

# DISCOVER THE LATEST AND GREATEST *Fundraising Event + Auction Ideas*



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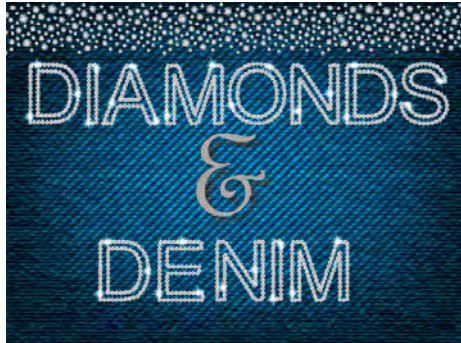
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# Event Themes

## Themes around **Attire**



## Themes around **Decades**

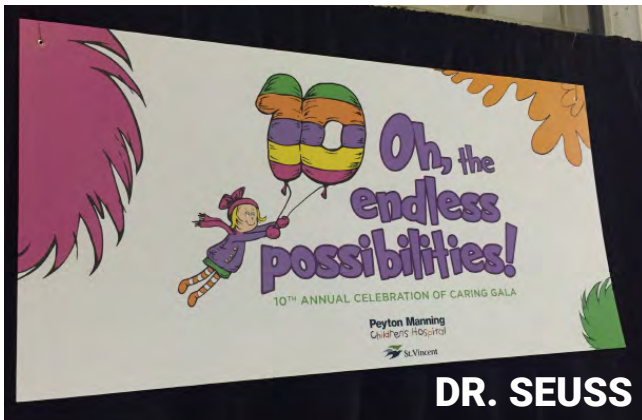


*...or do them all!*  
**"Dancing through the Decades"**



# Event Themes

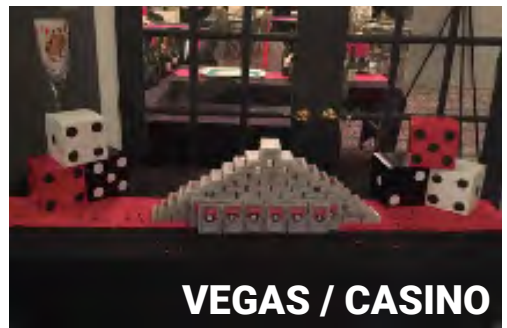
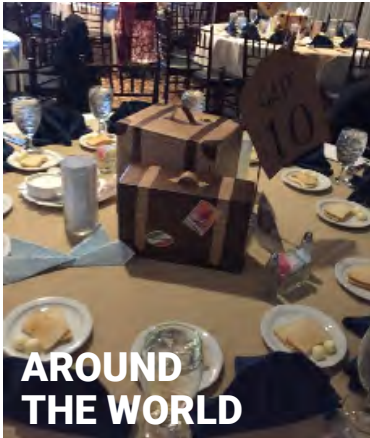
## Themes around **Books + Movies**



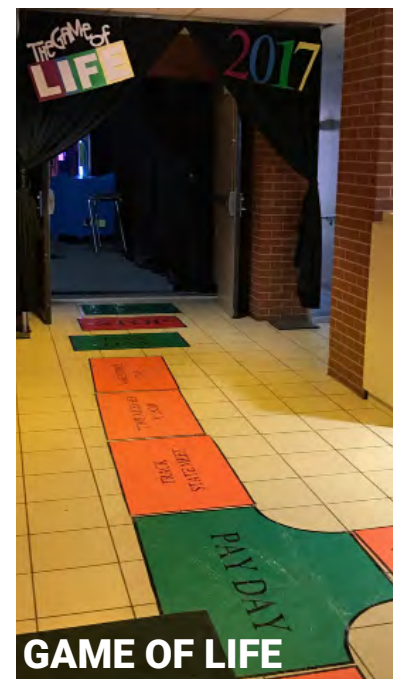


# Event Themes

## Themes around *Places*



## Themes around *Fun + Games*





# Event Themes

## Themes around Legendary Events



**POLO BRUNCH**

Run For The Wet Noses  
..... 2017 .....

Talk Derby To Me



**midlands**  
HUMANE SOCIETY



**INDY 500**

**MARCH MADNESS**

IT'S GAME TIME!

**EAGLE MADNESS**

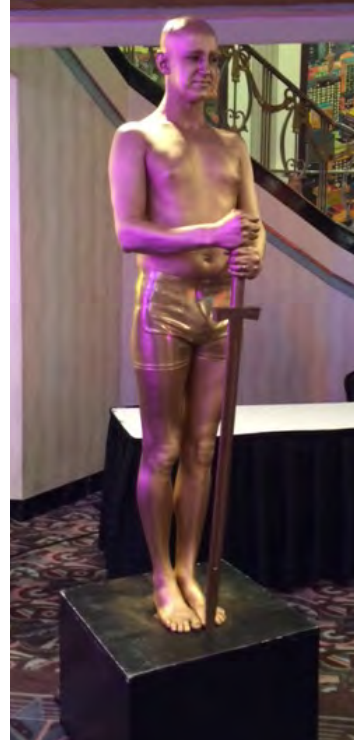
Televised Games \* Silent Auction  
Jeans & Jerseys Attire  
Stadium-style Food  
Entertainment & More!



Presented by: **bill estes**  
AUTOMOTIVE



**OSCARS VIEWING**



**MARDI GRAS**



**SUPER BOWL**

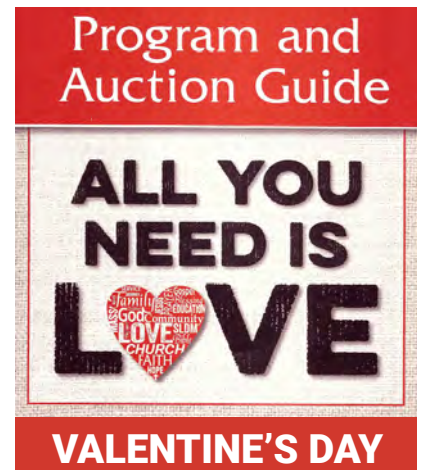


**DERBY**



# Event Themes

## Themes around *Holidays*



## *Unique Themes*





# Types of Events

## Events around **Food + Drink**



**CAESAR SALAD COMPETITION**



**BREAKFAST  
FOR DINNER**



**FARM TO FORK**



**CELEBRITY CHEF EVENT**



**TASTING EVENT - CHEFS**



**TASTING EVENT -  
RESTAURANTS**



**WINE TASTING**



# Types of Events

## Events around **Talent**



**IDOL / TALENT SHOW**



**FASHION SHOW  
(BRAS, DOGS, SHOES AND MORE!)**



**CHARITY CONCERT**



**KIDS' VOICE**



# Types of Events



**CARNIVALS**



**GALAS**



**JERSEY AUCTIONS**



**GOLF OUTINGS**



**FESTIVALS**



**TOP GOLF TOURNAMENTS**



**ONLINE AUCTIONS**



# ***Unique Event Locations***



**AIRPORT HANGAR**



**CAR DEALERSHIP**



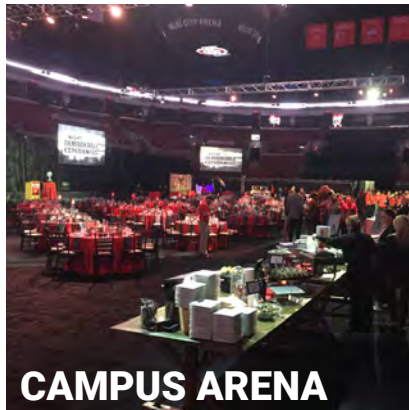
**PARTY  
ON THE PATIO**



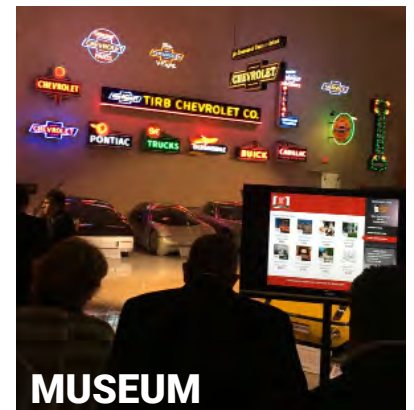
**WINERY**



**BOWLING ALLEY**



**CAMPUS ARENA**



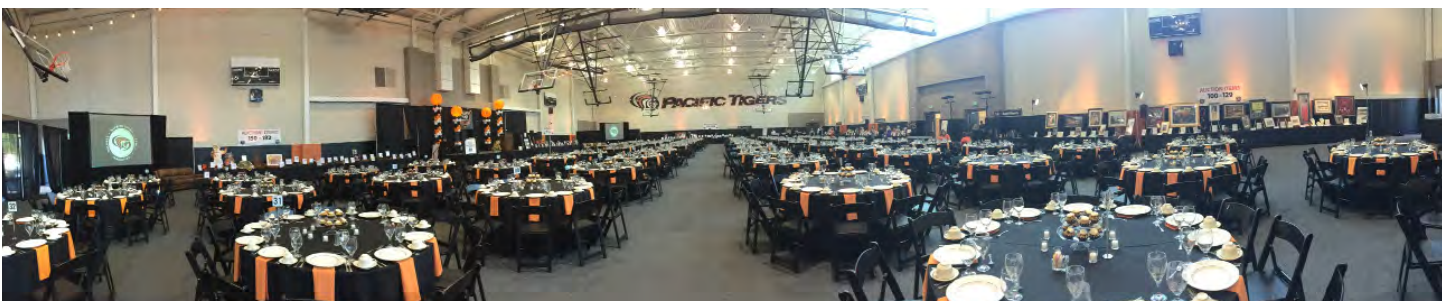
**MUSEUM**



**HORSE BARN**



# Fun Décor





# Getting Auction Items

- Start early!** Solicit in the beginning of the year (January / February) when new budgets are out. If you wait, businesses may have already given all they can for the year.
- If you used Qtego last year, check out the **Bids by Item** and the **Bid History** tabs on your **reports**. This will show popular items that got a lot of bids. You may also want to look up items with no bids / low bid items, and reconsider putting those in your auction or pair them with other hot items.
- Exercise your **relationships** when trying to obtain auction items. Some of your guests and / or board members might have some of the best Live Auction items you can find – and you can get them 100% donated. Do your due-diligence and reach out to the people you know first and see if they would be willing to offer their vacation home, yacht, or if someone has access to a suite at a ball game, or if they own a local restaurant or winery – they could donate their resources and facility for a private party.
- Let donors know they will get **special recognition** on the auction item. You can include who it was donated by in the description on the Qtego site / item description sheet!
- You don't want your auction looking like a **garage sale**. Make sure that you don't burn bridges by telling a donor, "no," but maybe you can take that silly or small item that they gave you last minute and add it to a pre-existing package. This addition might add to or complete a great package in the silent auction.
- Contact **Etsy shop owners!** This is good exposure for them, and you can gain unique pieces for your auction that you may not be able to find elsewhere.
- Have **gift gathering parties** (Ex: Wine cooler) Have 1-2 people go in on the fridge (wine cooler) and then everyone else come to the party with a bottle \$25+ (for the fridge) and a bottle to share (at the gift gathering party).
- Don't do it all alone.** If you can, have committee(s) to help solicit auction items. Break it up into categories. For example, someone gets jewelry, another person gets restaurant gift cards, another finds entertainment packages, etc. If you do use committees, have those individuals commit to the committee for X amount of years. Add new people each year, so you're never starting from a blank slate.
- Be careful with **consignment items**. If you do use them, NEVER lower the bid below what you have to pay the consignment company for the item. Also, some guests do not like finding out they bought a consignment item, because most of the money they spent is not going directly to you (the cause they are supporting).
- Keep a list** of the companies who donate year-after-year, that way you don't have to start new.



# Top Auction Items

- Alcohol
- Airline tickets
- Big Green Egg grill
- Broadway shows tickets
- Disney park hopper passes
- Experiences
- Furniture (couch / patio set / refreshed items)
- Foursome at a private country club
- Gift card tree
- Hot air balloon ride
- Lottery ticket tree
- Mattress
- Meet and Greet tickets
- Parking spots (student / employee / parents)
- Segway
- Signed memorabilia
- Staycations
- Trips
- Vacation / rental homes
- Yeti cooler



## 1 Year of...

- Bacon
- Beer (growler) from a brewery
- Bread from Panera
- Edible Arrangements
- Flowers from a local florist
- Gas
- Oil changes
- Pizza from a pizzeria

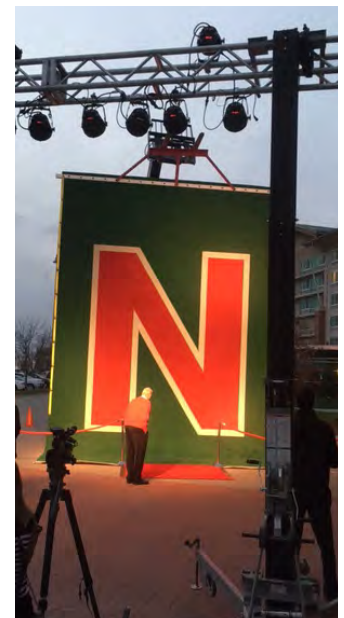
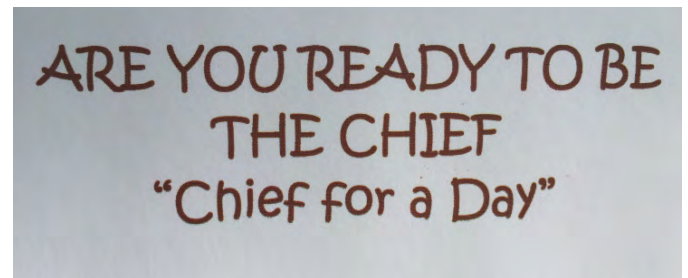
\*1 each month,  
For one year!





# Unique Auction Items

- 99 bottles of beer  
(Each board member brings a couple bottles. Auction as an assortment.)
- 40 acres of spring tilling
- Astroturf
- Donor decorated artwork
- Lunch or dinner parties  
(With local celebrities, athletes, coaches, governor, mayor, CEO, etc.)
- Experiences that you can't get anywhere else!
- Fly your flag (Choose college flag to fly on school's flag pole)
- Free dress down days
- Giant Jenga
- Hog
- Live painting done by artist during cocktail hour
- Mystery Box  
(Fill with ANYTHING. Have guest open after SA closes.)
- Name that drive (Drop off / pick up lane, school road, etc.)
- Sing with the evening's band
- Teacher parties
- Wine bottle tree holder





# School-Related Items

## Teacher Parties

Teachers sponsor said activity for the winning bidder's child!

- Arts and Crafts
- Backyard Baseball
- Basketball
- Biking + Hiking
- Bonfire
- Bookstore + Lunch
- Bowling
- Breakfast
- Build-A-Bear workshop
- Camp Out
- Cartooning with Art teacher
- Go Kart Racing
- Ice Cream Social
- Kickball
- Manicure
- Movie and Treats
- Obstacle Course
- Painting Pottery
- Picnic
- PJ and Pancakes
- Rock Climbing
- Skyzone
- Snowball Fight

## Fun for All Parties

Events that are fun for all!  
(Parents, Kids, Teachers)

- Daddy + Daughter Dance
- Dodgeball (Students vs. Teachers)
- End of the Year Pool Party
- Summer Luau
- Tea Party (Parent / Child)

## Parent Parties

Parents sponsor said party. Set up as an Instabuy with a set number of seats. Other parents buy which parties they wish to attend.

- Bad Moms
- Bunco and Bubbles
- Henna Tattoos
- International Indulgences
- Karaoke
- Makeup Lessons
- Poker Night
- Progressive Dinner
- Sangria for Señoritas
- Texas Hold Em
- Top Golf
- Tequila and Tacos
- Whiskey and Cigars: Guys' Night Out

\*Qtogo has an Instabuy feature you can use that shows who has purchased a party! So your guests know who else is coming to the party.

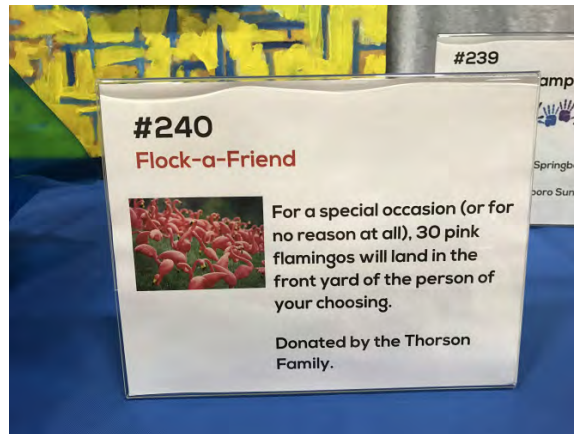
## Experiences

Student experiences you can't buy just anywhere.  
Should be pure profit!

- Deliver the morning announcements
- Honorary "Ball Kid" for professional sports team
- Mascot appearance
- Wish child "Happy Birthday" on school marquee
- Ride in a firetruck to school
- Ride in a police cruiser to school
- Art Teacher for the Day
- Mayor for the Day
- Pastor for the Day
- PE Teacher for the Day
- Principal for the Day



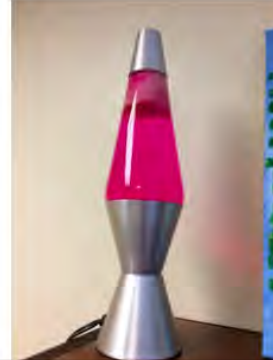
# Funny Auction Items



**#991**  
**KLEENEX**

The winner of this auction item will receive a Box of Kleenex! While it may not be as valuable because it is short a few tissues, it might be of greater value if you knew who took a few.

VALUE: \$2  
EXPIRATION: none  
RESTRICTIONS: none



**#992**  
**LAVA LAMP**

You will be the envy of all your friends with this Hot Pink Lava Lamp! On the next Throwback Thursday, you can plug it and get your groove on. Provided by Spencer's.

VALUE: \$25  
EXPIRATION: When the lava stops flowing  
RESTRICTIONS: none



**#993**  
**LABEL MAKER**

Thanks to The Brother Company, organization is made easy with this P-touch Electronic Label Maker. With a 15 character display, 6 type sizes, and 9 type sets, you will be able to make labels for every type of purpose imaginable. Martha Stewart watch out!

VALUE: \$28  
EXPIRATION: when you run out of tape  
RESTRICTIONS: Do not label the label maker



**#994**  
**UMBRELLA**

You will be the envy of all your wet friends with this giant Blue Umbrella for every rainy day we have in sunny Florida. The Florida Hospital logo is prominently displayed on 2 sides for easy viewing and free marketing provided each time you open it up.

VALUE: \$10  
EXPIRATION: when the rain stops  
RESTRICTIONS: Not to be used indoors or opened in small cars



**#995**  
**DAILY CALENDAR**

You will have 365 days of bull dog cheer with this desktop Daily Calendar. If you are allergic to dogs, no worries... this calendar is allergen free! Provided by Friends of Uga, this will be a year you will not want to miss!

VALUE: \$12  
EXPIRATION: 12/31/2017  
RESTRICTIONS: Avoid placing near cat calendars



**#996**  
**CALCULATOR**

It adds, it subtracts, it multiplies, and it even divides! You will not want to live without this Casio Calculator from The Office of Michelle. It has memory features that even a 4th grader can use! Take this home tonight.

VALUE: \$16  
EXPIRATION: none  
RESTRICTIONS: wash your hands before using

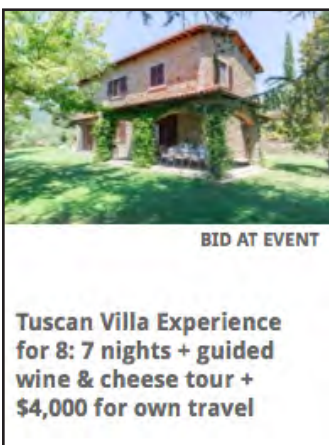
# Live Auction Ideas

## Auction first **BEFORE** dinner:

- Head Table / King's Table
- Free drinks to the entire table the whole night

## Auction **AFTER** dinner:

- Anything kids create
- Basketball hoop
- Dinner for 24 at the goal line on the Ohio State football field
- Dinner for six at an exclusive restaurant or classy venue
- In-home wine tasting with a four-course meal
- Football ticket packages (Pro and college)
- Home builders (Play houses)
- Live art
- Professional football / baseball / basketball / soccer / hockey tickets
- Puppies (Sometimes, depends on crowd)
- Renovation (Remodel type items, such as a kitchen / bathroom)
- Sentimental items
- Signed memorabilia
- Trips (Bought inexpensively OR donated stays at a donor's timeshare / condo)



## XCLUSIVE TABLE



Be ready to be treated like royalty at the ALL NEW Royal X-Clusive table for 10 guests!! Auctioned off before dinner, your entire table will be able to move from their current seating location to an UPGRADED table right in front of the auctioneer. The table features elegant silver padded bamboo chairs and more elaborate decorations than the rest of the hall. You will have your own personal waiter during dinner who will serve an enticing entree of SURF AND TURF with prosciutto-wrapped asparagus, as well as CHAMPAGNE! As a keepsake, all 10 guests will receive stem-less champagne glasses with this years Royal X logo from Cathy's Concepts. Donated by the Everything But The House Auction



# Instabuy Ideas

Instabuy ideas are ways to make “extra” money at your event aside from auction items. They are bought at a set price (no bidding). Check out the great examples we’ve seen!



- Alcohol ring toss
- Bobble heads
- Bourbon or liquor pull
- Buy-in for different games (Monopoly, poker, horse race, etc.)
- Caricaturist
- Centerpieces
- Dinner reservations
- Football toss with pro-athlete
- Gift card pull – “Pull a Fork”
- Kendra Scott
- Key to the Closet
- Name an Animal
- Photo booth
- Raffles
- Sign up parties
- Specialty drink
- T-shirts
- Wine glasses (With logo or decorated by students)
- Wine pull – “Pull a Cork”

**ITEM ID: 502**  
**NAME AN ANIMAL**

Have you ever wanted to name one of the animals at the shelter? Well here is your chance. For just 10 dollars you can name one of the animals who comes into the shelter. Once your name is used you will get a photo of the animal.

**Insta-Buy: \$10.00**  
 Number Available: 2500

Buy by Texting

Reply to any Qtego text message with BUY502

**QTEGO**



# Instabuy Ideas

## Types of Raffles



**BLING RING / JEWELRY**

### 1st Pick Live Auction Raffle

**\*\*Very popular!**

Sell 100 tickets at \$100/each.

Winner gets first pick at any Live Auction item.

Guaranteed to make \$10,000 for 1 Live Item.



**HEADS  
OR TAILS**



**50/50**



**CASH CAKE**



**STELLAR CELLAR**



**CANDY BAR**



**BARREL OF BOOZE**



**HOUSE OF CARDS**

**Visitation School Auction 2016: All For Fun Affair**

Yesterday at 11:04am

Not ready to bring home the teddy bear hamster? Reverse the Raffle and take your kids name out of the drawing! Cost \$20.



**REVERSE  
HAMSTER  
OPTION**

**REVERSE HAMSTER**



# Instabuy Ideas

## Creative ways to display your **Wine Pull**

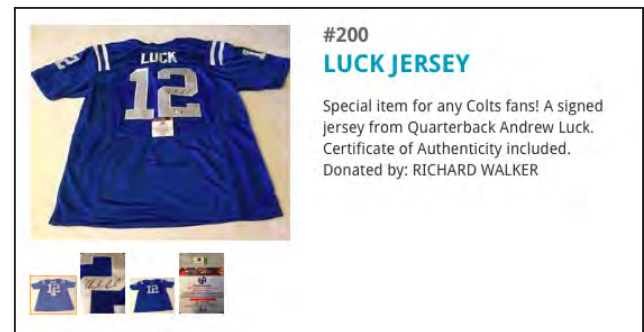


# Packaging / Entering



- You can list items together based on category. Give each category a 100s series.  
Ex: Home and Garden in the 100s, Entertainment in the 200s, Sports in the 300s, etc.

Item #	SHORT DESCRIPTION	CATEGORIES
100	VP FOR A DAY	Super Silent
101	CHRISTMAS MUSIC	Super Silent
102	SPRING MUSIC	Super Silent
103	SOUTH CAR POOL	Super Silent
104	NORTH CAR POOL	Super Silent
105	GOLDEN TEE	Super Silent
106	A. LUCK HELMET	Super Silent
107	G. HAYWARD BALL	Super Silent
108	4 COLTS TICKETS	Super Silent
109	WALKER DIXON	Super Silent
110	TOPAZ BRACELET	Super Silent
111	KEGERATOR w KEG	Super Silent
112	GIRLS WANT FUN	Super Silent



- If you want to feature your top items, consider having a Super Silent category and put these in the 100s so they show first on the Qtego site. Items will be listed on the site in numeric order.



- Group items together to make a basket, especially lower-valued items.

- Include a photo for everything! With Qtego, you can have up to 5 photos per item. This is a great feature, especially if you want to show the front / back of a jersey, multiple photos of a vacation home, images of different logos for a gift card package and more!

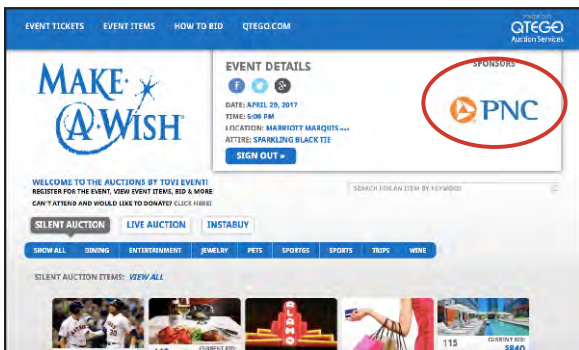
- Try not to wait until the week of your event to add all of your items. This leads to poorly written descriptions, which leads to potential lost revenue. We see things like, "Two tickets to Kaufman Stadium, Royals Game!" With no information on seats, rows, sections, date, opponent, parking, etc. This causes lots of questions and may cause someone to not to bid on the item. Do your best with to have clear descriptions for the best possible income on each item!



# Sponsors

- Have sponsors cover your Qtego expense!  
Create a "Mobile Bidding" sponsorship package.
- If you can get one company to underwrite Qtego, that's awesome!  
Another way you can cover Qtego's expense, though, is to have 30 people donate smaller amounts, such as \$100 each.
- Have a "Juice Station." If you provide Qtego with a table, we can put our charging station there! Just create a sign with your sponsor's logo saying something such as:  
"Juice Station - Powered by: \_\_\_\_\_."
- Once your auction site is live, send an email to sponsors and say:  
"Hi John, Thank you for your sponsorship to this year's event! Your LOGO looks fantastic on our new Mobile Bidding Auction website: [qtgo.net/qmlink/insertlinkhere](http://qtgo.net/qmlink/insertlinkhere) Please feel free to let all your employees know they may bid on the items even if they cannot come to the event!"
- You have up to 30 spots to display sponsor logos on Qtego. Their logos are hyperlinked to the sponsor's websites, too!
- Sponsors get recognized all throughout the Qtego site. Check out just some of the places they get special recognition below!

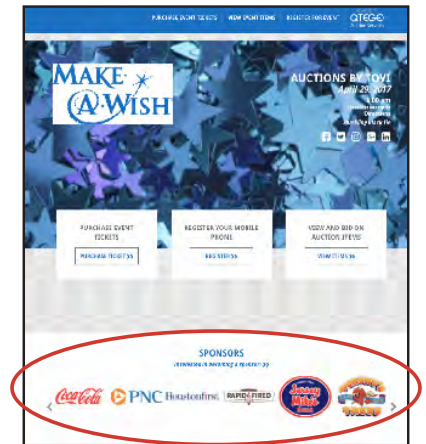
## QLink



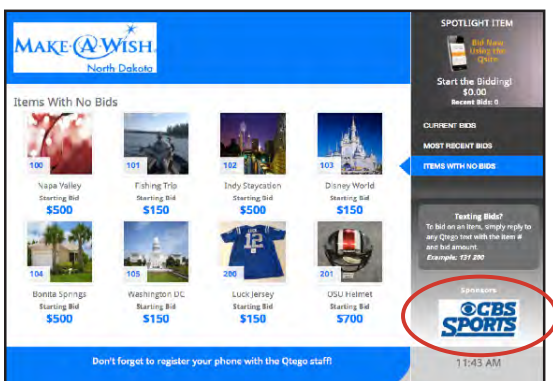
## Item Sheets



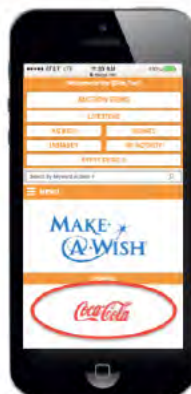
## Home Page



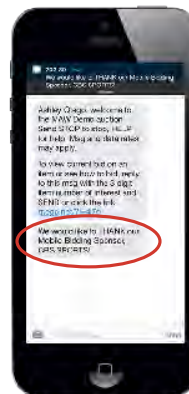
## QZone



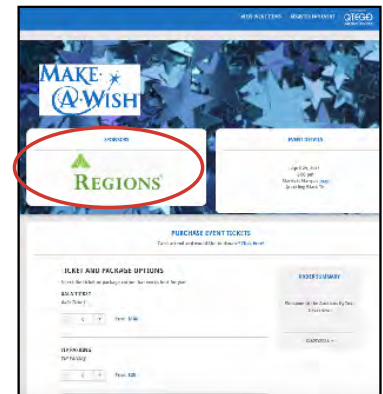
## QSite



## Text



## Ticket Site



# Promote QLink Early

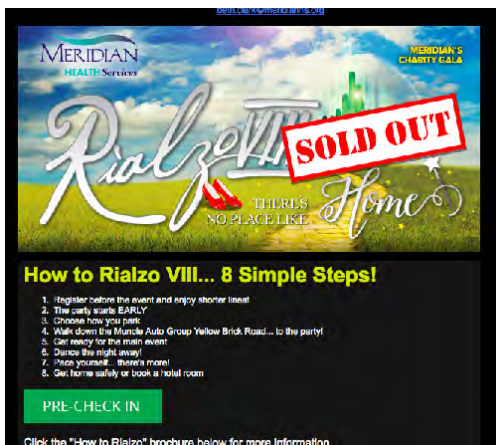


• Your QLink is your Qtego site with all your auction items. We recommend you promote this link 1-2 weeks before your event to get guests pre-registered and bidding early!



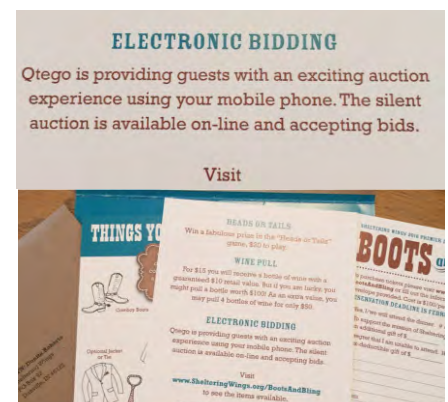
• When you want your guests to pre-register, you must start internally. Every person on your staff, committee, board and volunteers should all register their phones.  
“Practice what you preach.”

• Include QLink and instructions on how to register for the auction on your Save-the-Dates and invitations



Random selected winner is  
**Josh Daniels 1112224598**

• Give an incentive for those who pre-register, such as a door prize. Qtego can select a random winner of those who registered, to make this super easy to do!



• Send an eBlast to your patrons



• Post on all of your social media accounts. Have board and / or committee members share it!

• Use words like “Avoid lines” and “Let the bidding begin!”

• Have celebrities post the link and encourage people to register + bid.



# Check-In



- Have at least 1 person from your organization who is familiar with the guest list at check-in, in case Qtego cannot find a guest in Guest Management OR walk-ins come and need a table #



- Have flags for each check-in station to wave when they are open OR have volunteers as greeters in front of the tables to keep the lines moving (Especially if you have a LOT of guests!)



- Handing out nametags? Have a table behind the check-in table for volunteers to easily access all names!



- Reconsider breaking up check-in with A-Z lists. We have found this slows down check-in, and in reality, guests can check in at any station. More lanes to move people quickly.



- Try high boy tables instead of 6-ft tables (Eye level with guests)

- Qtego has a Text-to-Register option where guests can text a keyword to register themselves.

- Good Rule of Thumb: 1 check-in station for every 100-150 guests



- It's best to have Qtego partner with your volunteers for check-in. Not have separate check-in and Qtego tables. If you have volunteers checking names off a guest list, pair them with Qtego so we can work together! Or better yet, use our Guest Management feature, where you can import your guest list into Qtego. More guests will register for the auction, too!



# Item Display Sheets

Once you have uploaded your items to Qtego, we can send you a PDF copy of item description sheets. This is what you will use to display at your event, so guests know the item number and the description. Some group like to create their own, but you are more than welcome to use ours to save you some work. Check out different ways we've seen items displayed at events:



## *Enhance the sheets how you wish!*

- Add a border
- Print on cardstock
- Print sponsor logo on them



## *Get creative with how you display!*

- Acrylic shields
- Frames
- Half Sheets
- Make 3D
- Make them foldable
- Mini clipboards
- Mini wooden easels

If you do make them yourself, just make sure to put the item # on the sheet or the sticker!



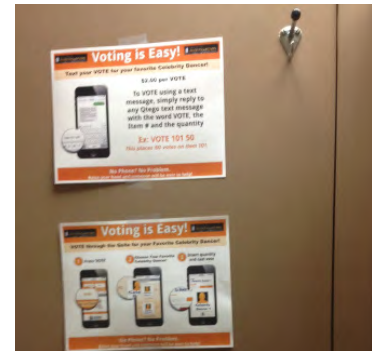
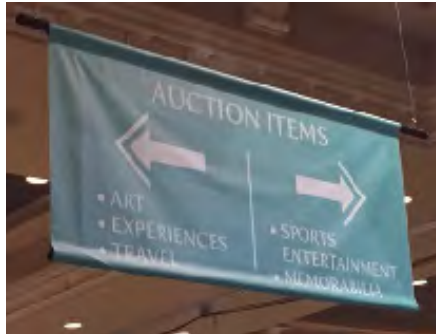
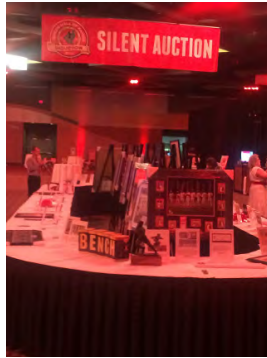


# Signage at the Event

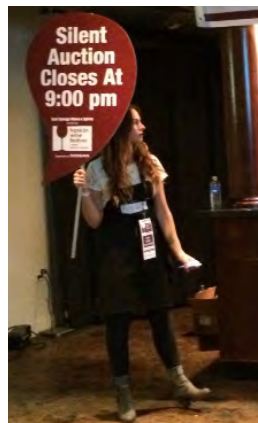
Signage helps navigates guests throughout your event. You can never have enough signage!

## Signs that could be important are:

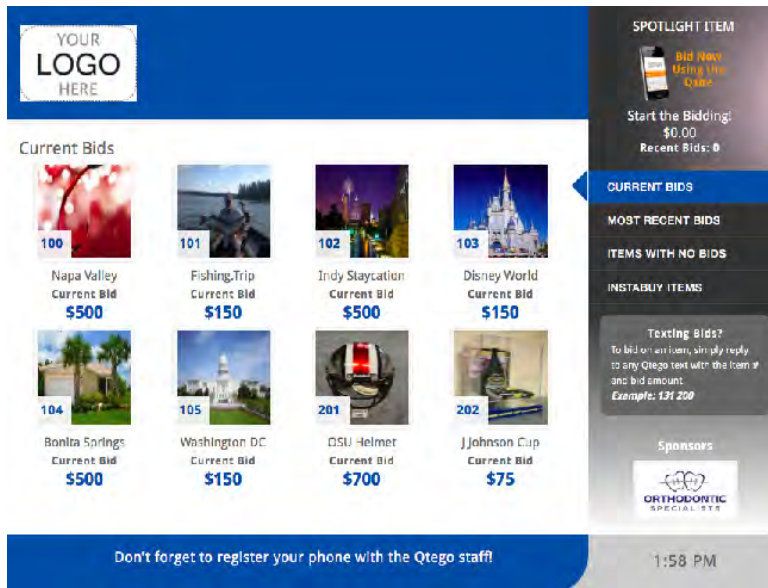
- Restrooms
- Check-In
- Check-Out
- Charging Station
- Coat Check
- Closing Time for Silent Auction
- Categories for your Silent Auction
- Live Auction items
- How to Bid instructions
- How to Donate instructions
- How to Vote instructions
- Instabuy related (Ex: Wine Pull)
- Table #'s / Floor Plan / Seating Chart
- Text to Register instructions



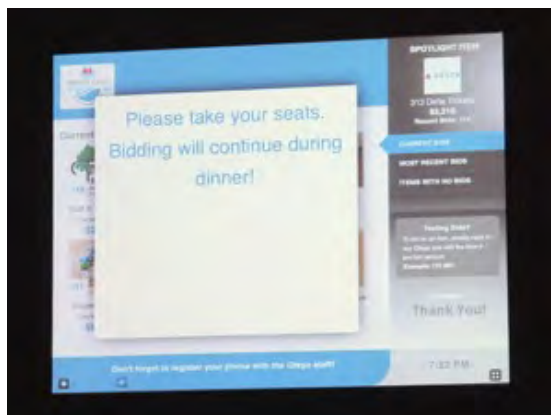
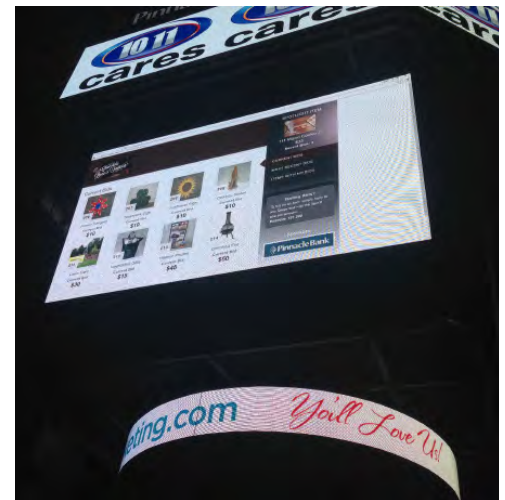
Bathroom stalls are a great spot to hang!



# QZone



- The QZone is a screen that will rotate through your auction items - current bids, most recent bids, items with no bids and any Instabuy items. We will customize with your event colors and your logo!



- We have the capability to flash a custom message on the QZone!

- Some groups have got super creative with where they display the QZone and have even rented special trucks with screens, or put the QZone on the Jumbro-tron!



- You can use the QZone on any screen or TV monitor! We can bring an iPad and the adapters to hook up with your device(s) / AV.





# Bidding at the Event



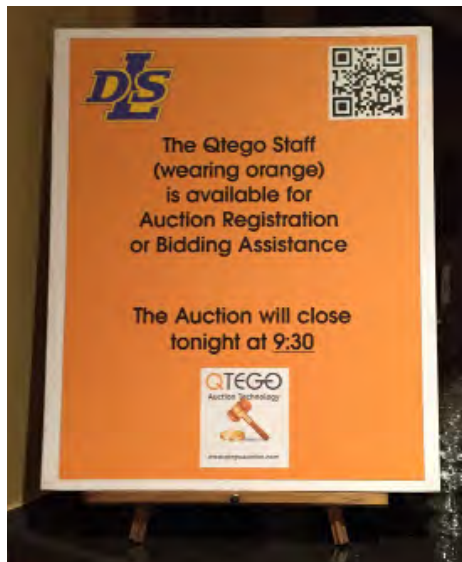
- Have a "Help Desk" near your auction items. Put a laptop for any late auction registrations and a charging station there! Adding an orange tablecloth works great.



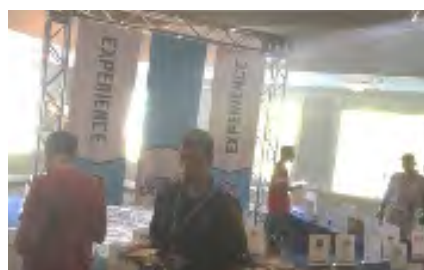
- Save paper and money by skipping printing an auction item catalog. All the items are on the guest's phone! If you do want a hard copy for your guests, consider a one sheet with just the 3-digit item number and 15-character description.



- Display items in a well-lit area. Or spotlight the auction area with overhead lighting!



- Let your guests know if they need any help, to look for the Qtego staff in orange. We wear orange shirts to easily stand out for this reason!



- Include "How to Bid" instructions either on signage by the items, or even in the program. Especially if it's your first year using Qtego.



- Put bidding assistants behind the auction tables, or inside the tables if set up in a U-Shape. That way these volunteers can familiarize themselves with those items and are easy to reach for guests who may need help.

# What comes first...

## *...the **Live** or the **Give**?*

### **Theories on LIVE FIRST**

- Guests typically have an idea of how much money they are going to spend at your event. When you do the Live first, then the guests know how much money they have left for the Give.

### **Theories on GIVE FIRST**

- After the Live auction, most guests have tuned out for the night. It can be very difficult to regain their attention, especially for an effective Fund-A-Need.
- The people who are bidding in the Live auction already know what item(s) they want, so ask for donations in the Fund-A-Need before.
- Know that if you do the Give first, you can always come back to the donate portion after the Live, especially if you have did not meet your goal earlier.

### **Theories on GIVE in the MIDDLE of the LIVE**

- Doing the Give in the middle of the Live auction can be a good idea. Most live items are only affordable to 10% of the pockets in the room and that is why it gets so loud many times during a long live auction. Splitting it up can be helpful.

## *...and when to close the **Silent**?*

### **Theories on closing the Silent Auction BEFORE the Live / Give:**

- Guests know how much they spent at each stage.
- Some guests would prefer silent to close earlier so they can check out and leave earlier. However, this can be difficult because give / live auction is going on and runners aren't available yet.
- This gives time for your runners to move / gather / box items up, if you need to do so.

### **Theories on closing the Silent Auction AFTER the Live / Give:**

- Guests can place their final bids once everything is over (Give, Live, Instabuy, Vote). They don't miss out on items they want because they were distracted with other things going on at your event.
- Sometimes, closing before the Live / Give is super early, and bidding has only been going on for a couple hours, so you could raise more money by keeping it open longer.
- The longer the night goes on, the more drinks are consumed, which leads to more bidding activity.
- After the Live and Give are done, Qtego / volunteers are done with that task and can give full attention to checkout. If done sooner, staff has to split up.
- Some guests may think this is too late though, and may have already left the event.

### **Closing Times?**

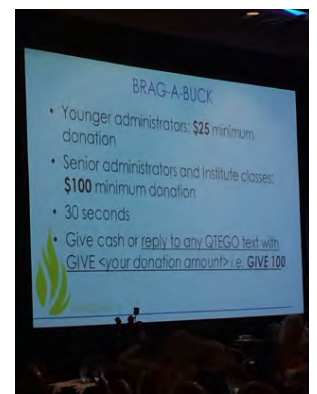
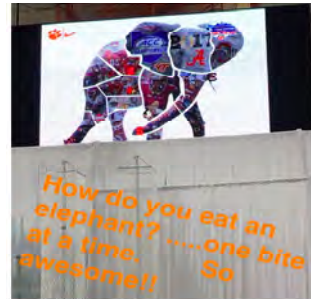
- When using paper bid sheets, you may have needed multiple closing times to buy yourself time. With Qtego, we can start checking out guests within seconds of closing the auction!
- Having one closing time makes it easy on guests, so they aren't confused what items close when.

We realize that every event is different and depending on your flow, it may make sense to do some things a certain way. In general, though, we find that doing the give in the middle of the live auction works really well. We also find closing the silent auction after the live / give is very effective.



# Fund-a-Need

- You want to capture your audience. It's important to tell them your mission and / or what you are specifically funding for. Pull at those heartstrings! Play a compelling video or have someone near and dear to your cause give a testimony. Then, ask them for money.
- Keep it short and sweet! Some of the best Fund-A-Needs are done when the auctioneer says, "We have 5 minutes to raise \$\_\_\_\_K." Or when they tell the guests that they need to make \$\_\_\_\_K in two songs that will be played (which turns into a dance party when you meet your goal!)
- Put your goal into perspective for guests. One group we work with showed an elephant photo to rally the crowd. "How do you eat an elephant? One bite at a time." This showed even with a HUGE task at hand, the accomplishment would be more of a marathon vs. a sprint. Getting there little by little, piece by piece.
- Tell what each level you announce is funding! This helps guests know where their money is going.
- Use table tent pamphlets to explain how to donate using phone images.
- It's always a good idea for the auctioneer and Qtego to connect, so we are both on the same page with how the Fund-A-Need will work. Some groups like to work down in levels (start high and then go low). Others like to have guests donate any amount at any time. We like to coordinate so we can prepare our staff and send texts on how guests can donate at the appropriate time.
- It's not the best idea to have pledge cards on the table AND then ask guests to donate via Qtego. Some guests may do both and get charged twice. Also, if the guest just fills out the donation card, that total will not be in the give crawler, which means your numbers on-screen will not be accurate.
- For conferences with a wide age range, have young professionals donate \$25 and those in the field longer donate \$100. For those who donate, give 30 seconds on stage to give a quick shout out / thank you. "Brag A Buck"
- There are no need for bidder numbers. However, if you want guests to have a paddle to raise instead of their hand, that's perfectly fine.
- Idea! Once a guest donates, have them raise their hand. Have volunteers hand them a blinky ring. Soon, the whole room will be lit up!
- Idea! Last person to donate at least \$100 in the Fund-A-Need gets a prize. (Big Green Egg, Apple Watch, iPad, etc.) Qtego can tell you who donated last.

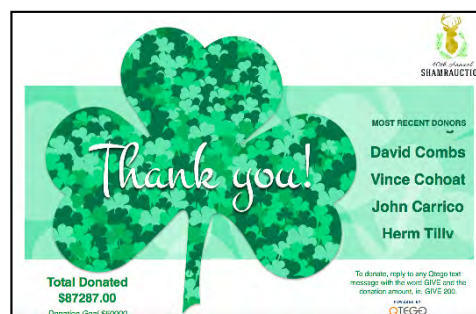
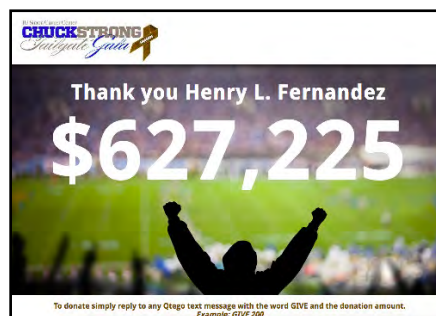
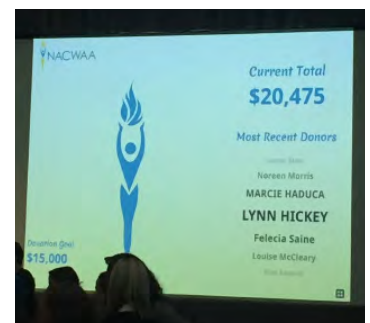
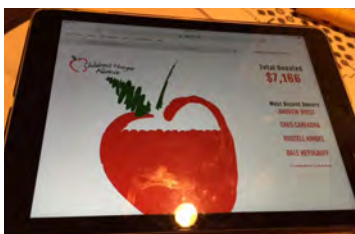


# Give Crawlers

- Displaying a crawler during your “Ask” or “Appeal” is a great way to encourage your guests to donate. Everyone likes seeing their name on the screen. We have several options you can choose from. The most popular is our red heart crawler and our blue star crawler.



- If you wish to have a custom crawler designed, we can do that for you! With advanced notice and for a small fee, Qtego can create a custom crawler. The best part? You have access to use the crawler year-after-year! Check out just a few of the amazing crawlers that have been created so far:





# Live Auction

- When the auctioneer says SOLD for X amount, one Qtego staff member will go up to the winning bidder and record the bid using his / her phone number.



- Try to keep your live auction to a minimum, under 10 items, under 30 minutes, due to the fact that many items are too expensive for the majority of your guests and the majority of the guests get restless.



- Make sure the spotters for the live auction can get the auctioneer's attention! If you aren't sure if your volunteers will be loud enough, try some of these tactics: whistles, lights that blink, flashlights, horns, glow sticks, pinwheels, orange flags

- Think about having your stage in middle. This could help your auctioneer see guests that would have been in the way back of the room. Also make sure he / she can see when on-stage and the lights are not blinding.

- This was mentioned on the Instabuy page, but it's too good not to bring up again! Do a raffle for "First Pick" for a live auction item. Sell 100 tickets at \$100 each = \$10,000. Draw the winner right before the live auction begins. You may want to exclude very high priced or unique items, like an automobile, puppy or all-inclusive exotic tips that may sell for more than \$5,000.



Instead of paddles with bidder numbers, try one of these ideas:

- Have guests raise their hands (FREE)
- Sign that says, "I'm in!"
- Paddle with the sponsor logo(s)
- Blank paddle that is themed for the event

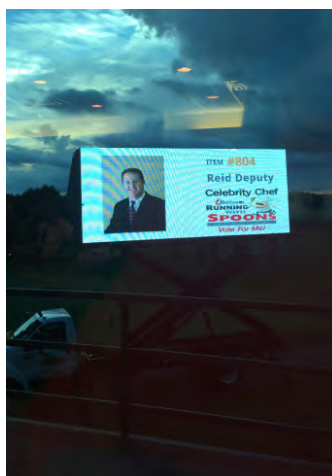
(Ex: Tweedle Dee / Tweedle Dum for Alice in Wonderland theme, Oversized playing cards for Vegas theme, etc.)

# Vote

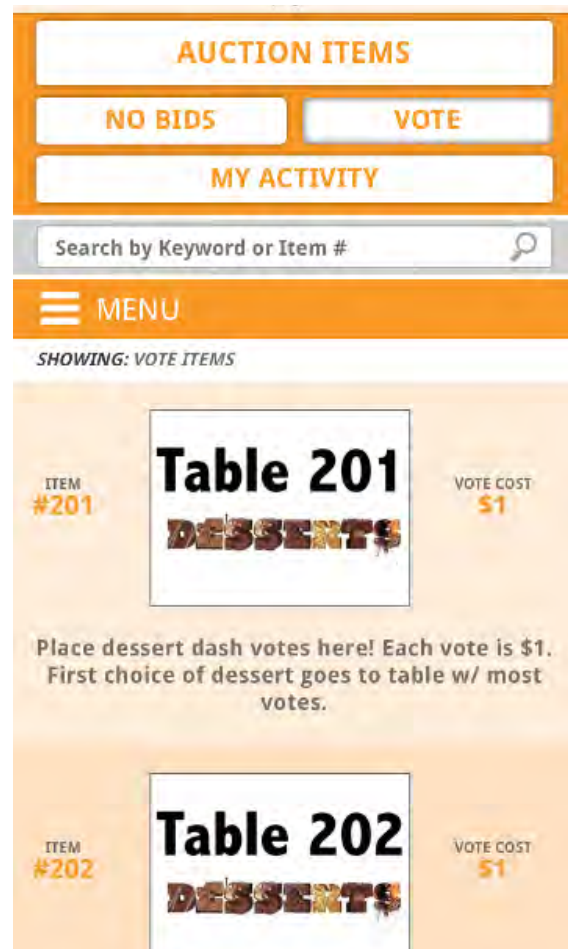
- Depending on your event, you may want to use our VOTE feature!

## Examples on when you may use a VOTE:

- Beer
- Best performance
- Celebrity Chef
- Costume Contest
- Dessert Dash (First pick at the dessert table)
- Fashion Show
- Man / Woman of the Year



- We recommend you set all votes at \$1. This makes it the least confusing for the guest. So if they place 20 votes for #202, they have \$20 in votes.



- The VOTE button will replace the GIVE button on the QSite. After all, VOTES are essentially donations that go toward a tally of some type of competition.





# Checkout

• Once the auction closes (or program ends), usually whichever is last, Qtego can begin checking out your guests through Fast Checkout. This means if the guest has a credit card on file and their balance is less than \$5,000, we will run their card and text them a receipt. Then, the guests just need to take their text receipt to your runners who will collect and give them their winning item(s).

**ITEM #100**  
Runway to HOPE  
Aston Martin Ride  
• Certificate  
• Physical: Shirts

**ITEM #101**  
Universal VIP  
• Certificate  
• Physical: Information Packet

**ITEM #102**  
SeaWorld  
• Certificate  
• Physical: Basket

**ITEM #103**  
Simmons Mattress  
• Certificate

**ITEM #104**  
Aston Martin Ride  
• Certificate

**ITEM #125**  
TV & PS4  
• Physical 1: 32" TV  
• Physical 2: PS4 & 3 Games

• Make sure you have plenty of runners. The last thing you want is guests waiting to get their items. Take into consideration that some guests may need help taking item(s) to their car, especially if they won a lot of items or they bought a large item.



• It's wise to have one person dedicated to solely handing out gift cards / envelopes. The best way to do this is have one envelope for each item (that's not a physical item). Put the gift card / certificate / instructions for redeeming the item inside the envelope. On the outside of the envelope, make sure to include the item number! Some groups may also add a label on the outside of the envelope if the item has a physical item too, so the guest does not forget about picking up that part of his / her winning item.

• For the volunteer with gift cards, make sure the envelopes are in numeric order by item number. This way they can easily flip through the stack. Keeping the envelopes in a box works well, too!

320	Xavier Bball	Auction
107	BLS Adult Set	Auction
108	BLS Ladies Set	Auction
221	Fathers Day	Auction
301	*Henry 3 xmas	Auction
311	*HenryEaster930	Auction

• If you want an easy way to tell what items have certificates on the Qtego receipt, simply put an \* in the 15-character description.



• If you don't like the idea of having one person handing out all of the certificates, you can put a bag behind each item on the tables. Go ahead and put all the goods inside the bag! Or, some groups that trust their guests will put the gift cards / certificates behind the acrylic frame.

# Post-Event



- Don't forget to THANK your guests! Qtego can send a broadcast text to all registered bidders post-event.

We even have a toll-free number you can use to have your emcee, CEO, principal, child, VIP guest (whoever you'd like) record a message. Be sure to end the recording with something like, "Hope to see you all next year!" We'll include the 1-800 number in the text we send out, so your guests can listen to the special message.

- A YouTube video, link to a song or download is a nice touch for a Thank You message, too.

Ex: As a thank you for your support we would like to give you a free download of "All These Things," written for H4H. [www.neilcribbs.com/the-hands-for-hearts-song/](http://www.neilcribbs.com/the-hands-for-hearts-song/)

- Thanking your donors and sponsors is just as important!

- Your Qtego point person will send you an Excel copy of your reports / PDF of all receipts from your event. Make sure to save a copy in your files after you review, so you can refer to next year!

- Have a follow-up call with your Qtego point person and sales person. We love to get your feedback and listen to / offer suggestions for the next event!

- A great example of an eBlast to send post-event is below!

## **Post Event Email Blast to attendees EX:**

"Dear Dinner Guests,

Thank you for attending last week's Inaugural Dinner and Live Auction at Palma Ceia G&CC to benefit The First Tee of Tampa Bay. We hope that you enjoyed the "fireside chat" with Gary Koch and PGA TOUR Commissioner Jay Monahan, the videos of featured TFTTB youth members, the live auction, and all of the other festivities of the evening. While the final numbers are still being tabulated, it looks like the event will NET more than \$625,000 (including the \$125,000 matching gift from the Triad Foundation). This is BY FAR the largest amount that we have ever raised in a single outing. We couldn't have done this without each and every one of you, so again, thank you for your generosity!

### **A few administrative notes:**

- If you purchased a Silent Auction item and did not pick up the item that night, we will be in touch with you shortly. If the price paid exceeded the item's value, we will send you a formal letter for tax purposes.
- If you purchased a Live Auction item, we will contact you this week to help arrange payments and connect you with the donor of the trip. If the price paid exceeded the item's value, we will send you a formal letter for tax purposes.
- If you made a donation in the Sponsor-A-Kid, we will send you a formal letter for tax purposes.

If you have any feedback on how we can improve the event in the future, please feel free to email me back or call my cell. On behalf of the 60,000 Tampa-area children that we serve each year, thank you for making our first year an enormous success!"



# Bidder Numbers

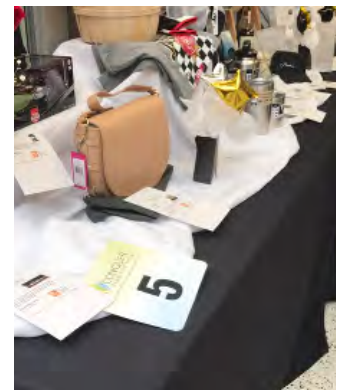


With Qtego, you no longer need bidder numbers because we track everything through the guest's **phone number**. This includes the silent auction, live auction, donations, voting and Instabuy.

We are flexible, though, and do have the capability of using bidder numbers if you desire.

## The following must happen for Qtego to successfully run your event using bidder numbers:

- Qtego needs a full guest list and their bidder #'s (Note: Couples typically get the same bidder #)
- A guest does NOT get a bidder paddle unless they register with Qtego (This means the paddles MUST be given out at check-in and NOT be pre-placed on the dinner tables)
- Someone from organization must be at check-in to assign bidder #'s for walk ups / replacements
- The auctioneer is on the same page as Qtego, and speaks slow when calling out the bidder numbers.



## We want to make sure you are aware of some of the problems that can occur when using bidder numbers:

- Bidder paddles can be set down throughout the venue
- Bidder paddles assigned to one guest may be used by a different guest in error
- Duplicate bidder numbers are given to different guests
- Auctioneer calls out the incorrect bidder number and / or amount
- More refunds typically occur when bidder #'s are used

During your Fund-A-Need, we recommend taking a hybrid approach. For the high levels, the auctioneer will call out the bidder numbers and Qtego will record. For the lower amounts, the guests will donate directly on their phones.



**TIP:** On the bidder paddle, include the NAME of the guest. Even better, have the first numbers be the guest's table # and then separate with a hyphen for their table seat.

# Final Thoughts

- Don't have SO MUCH going on that guests don't know where to focus their \$\$\$\$. Too many options can get overwhelming, and you may actually raise less money than you would with fewer choices.



- Look into getting a custom Snap Chat filter for your event! Especially if you have a younger crowd.



- Food trucks could be a unique possibility for lunch / dinner!



- Mascots are fun!

- Have champagne at the door as guests come in. The more they drink, the more money you will raise!



- Set up a dessert station before guests leave. Or even as people are exiting, hand out a sweet treat and have the outside of the bag announce next year's theme.



- Secure volunteers that are TECH friendly. This doesn't mean they need to know coding and every computer feature, but basic knowledge on how to work a laptop and iPad are ideal.

Note: Most Qtego products we use are APPLE based. Make sure your volunteers feel comfortable on Macs and iPads.



- Having a celebrity guest speaker is a great way to draw people to your event.

- Always be thinking about the flow of your event layout. Don't have your registration table 5-feet inside the venue from the front door. Make sure you have enough bars to accommodate your guests. Consider where auction item pick-up is in correlation to where the guests will be in the ballroom to where the EXIT is.



# ***Questions?***

**WE WOULD LOVE TO HEAR FROM YOU!**

***[sales@qtego.com](mailto:sales@qtego.com)***