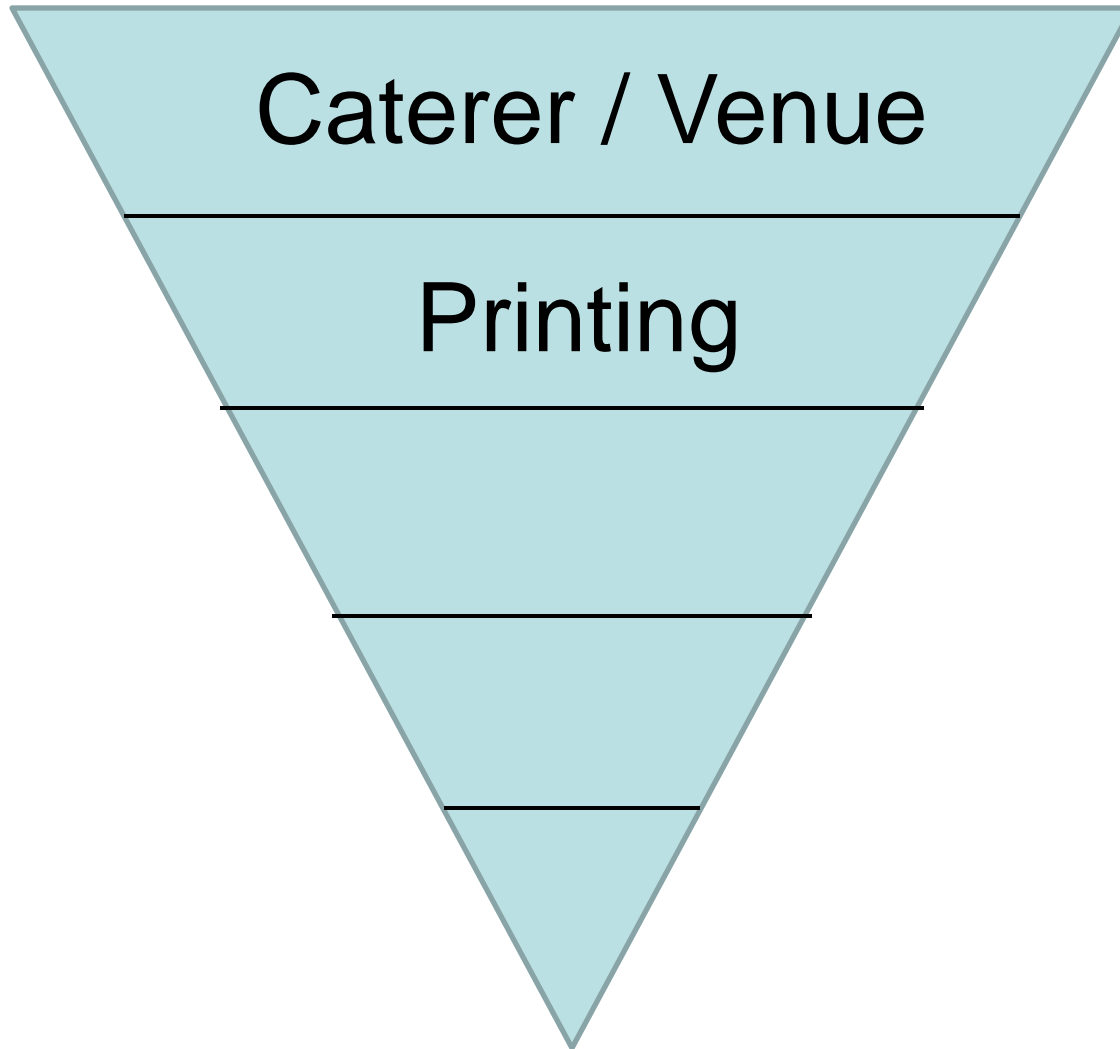
Your event budget



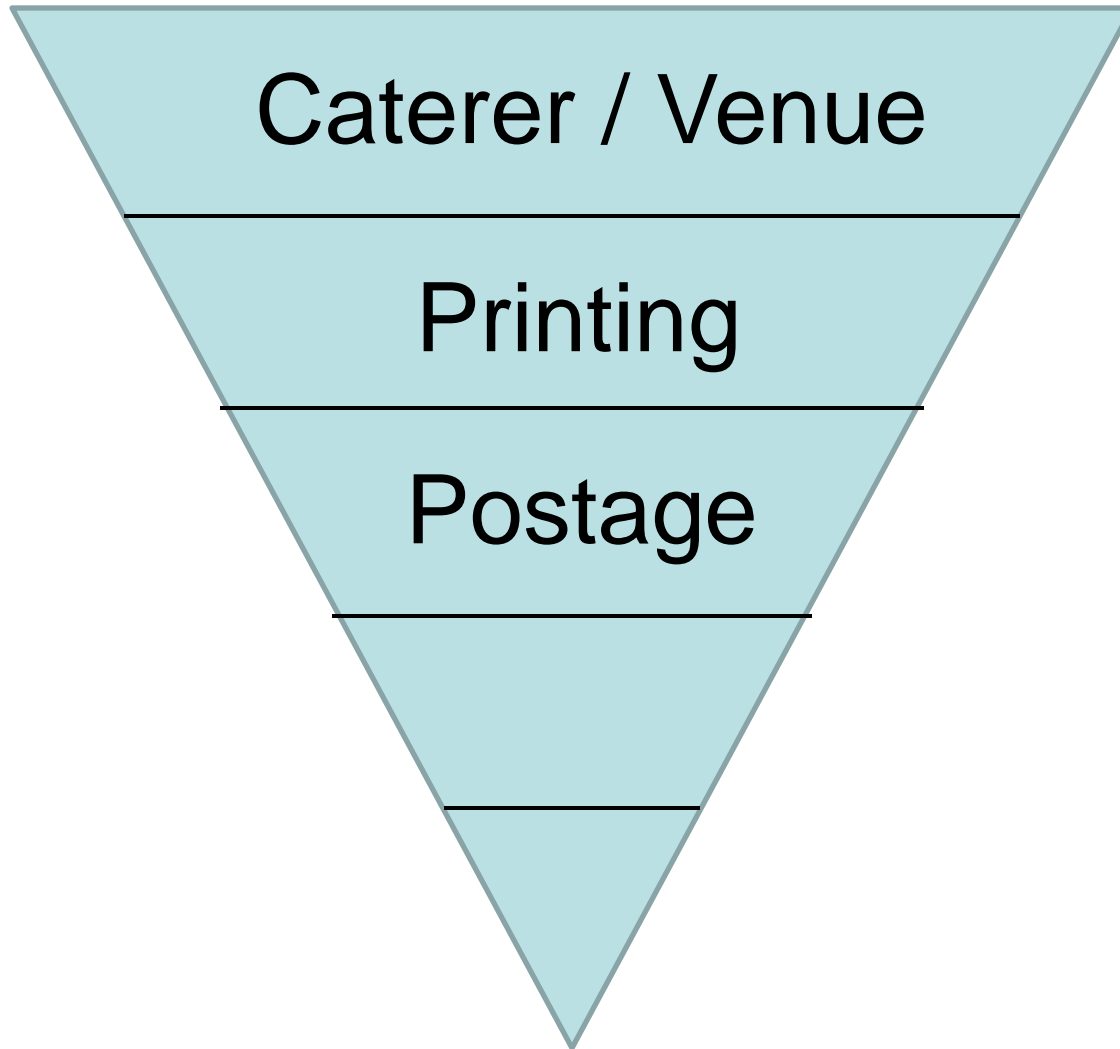
Your event budget



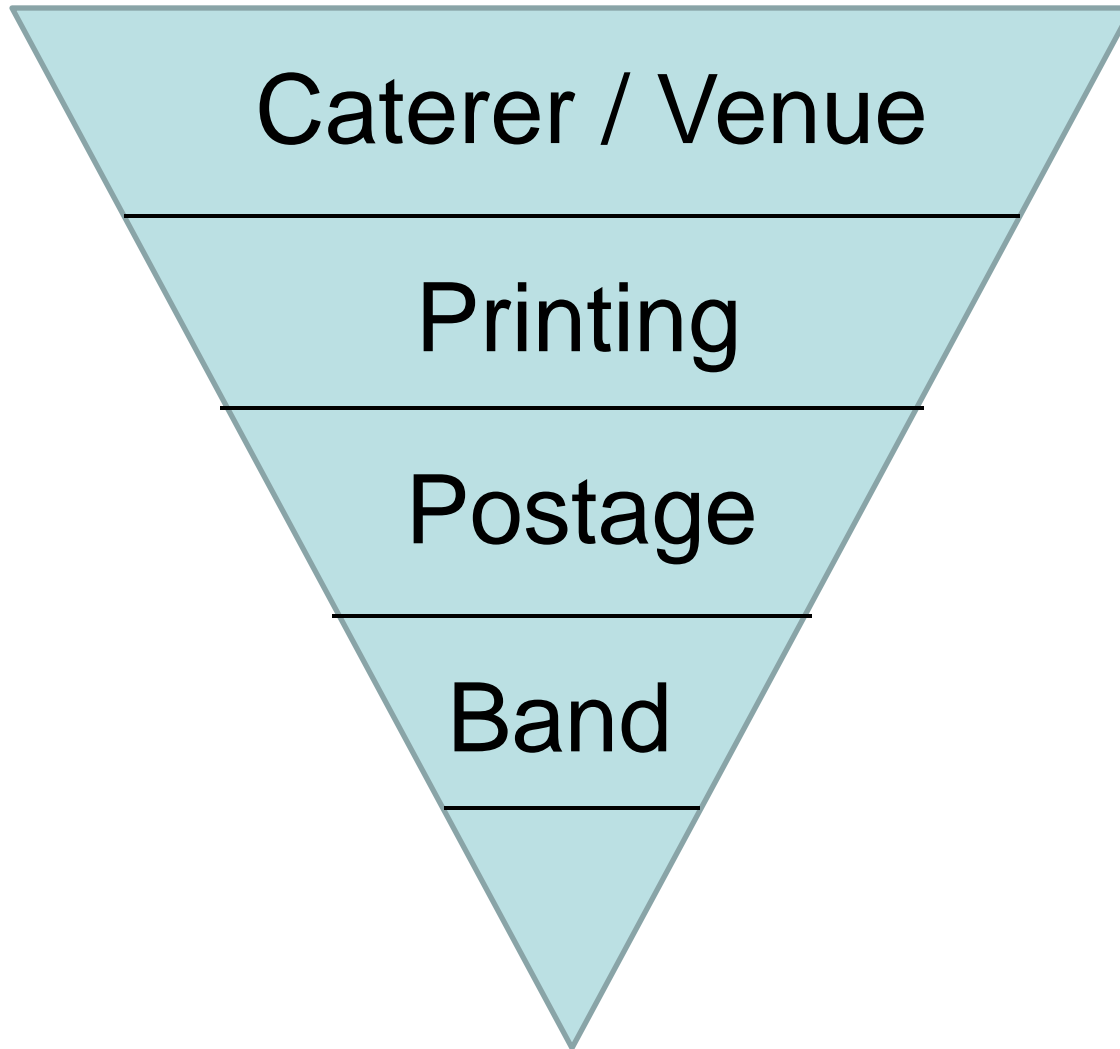
Your event budget



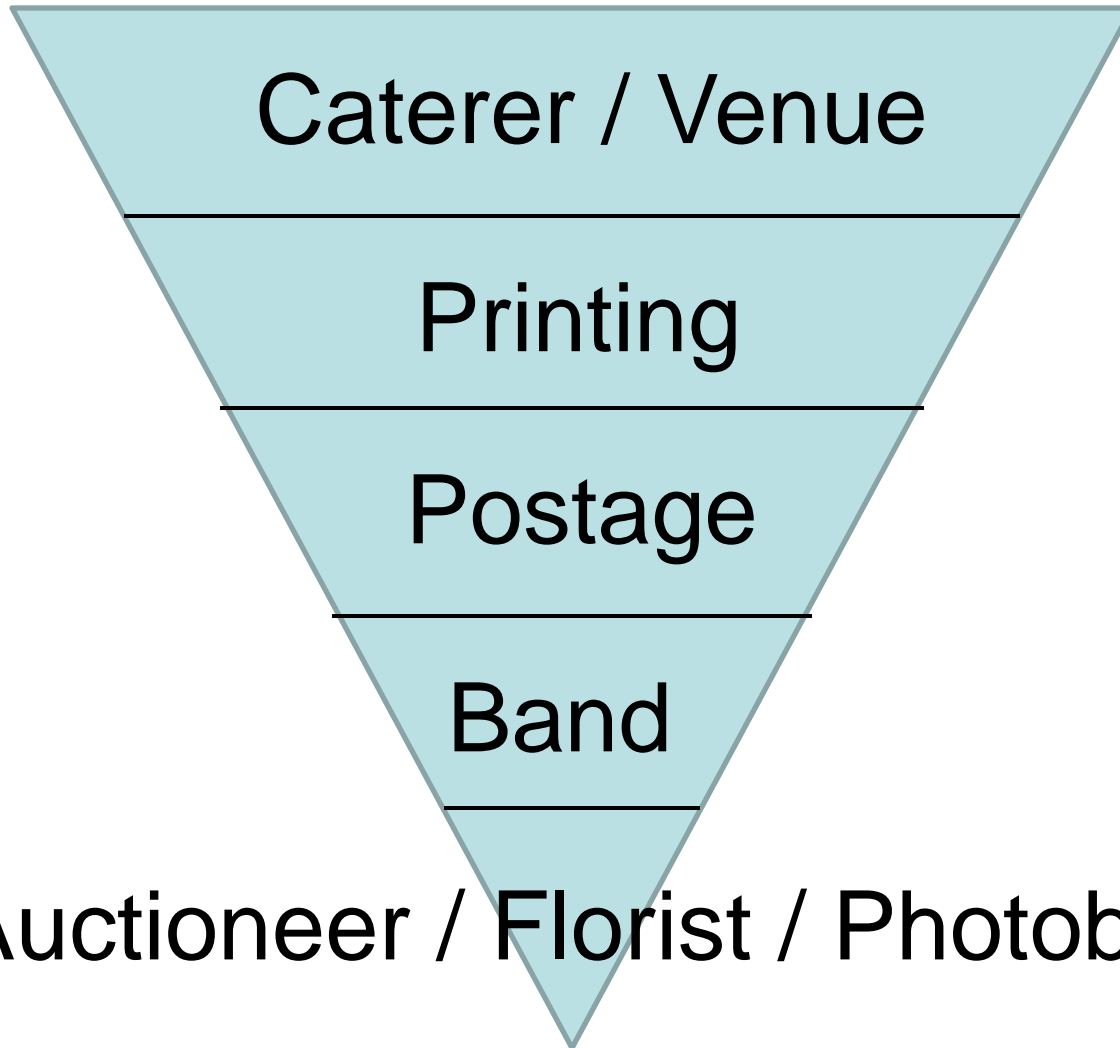
Your event budget



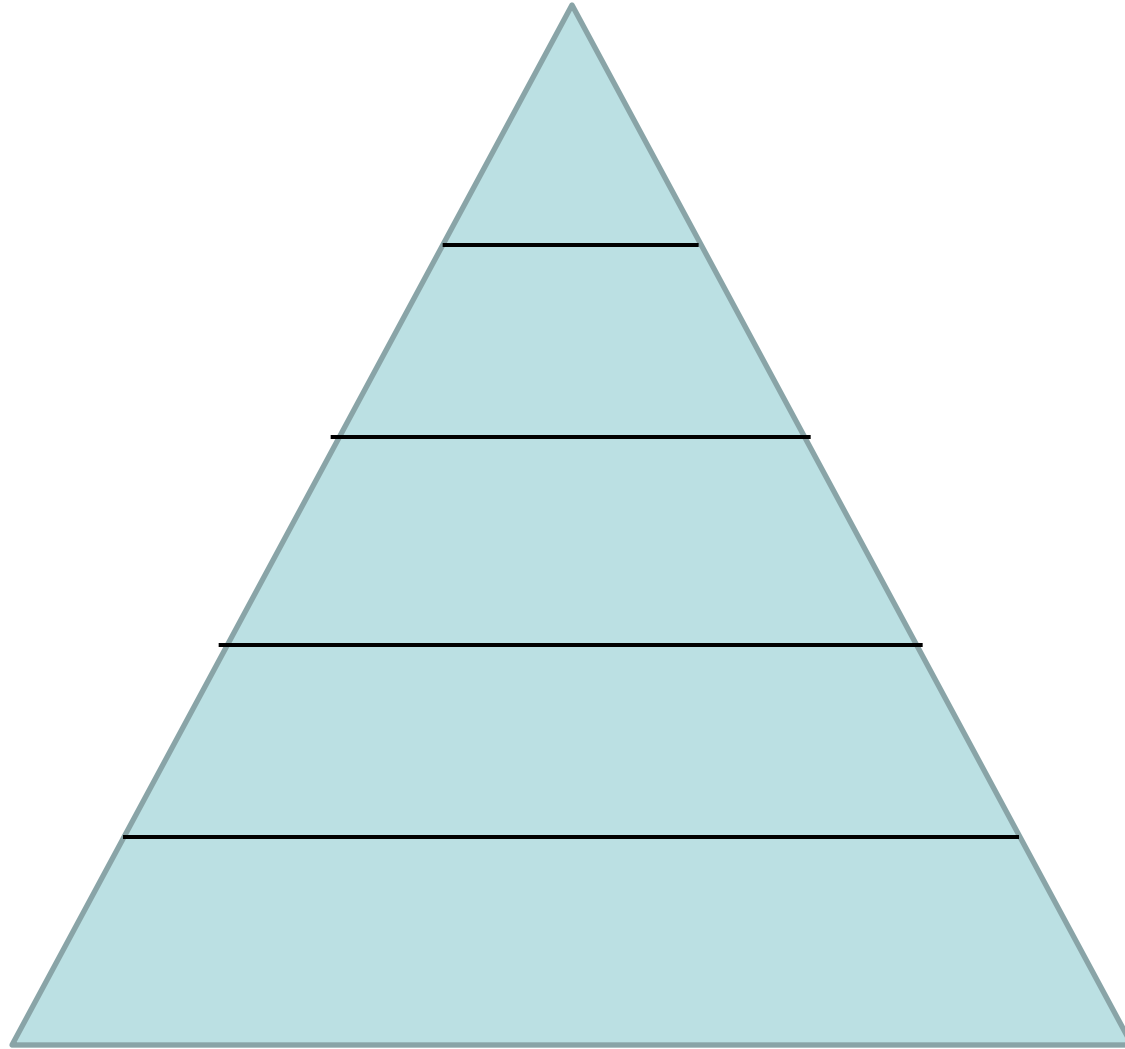
Your event budget



Your event budget



Your return



Your return

Auctioneer

A light blue pyramid is centered on the page. It is divided into five horizontal sections by four black lines. The word 'Auctioneer' is written in black text, centered above the top-most section of the pyramid.

The big picture



The big picture



Who likes to donate?

Which items are best?

Item Acquisition

How do I ask?

Where do I get items?

What never sells?

The big picture



Why aren't they buying?

Will people come?

Ticket price?

**Audience
Development**

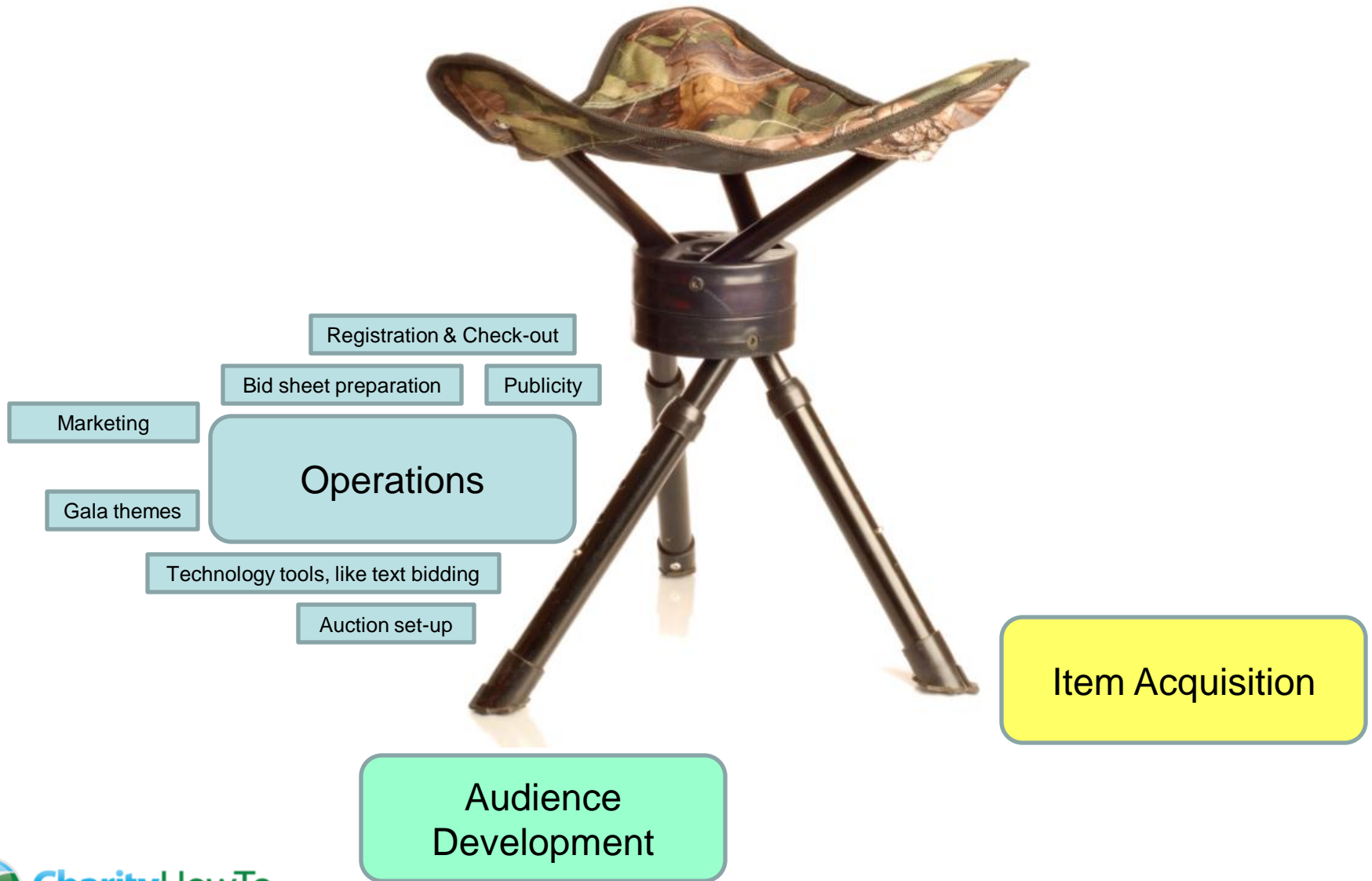
Seating charts!

How do I change mindset?

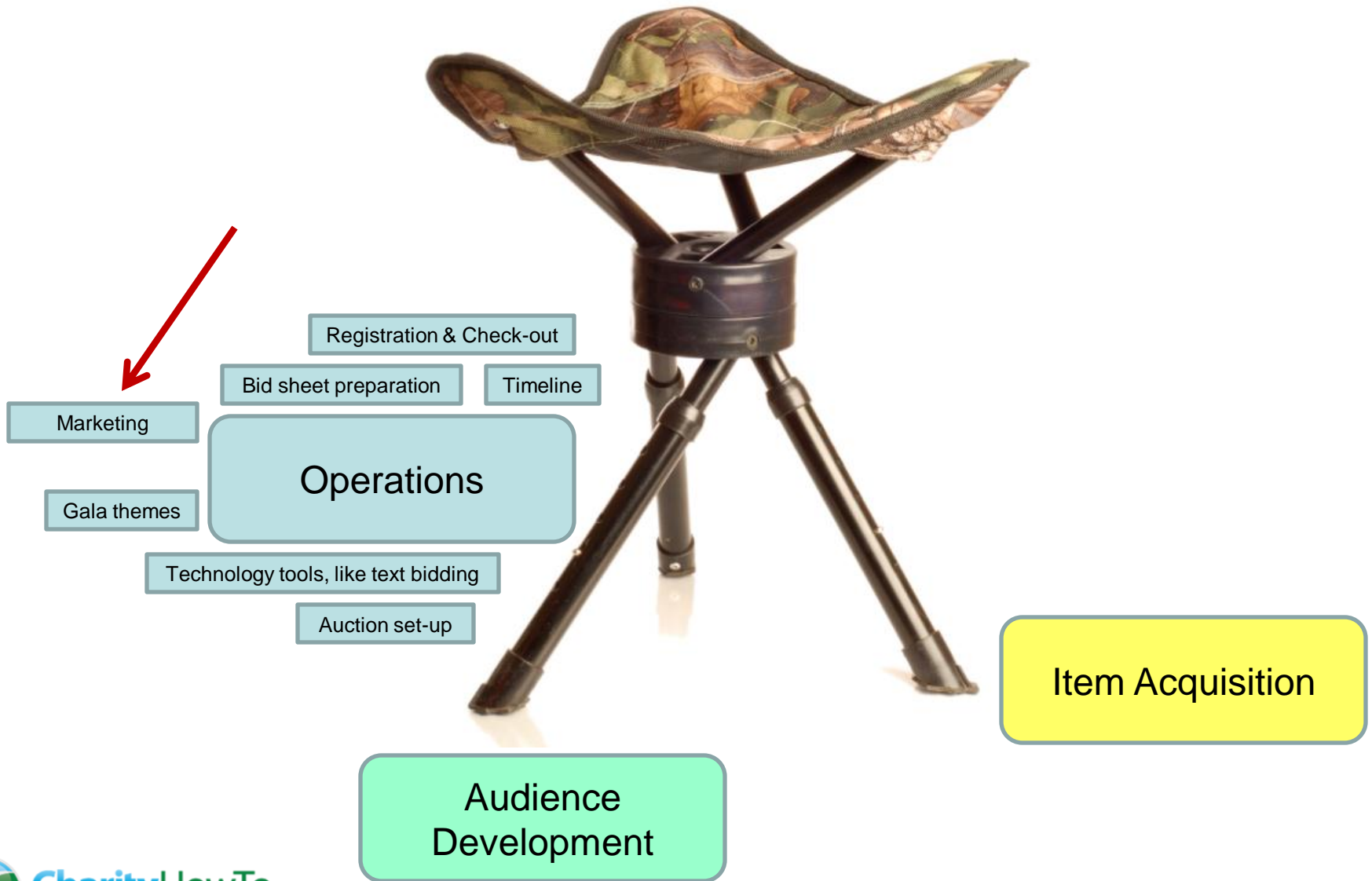
How do we get new people?

Item Acquisition

The big picture



The big picture



Change #1: Sound system, with a wireless mic

Let's think like a business...

Do stores use sound?

... They do at my supermarket!

Hotel ceiling sound systems rarely work.

Change #2: The right lighting

Let's think like a business...

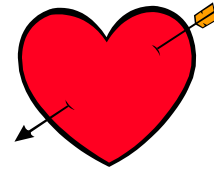
Do stores use dim lighting or bright?



Halftime Show!



http://bit.ly/AuctionLove

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The Marketing Savvy Behind Outrageously Profitable Silent Nonprofit Auctions

Price: \$89.00

Author: Sherry Truhlar

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Tuesday, February 14, 2012

Start Time: 1:00 PM - **End Time:** 2:30 PM (Eastern Time)

Webinar Description

Is your silent auction suffering? It's one of the most abused areas of event fundraising, yet it offers hidden profitability ... with a little TLC from you.

A survey conducted a few years ago revealed that benefit auctions offered such reliable income that fewer than 1% of development directors would discontinue the event after launching it. That said, national averages of auction returns aren't that strong ... a 50% -60% return in a silent auction is typical. What if your returns could be pushed to 70%, 80% or higher? What if every attendee could be persuaded to donate

Change #3: Adequate space

Let's think like a business...

Cheap items = casual displays

Pricey items = nice displays



Change #4: Props

Let's think like a business...

Guests should be able to experience the item. *Entice* them to buy.

Change #5: Guaranteed Bid

Let's think like a business...

Let's make it *easy* for guests to spend money!

What is it?

An opportunity to buy an item outright.

What is it?

An opportunity to buy an item outright.

How to?

Rule of thumb is a 150% of value, but it varies by your program's timeline, # of items, etc.

Why use it?

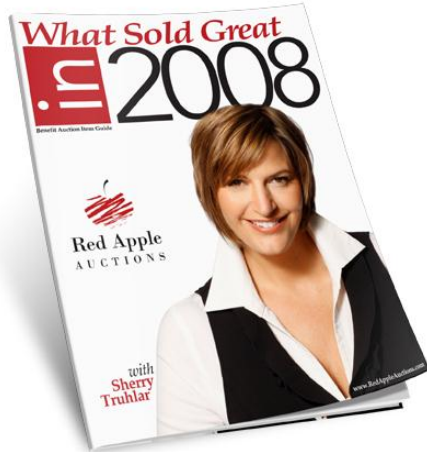
- It attracts bidders through psychology
- Guys like it.
- It makes it easier for your check-out team

Five Changes

1. Sound
2. Lighting
3. Spacing
4. Props
5. Guaranteed Purchase

And now, help with items!

Ready for procurement help?



Ready for procurement help?



Ready for procurement help?



Ready for procurement help?



www.RedAppleAuctions.com

Where to find me?



Red Apple
A U C T I O N S

www.RedAppleAuctions.com

www.Linkedin.com/in/SherryTruhlar

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