Overall giving is up again!

Small Organizations: 5.8%
Med & Large Organizations: 1.3%

If you're not experiencing these same numbers, it's time to look at your fundraising efforts.

Silent Auction Events
One of the most misused forms of fundraising there is! From the blanket canvassing of the business community for any and all donations to thrown together silent auction tables, not only are many organizations not raising what they could be raising during their event...but they are taking away from all other organizations by not using the item donations that are entrusted to them in the best possible way. This causes businesses not to give to anyone. If you've been guilty of this, good for you for exploring better options!

Silent Auctions realize, on average, about 30% of total retail value.
Silent Auctions realize, on average, about 50% of total retail value.
Silent Auctions realize, on average, about 85-110% of total retail value.

Nationwide™
Silent Auctions realize, on average, about 50% of total retail value.
Eastern United States™
Silent Auctions realize, on average, about 30-50% of total retail value.
National Benefit Auctions & Events™
Silent Auctions realize, on average, about 85-110% of total retail value.

We have a plan to help you raise more money during your Silent Auction Event. Our program is a combination of proven strategies provided to your team through a personalized consultation process, written materials to support your team through the planning and implementation process, on site products to be used during your event, and full color professionally created sponsorship materials that are proven winners. All provided to your team in one package for one price.

Your Personalized Program Includes:

- **1 Hour Consultation Time** where our consultant and two of your planning team members will go over your previous events and your goals to construct the best plan for this year’s event.
- We will utilize your knowledge of your target market and our knowledge & connections to the most current trends to create a Silent Auction event that incorporates your message, mission and theme to provide the best guest giving experience possible.
- In addition to your Silent Auction plans, you will be provided with one additional Revenue Generator that best fits your mission and theme to utilize during your event. This Revenue Generator will be designed with your target market and theme in mind to help create an even better giving experience.
- Following your Consultation, you will be provided with a written road map for volunteers. This piece will support your planning team by sharing best practices and your specific plan from beginning to end with volunteers. When a volunteer agrees to help, they will immediately have all the information and support they need to be a valuable asset to your team and your event.
- You will be provided a general script for announcements during your event utilizing your personally designed time line while making certain that your mission and key sharing points are planned for...and not forgotten during the excitement of event day.
- You will receive 25 color and carbonless NBA Silent Auction Bid Sheets including Lucky #7 Line and Buy It Now.

It is my understanding your organization is considering the services of National Benefit Auctions & Events regarding the consultation of a Silent Auction. I would recommend using this service for optimum success.

~Ron Dicke, Insurance Trustees Inc. (Garrett, Indiana)

- You will be provided 100 full color professionally prepared and printed Sponsorship Request Brochures for your team to take with them when addressing potential sponsors. This is a four page full color glossy document that will immediately add professionalism and the look of success to your event. This Sponsorship Request Brochure will include:
  1. Theme, Organization Name, and Message on the front page with appropriate artwork.
  2. Pages 2-3 will include your sponsorship/donation plan and necessary information supported with appropriate logos and artwork.
  3. Page 4 will include organizational information, photos, and statistics that will aid in the success of your “ask”.
  4. This piece will include our indicia showing that your event is being professionally consulted so that perspective donors will know that you are taking their item donation or financial donation seriously and are using it for it’s best and highest purpose.
- You will also receive 100 full color, full bleed professionally created bid cards personalized to your event with room for three sponsor advertisements. (This is a very popular space for sponsors to choose to have their message seen.) You should be able to use this piece to more than pay for your Silent Auction Program with National Benefit Auctions & Events.
- Your event will be listed on our website.
- You will be considered a client of National Benefit Auctions & Events for one year and will receive appropriate fundraising materials and motivational pieces throughout the year. You will also receive discounted reservations to our yearly Fundraising Superhero Summit.

For this entire year long program, written materials, and professionally produced Sponsorship Request Brochures, Silent Auction Sheets, and Bid Cards you pay just $1000.
**3 Sources of Income for your Event:**

1. **Sponsorship**
2. **Ticket Sales**
3. **Money Raised On Site During Event**

(Silent Auction, Special Plea, Revenue Generators)

Our proven **Silent Auction Client Program** will help you easily align your volunteer team to *make the most of* each of these three areas.

*When you throw an event together, you are throwing away money and time. You must plan for success.*

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**Additional programs and resources available through National Benefit Auctions and Events.**

*(Visit NationalBenefitAuctions.com)*

- Sign up for **The Brainstorm** email newsletter / blog filled with quick bursts of fundraising information and motivation. **FREE** at NationalBenefitAuctions.com.
- **Fundraising Super Hero Summit.** Yearly day long interactive seminar designed to engage your entire team more actively in the planning and work phases of the fundraising event process. Check NationalBenefitAuctions.com for this year’s date.
- **Advanced Sponsorship Program.** FREE Consultation and Layout/Design. (Perfect for school music departments, athletic departments, and other non-fundraising events.)

Visit NationalBenefitAuctions.com to view our:

- Travel Department ~ Discounted vacation experiences available only to Not-for-Profits Organizations
- Professional Sound and DJ Services