

Fund a Need Secrets: How Your Fundraising Gala Can Raise an Additional \$5k, \$50k or even \$100k+ in 15 minutes



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

Who is Sherry?



Good ideas get around

Television



Print



Onsite

~50 onsite auctions annually in 12 states (and some ONLY have Fund a Needs

7900+ readers

Frequent presenter

What we're covering



- What is a Fund a Need
- Why hold one?
 - Donor cultivation
 - Raise cash
- The three types of Fund a Needs
 - Tiered ask
 - Flat ask
 - Cards
- How to know which type of Fund a Need is best for your event and will most resonate with your guests.
- The formula for an ask
 - Flow of the speech
- How to sprinkle your hospice's mission throughout your gala via marketing
- Two trends in Fund a Needs

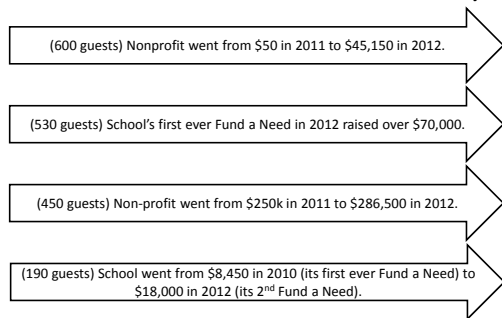
What IS a Fund a Need?

An opportunity for guests to make a direct contribution (at a designated time, and usually in a public format) to financially support an identified need.



Why bother?

Attracts NEW donors and money!



Where can I do a Fund a Need?

(This isn't just an "auction thing")

Fundraising fashion show



Where can I do a Fund a Need?

(This isn't just an "auction thing")

Fundraising fashion show



Alumni reunions



So many choices in names...

- Fund a Need
 - Fund an Item / Fund a Mission / Fund a Scholar / Fund a Program
- Appeal / Cash Appeal
- Paddle Raisers / Raise the Paddle
- Gift from the Heart
- Mission Call / Mission Moment
- The Challenge
- Special Fund
- Love Offering / Love Gift
- The Reverse Auction
- Dutch Auction
- A Bid Down
- The Shakedown (an internal tongue-in-cheek reference only!)

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1. Pick a name.
2. Use it consistently.
3. Call it by name in your marketing.

Most popular ...

- Fund a Need
 - Fund an Item / Fund a Mission / Fund a Scholar / Fund a Program
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- Paddle Raisers / Raise the Paddle
- Gift from the Heart
- Mission Call / Mission Moment

What do appeals fund?

- Furniture for Hospice House
- Meditation garden / patio
- Training for nurses on palliative pediatric care
- Grief camp for kids
- Vehicles
- Security systems
- Charity care
- Scholarships for worker education
- Art supplies
- Technology
- Equipment

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DARN NEAR ANYTHING!

How to select your need: The best appeal causes are...

SPECIFIC

Operating funds ... or a summer camp.

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SEXY
(elicits an emotion of excitement)

A scissor lift ... or iPads

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Scholarships and financial aid ...
versus a reliable shuttle van.

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Scholarships and financial aid ...
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IMMEDIATELY GRATIFYING

"We'll buy it on Monday" ...
or "It'll be built in 10 years."

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WIDELY BENEFICIAL

Re-grading the field ...
or buying a security door

“Old” versus “New” thinking

Traditional view


- Last “item” of the live auction
- A way to “clean-up” dollars not yet spent
- Afterthought



“Old” versus “New” thinking

Traditional view

- Last “item” of the live auction
- A way to collect or clean-up dollars not yet spent
- Afterthought




Contemporary view

- Placed earlier in the auction (first third to half of the live auction line-up is common)
- Stand-alone activity, conducted even without an auction
- Strategically discussed / considered

“Old” versus “New” thinking

Traditional view

- Last “item” of the live auction
- A way to collect or clean-up dollars not yet spent
- Afterthought



Contemporary view

Let's not “surprise” guests with an appeal.

- Strategically discussed / considered

Three approaches to appeals ... which is best for you?

1. Tiered level
 - Most profitable, but also requires the most planning
2. Flat rate
 - Effective for “the 2nd appeal” in a live auction
 - Excellent for lower cost, tangible items
 - Traditional “clean up the money” approach
 - Greatest participation is often here
3. Pledge cards
 - As a supplement to Tiered Level or Flat Rate appeals
 - Appropriate if you aren’t able or allowed to make a public appeal (e.g. poor timing, short schedule, etc.)

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Pledge card as supplement

For the past several years, cards have been available on the table as a supplement to the verbal appeal.

Tiered approach

Listed in the line-up (#7) →

Description →

Seven levels of giving →

Tiered approach

Listed in the line-up (#8) →

Description →

No listed levels of giving
(Levels probably weren't decided by the print deadline. You can always say, "The auctioneer will offer different levels of donation increments...")

Tiered approach

Listed in the line-up (Sort of. At end of auction.) →

Description →

Listed levels of giving →

Flat rate approach

Item #8 was a tiered level "Raise the Paddle"

Item #22 was a flat rate appeal

Where to put it in the line-up?

General guidelines

(This will be greatly affected by your specific event / timeline.)

- 5 or fewer items? First or last.
- Up to 20 items? First, middle, or last.
- 20+ items? In the first third to half.
- If you have no live auction? When you can focus the guests and have no servers / commotion in the room.

Where to put it in the line-up?

Here's another guideline:

The appeal will take ~15 minutes. So if your guests are standing (perhaps for a food station event), make a point to conduct your appeal *earlier* in your program.

Seating buys you some time; tired guests leave.

Formula for an effective "ask" (This is a transcript.)

I spoke with some of you tonight whose family or friends have used the services of HOSPICE. In other cases, some of you work or volunteer there. At least one of you was invited by a friend who believes in the mission. One man told me he didn't like tonight's Black and White theme, but his wife told him he had to come anyway.

Many of the most significant social movements in our country – labor movement ... women's lib .. civil rights – start at grass roots levels. Hospice is no different. And when the first modern Hospice was established in the USA in 1971, it didn't take but 10 years for the winds of change to drift into CITY, Michigan.

32 years ago a small group of volunteers came together in western Michigan. Each with different life experiences, but they'd collectively identified a need. They believed those in end-of-life care should be provided physical, emotional, and spiritual care that would honor them and their families in their final days. And in their mind, that was not being done.

And so with a lot of passion but no clear precedence, they stepped forward to initiate change. HOSPICE was born. Their impact over the last 32 years has been nothing short of remarkable. To date, almost 9400 Western Michigan families in this 5-state area have found comfort through its services.

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Authentic opening using info gathered from conversations.

Facts tell. Stories sell.

Share a core value or "what's hot" (In this case, "Serving the community you live in.")

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Some of these families have used Hospice House, the beautiful 18-bed residential facility over on Hoover Boulevard that allows patients to receive hospital-like care in a home-like setting. When a client moves into Hospice House, their doctors, nurses, medications, tests are covered by Medicare/Medicaid and private insurance, Room & Board at Hospice House isn't. Those expenses can run \$240 a day. That can be a strain for families with few financial resources.

- Like, for instance, the young mother and her husband. She couldn't be dying at home with the children there needing attention, and her husband off working. It was better for her AND her family to be at Hospice House.
- Or the elderly man whose 80-year-old wife could no longer care for him in their home.
- Or the woman whose elderly daughter couldn't quit her job to provide the 24x7 care her Mom needed, and her Mom didn't speak English.

Tonight's GALA is held to support the CHARITY CARE FUND. HOSPICE is a non-profit ... and as a non-profit, they are not going to turn these people away if they can help them. But somehow and somewhere, the room & board from these charity care patients – room & board which will be about \$300k a year for these families – must be covered. Events like this cover that shortfall that isn't paid by insurance, Medicare, or Medicaid.

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"Why are we here?" transition

Facts tell. Stories sell.

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The beauty of this is that your donations towards CHARITY CARE FUND enable HOSPICE to invest in expanded services. HOSPICE is one of the few – if not the only – hospice to have a Hospice House ... but their long-standing roots in the community have made them uniquely situated to identify trends and needs.

For instance, we think HOSPICE may be the only hospice group in Western Michigan serving patients via non-hospice palliative care. What does that mean? It means that someone can still seek care for their serious illnesses, AND get help with difficult symptoms, whether that's pain management, difficulty breathing, anxiety ... nausea.

So L&G, when you donate to the CHARITY CARE FUND, HOSPICE is free to identify needs in the community, and fill those needs. Much like those early volunteers did when they were inspired to fill the need of compassionate end-of-life care.

Here's how we fund the CHARITY CARE FUND to do that ...

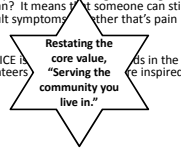
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I'm going to start by asking for pledges at \$2500. Then I'm going to ask for pledges at \$1k ... \$500 ... \$250 ... and the lowest level of giving I'm going to ask for publicly here tonight is \$100.

When I get to the level that speaks to you, I invite you to raise your bid card. I'll call out your number, and that will be your 100% tax deductible donation tonight.

But BEFORE I get started with that first level, I want to check-in with you all. Because sometimes there is someone here who wants to give MORE than \$2500. Maybe you've been served by HOSPICE. You think the world of the nurses who helped you and your family. Or maybe know someone who has been helped and your appreciative of the service they received in their time of need, and you want to give more in honor of them. Or maybe you live here in CITY and you realize that this organization is an example of what makes Western Michigan great place to live and work, and you'd like to support HOSPICE with a larger donation.

WHATEVER your reason, if you want to give MORE than \$2500, raise your hand ... I'll call on you ... and YOU can tell ME what you want to give. Would ANYONE like to give more than \$2500.

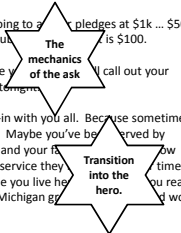
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Hero - Would anyone like to match this woman in her generosity OR GIVE ANY OTHER AMOUNT above \$2500? ("Yes? Hurrah!" "No? Ok ... then let's get started.")

\$2500 – (show enthusiasm) "#121 is pledging!" "#261 is funding HOUSE!"

\$1000

\$500 - You can make this pledge tonight in honor of someone. It could be someone you're here to support tonight because they are one of our honorees, or it someone else.

\$250

\$100 – My Dad used to say that sometimes we get to enjoy something on someone else's dime. Meaning that someone else paid your entry to a great experience. Tonight you might have been invited by a sponsor. Here you've had a chance to be with your friends and meet new ones ... hear some inspiring stories ... eat a great meal. Personally, I can think of no better way to THANK your sponsor for the invitation to attend than by giving a gift to a cause they clearly believe in or they wouldn't have signed up to be a sponsor to begin with. This is a great level to say, "Thank you" to your sponsor.

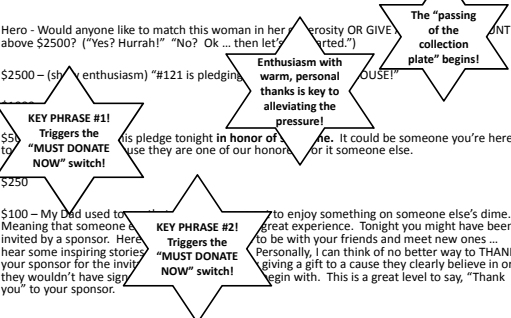
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Wow! What a generous group you are here tonight. I want you to know what kind of a difference you made here tonight, so CLERK is going to tally up a number for me to share with you.

In the meantime, I want you to know that if you didn't feel comfortable giving publicly ... maybe that's not your style ... Or maybe you want to check with a significant other about a good amount to give ... please know that the volunteers at check-out will be delighted to help you make a donation as you leave, or even call the offices tomorrow to express your interest and STAFF will make sure to include your donation in our pledge here tonight.

Get total.

Ladies and gentlemen ... give yourselves a round of applause. You have raised a whopping \$XXXXXX for HOSPICE here tonight!

If the total is close to a round number (\$17,500) I try to get a few more donations to reach that level (\$18,000 ... or \$20,000, if I think I can get to it).

If not, I thank them and move on.

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KEY PHRASE #3!
Invites the apprehensive donors to give privately.

WHO should make the ask?

- Articulate
- Powerful presence ... someone who connects with the crowd and makes them feel good
- Charisma

It doesn't necessarily need to be anyone from your organization.

"Sprinkling" your appeal

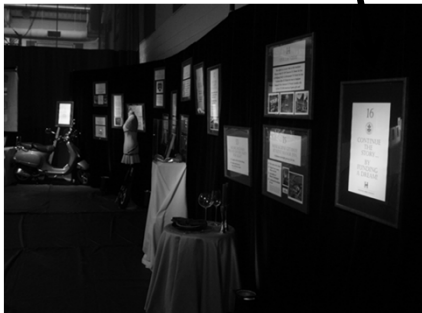
Market your appeal / need in multiple ways throughout your event. Let it seep into your guests.

Let's look at examples!

Marketing: Onsite display



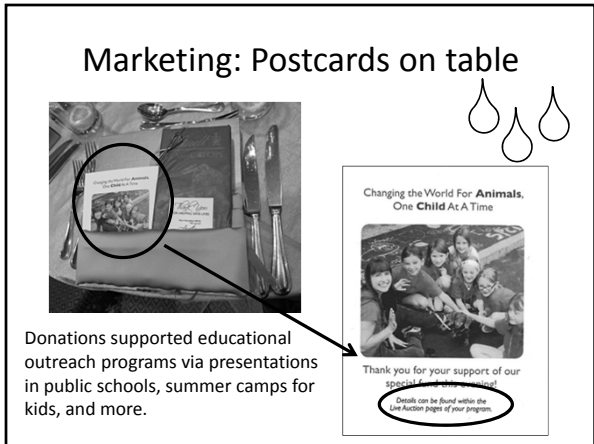
Marketing: Onsite display



Marketing: Onsite display

Flat rate appeal item.





Marketing: Table tent cards

The image shows a round dining table with several table tent cards placed on it. An arrow points from the table to a close-up of a single table tent card.

Marketing: Table tent cards

2 attractive covers open to the same letter

The image shows two examples of table tent cards. The top one features a dog and the bottom one features a cat, both with the NHPSPA Special Fund logo.

NHPSPA Special Fund

The need this year is twofold, each part critical to our mission: providing the best care possible to the most vulnerable, the very sick and the very young. The first aspect addresses our need to improve care for very sick animals by upgrading the isolation rooms where we treat animals with special medical needs, the second is to improve our foster care program to better serve animals that need time before becoming adoption ready.

Our current isolation rooms to small, unventilated and inadequate. The heat drawn from the bulbs beneath makes it too hot for both the animals and the people that care for them. We plan to convert the adjacent grooming room into isolation by installing a flexible tunnel configuration. This will provide the space needed for sick animals, but the flexibility to use the space for any needs that may arise. Sadly, every animal comes to us with severe medical needs. The stress of being hospitalized makes them susceptible to disease. They require proper medical responses and a quiet appropriate place to recover. Larger kennels that are more effectively sanitized will aid in their recovery as they look on their last owner and onto the adoption floor. The current isolation room will become a much needed storage area, and a more energy and time efficient, warmer and dryer will be added to help keep the enormous number of blankets, towels and bedding clean.

Foster care volunteers contributed more than 25,000 hours of their time last year alone. Due to increased need we anticipate that number growing again in 2011. Their skill, caring for animals not yet ready for adoption. In that time, 407 dogs, cats, horses, burrios, goats, ferrets and even a rabbit or two were given enough time to heal, grow stronger, and become ready for adoption. Also held in foster care were animals involved in cruelty cases tied up in the courts.

While routine medical expenses can be costly surgery and curative care can be astronomical. In addition, the day to day expenses of feeding, cleaning and combing those that can be in foster care from a few days to eight weeks for months for those that are court-ordered. These costs are often borne by the foster families, not by choice, but necessity. We simply don't have the supplies necessary to support the hundreds of animals in foster care. But it is not just about medicine, food and other supplies. It is about being able to provide our foster homes the essentials, which means happier, healthier animals that are ready for adoption.

Our fundraising goal for our Special Fund tonight is \$50,000 to upgrade the isolation room and improve the foster care program. When the time comes this evening to consider contributing to the Special Fund, consider this: your contributions will help animals with special needs receive the care and time they need.

We thank you all!

Marketing: Call or text the client

The image shows a business card for Ashra Al-Jishi, a student at Cornell College, placed on a table with water glasses.

Ashra Al-Jishi
 (888) 441-0643
 Cornell College
 Bishop Meyer
 U.S. Air Force Dependence
 2008 ESA Presidential
 Thelma/Clara Scholarship

Marketing: Scrolling slide presentation

The image shows a scrolling slide presentation on a screen. The slide displays statistics for Montgomery Hospice and a call to action.

In 2008
 Montgomery Hospice cared for
 1,440 patients, and provided
 61,373 days of care.

But remember... facts tell, but stories sell.

Marketing: Scrolling slide presentation

The image shows a scrolling slide presentation on a screen. The slide features a woman and text about volunteerism.

A new heart has given her the best years of her life. Years filled with the births of grandchildren, and passionate volunteerism.

Stories sell.

Trends in Appeals

Let's look at some ways groups are experimenting with changing the appeal.

Trends in Appeals

Let's look at some ways groups are experimenting with changing the appeal.

1. Testimonials on the tables
2. Videos

Trend #1: Testimonials on the tables

Yet another way to "sprinkle" your mission and need!

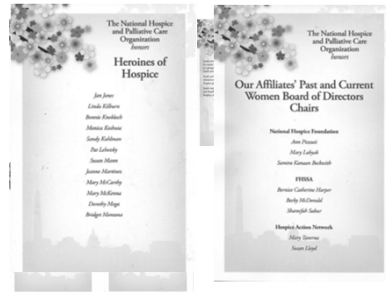


National Hospice Foundation



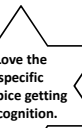
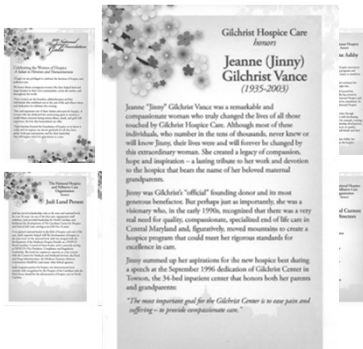
Promoted the women leaders of hospice

National Hospice Foundation



Not all cards featured one person.

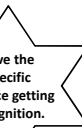
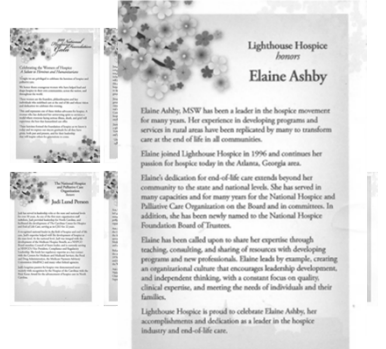
National Hospice Foundation



Love the specific hospice getting recognition.



National Hospice Foundation



Love the specific hospice getting recognition.



Social Services Nonprofit

<p>Asaphia, Project Head Client</p> <p>Asaphia is a 21-year-old woman who has been struggling with homelessness and substance abuse. She has been in the program for several months and has made significant progress in her recovery. She is now able to hold a job and is planning to move into a permanent residence.</p>	<p>Jean, Ways to Work Client</p> <p>Jean is a 45-year-old woman who has been unemployed for several years. She has been in the program for several months and has received training in customer service. She is now working as a retail associate and is planning to enroll in a community college.</p>	<p>Lovey, Age 18</p> <p>Lovey is an 18-year-old woman who has been in the program for several months. She has received assistance with her education and is now a high-achieving student at a local university. She is planning to continue her education and pursue a career in nursing.</p>	<p>Yanelly, Age 9</p> <p>Yanelly is in the fourth grade and is enrolled in the gifted program at Florida City Elementary School. This year, a Branches staff member helped Yanelly with her science fair project. Yanelly's project, which focused on recycling, won 1st place at the Miami-Dade County Fair!</p>
<p>Claudia, United Way Center for Financial Stability Client</p> <p>Claudia is a single mother of five. Throughout the past three years, she has received assistance in numerous ways. From helping her file her taxes to providing career counseling, the United Way Center for Financial Stability has been there to help her reach her goals.</p>	<p>Lily & Mackenzie, Age 6</p> <p>Lily and Mackenzie are 6-year-old twins who have been in the program for several months. They have received assistance with their education and are now high-achieving students at a local elementary school. They are planning to continue their education and pursue careers in science and art.</p>	<p>Luks, Age 11</p> <p>Luks is an 11-year-old boy who has been in the program for several months. He has received assistance with his education and is now a high-achieving student at a local elementary school. He is planning to continue his education and pursue a career in engineering.</p>	<p>Travis, Age 8</p> <p>Travis is an 8-year-old boy who has been in the program for several months. He has received assistance with his education and is now a high-achieving student at a local elementary school. He is planning to continue his education and pursue a career in sports.</p>

Each client is a success story from a different program offered by the nonprofit.

Claudia, United Way Center for Financial Stability Client

Claudia is a single mother of five. Throughout the past three years, she has received assistance in numerous ways. From helping her file her taxes to providing career counseling, the United Way Center for Financial Stability has been there to help her reach her goals.

In 2009, Claudia decided she wanted to turn her passion of caring for children into a career. Now, she is completing several of the steps that are key to securing her dream of owning her own daycare center. Among them, is rebuilding her credit. Claudia anticipates achieving many of her personal and professional goals within three years, including opening her daycare center.

Not all clients need to be kids.

Yanelly, Age 9

Yanelly is in the fourth grade and is enrolled in the gifted program at Florida City Elementary School. This year, a Branches staff member helped Yanelly with her science fair project. Yanelly's project, which focused on recycling, won 1st place at the Miami-Dade County Fair!

"The best part about doing my science fair project was learning to use a drill!"

Love her quote!

Performing Arts Society

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This nonprofit runs several children's arts programs. Children featured were from several different programs.

Cal

Age: 5

Cal is a kindergartener in a DC public school. She participated in WPAS' summer camp and was very shy at the beginning in *Playful Rhythms* but began to participate and excel in activities by the end of her week there!

"I had so much fun! And learned how to sing and dance!"

Love the quote!

Vanessa

Age: 9

Vanessa is in the fourth grade in a DC Public School. She is a beginning student in violin music studies with *Capitol Strings*, a program designed to give young people access to instruments they might never have had the opportunity to play otherwise.

"I never thought I would learn to play the violin - this is my dream come true."

Love her quote!

Trend #2: Videos vr. speakers

The format used to be:

- Client speaks, then auctioneer asks

The newer format is:

- Video plays, then auctioneer asks, or
- The auctioneer speaks and asks

(Remember: The video might be of a client speaking. A video offers greater control of the content and multiple post-gala uses.)

Client shown in catalog



Client video shown at gala

Videos of clients speaking are **BETTER** than clients speaking live!

- Timing is controlled.
- No one gets nervous or feels uncomfortable.
- You control what the audience hears.
- Multiple uses, post-gala.



Client video posted on internet

http://youtu.be/u3c_V1xKPyk



Your Generosity Delivers Love and Care to People Like Andrew
Food&Friends 378 views

Published on Jun 27, 2012
Please make a gift at www.foodandfriends.org/donate to continue nourishing our neighbors like Andrew. As he tells you in the video, "Food & Friends is more than an organization producing a meal. Food & Friends is life."
Your extraordinary generosity helps provide thousands of children and adults in our area living with life-challenging illnesses with vital food, nutrition counseling and mentoring.

Client video blasted to email list

From: Food & Friends <events@foodandfriends.org>
To: Sherry Trubler
Cc:
Subject: It's More than Providing Meals...It's Life



Your Generosity Delivers Love and Care to People Like Andrew

Last night, more than 1,200 people attended our Chef's Best Dinner & Auction sponsored by the UCCSD Foundation. They heard lives real of our clients, Andrew, about the impact we are making in his life. Today, we want to share his remarkable story with you.

Hear the impact Food & Friends' meals have on Andrew's fight with HIV.

Your extraordinary generosity helps provide thousands of children and adults in our area living with life-challenging illnesses with vital food, nutrition counseling and mentoring.

Please make a gift today to continue nourishing our neighbors like Andrew. As he tells you in the video, "Food & Friends is more than providing a meal. Food & Friends is life."



Video best practices

At the highest level, your video has two parts:

1. Show / explain the problem.
2. Then give the solution.

Video best practices

An "interview-style" video is easiest to create.
No location changes ... one actor ... even YOUR organization can do it.

Video best practices

DRAMATIC INTRODUCTION

"My name is Andrew. I am a person living with AIDS."



Video best practices

DRAMATIC INTRODUCTION

"My name is Andrew. I am a person living with AIDS."

EMOTIONAL JOURNEY

"This has sometimes been a moment of hell ..."




Video best practices

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"My name is Andrew. I am a person living with AIDS."

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CHOIR OF ANGELS

"What I learned is that you can't let the disease overpower you. What F&F has given me is hope!" (And food, smiles, etc.)






Video best practices

DRAMATIC INTRODUCTION

"My name is Andrew. I am a person living with AIDS."

EMOTIONAL JOURNEY



"This has sometimes been a moment of hell ..."


CHOIR OF ANGELS

"What I learned is that you can't let the disease overpower you. What F&F has given me is hope!" (And food, smiles, etc.)

THE CLINCHER

"Food & Friends is more than an organization. Food & Friends is life."

Video best practices

- Remember: Problem ... solution.
- Short! 1-3 minutes.
- Music is important. Listen to how the images and sound match / change at appropriate times in the video.

Pledge cards: Example

YOUR SUPPORT MATTERS

"I have been awarded and lived through a life-threatening illness including cancer and a stroke. (Food & Friends) has me here that my life matters, and your generous support."

Your support tonight enables thousands of clients to receive daily, life-sustaining meals that provide critical nourishment, strength and hope for a better, healthier tomorrow. Your gift will make a difference.

YOUR GIFT WILL PROVIDE

\$100	One Full Week of Meals for a Client
\$250	Two Full Day Deliveries made by Food & Friends' Staff
\$500	Package Meals for Our Day's Worth of Fresh Meals
\$750	One Week of Nutritional Supplements
\$1,000	Meal Delivery for One Day to All Our Clients
\$2,500	One Week of Fresh & Vegetables for All of Our Clients

← Nice testimonial.

← Reaffirming mission.

← Practical explanation of "what your gift will do"

Pledge cards: Example

Flat rate appeal request for \$500

Good reminder.

12th ANNUAL LOBSTER EXTRAVAGANZA
May 1, 2010

Your \$500 contribution allows a child to attend Life with Cancer program for eight weeks!

Number of Children You Would Like to Sponsor/Total Amount _____

Sponsor Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email Address _____

Payment Method MasterCard Visa American Express Check

Credit Card Number _____ Expiration Date _____

Signature _____

I want to learn more about how my employer can match my contribution. Please contact me.

Pledge cards: Example

This makes it easy to give, doesn't it?

No address needed.

Just check a box and write your bid number.

Yes! I will fund a scholarship!

\$5,000 \$250
 \$2,500 \$100
 \$1,000 \$50
 \$500

Bid Number _____

The wrap-up

- Try an appeal ... even if it's not at your gala.
- Plan well, especially with regards to your check-out procedures and your speaker
- Starting small is OK.
- Review how it went. E.G. Was the timing right? Did the flow work?

Red Apple AUCTIONS

Fabulous Fund a Need Secrets: How to double your benefit auction revenues in 15 minutes.

Sherry Truhlar, CMP, BAS, CAI

www.RedAppleAuctions.com