



Pick me! Gimme the full *Fabulous Fund-A-Need Secrets* training!



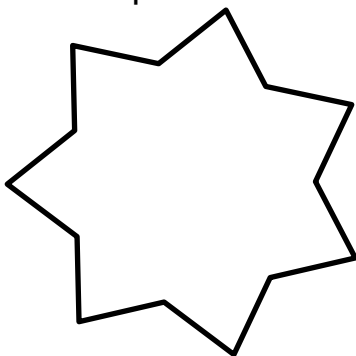
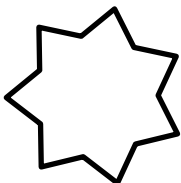
Red Apple
AUCTIONS



You've got a great start on implementing your Fund a Need ... but it's just a start. Today's 60-minute talk was condensed from a longer, more robust step-by-step presentation. The full training includes my scripts on stage ... best-in-show videos ... donation templates ... and other tools we simply can't cover in an hour.

So ... I'm about to make someone really happy!

I'm giving away an in-depth Fabulous Fund a Needs training. Take this DVD and workbook home to share with your key volunteers and staff. It's stuffed with all the tricks, situations, best practices, tools and templates to ensure your Fund a Need is fabulous from Year #1.



Fabulous Fund-A-Need Secrets: How to double auction revenues in 15 min.!

Here's what's up for grabs:
A 90-minute DVD from my live training, a
slideshow handout with real-life onsite
photos, *plus* Q&A. You'll get:

- Six *actual scripts* I've used to deliver record-breaking fund-a-needs. Model the language for your own appeal!
- Helpful "tracking the money" templates
- All the trends in Fund a Needs, including one to avoid at all costs.
- My formula for writing a compelling "ask" on stage
- Specific phrases that flip on your guests "MUST DONATE NOW" urgency switch
- Language to include in your program to prepare guests to give
- Real-life onsite marketing ideas to "sprinkle" the cause, so guests are primed to give
- Leveraging unexpectedly large donations that often scare smaller donors away





What others said about the training ...

So glad I participated in the Fund a Need Webinar! **On our very first attempt, we were able to raise over \$7,000 for new equipment.** With more lead time in the coming year, we are looking forward to an even bigger result. **The DVD and workbook were super** because **I had something tangible to share with my committee members and the staff** who produced our video.

Mary M Hoffman, Volunteer Program Director
Henderson Harbor Water Sports Program (Henderson Harbor, NY)

I implemented tips from the webinar at our wine event in June, and **our paddle raise increased from \$9,000 to \$23,000.** So YES, the webinar was worth it! Focusing on this piece of the gala with my committee paid off! I will be implementing what I learned in the webinar at another event scheduled for October. The paddle raise at the October event has traditionally done quite well, so **it will be interesting to see how much BETTER we can do with some of these minor tweaks.**

Kathy Maurer, Special Events & Marketing Director
Providence Health Care Foundation (Spokane, WA)

The information you provided in your Fund a Need Webinar had a wonderful impact on our auction ask. I took the tools you provided and shared them with my executive staff. **When it was all said and done, we raised over \$15,000 more than we had budgeted using your tips, and we raised double what we raised in the previous year. We used your marketing examples, scripts and tally sheets to help pull everything together.** The webinar was money well invested and I highly recommend it to anyone doing a fund a need appeal.

Laurie Respass, Development Manager
Deborah's Place (Chicago, IL)

The webinar was very helpful. We're a first time auction and taking several months to plan our inaugural event. You explained the concept in such a way that **even those who were unfamiliar with Fund a Needs now have a clear understanding of how to set it up so it works best.**

Kelly Watson, Resource Development Associate
Raising Special Kids (Phoenix, AZ)

Great course, as always! **Awesome examples and very clear cut!** I haven't had a chance to implement the ideas from the webinar yet (our event is a few months away), but **I'm definitely adding a number of these strategies.** Can't wait to put them in!

Natalie Upp, Development Director
Horizon Academy (Roeland Park, KS)