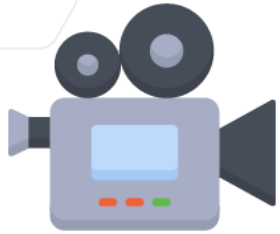


Tools to Enhance Your Auction Revenue



Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion. We'll answer all questions in a Q&A portion at the end of the presentation.



+ Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!



Meet the Speaker



Justin Cook, Director of Demand Generation

- + With Qgiv for over 5 years and a marketing professional for over 7!
- + Digital marketing and optimizing the user journey are my areas of expertise.



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Common Auction Challenges

- + Reaching registration and sponsorship goals
- + Managing on-site logistics
- + Engaging bidders and auctioning off all items
- + Taking digital payments or recording cash or check transactions at your event
- + Capturing donations during live paddle raise
- + Securing payments at checkout and distributing items



Bidder Engagement Tools



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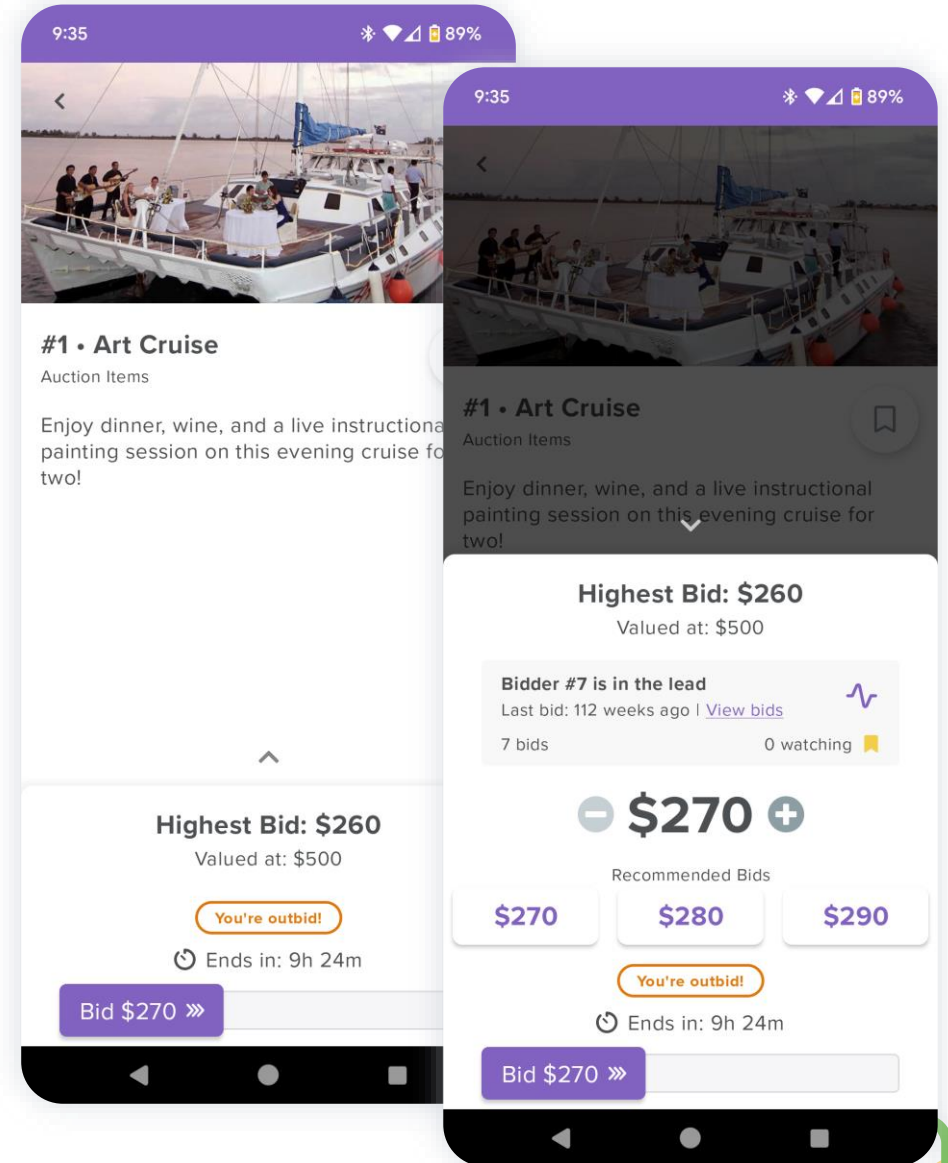


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Outbid Notifications

Creating a competitive bidding environment is so important when trying to raise more money. Outbid notifications are a great way to keep distracted guests bidding!

- + Automated alerts when their bid is no longer winning
- + Multiple ways for bidders to receive notifications based on their preference (email, text, or in app)
- + Can set a max bid to automatically increase a bid on an item



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+

Video Tools

When highlighting a high-value auction item, you want to build an experience to encourage guest participation. Videos are the best way to build an experience both before and during your auction.

- + Show videos on site to encourage bids
 - Especially helpful for a live auction portion
- + Highlight vacations/trips, memorabilia, etc.
- + Create a promotion strategy with your videos
 - Include in announcement emails
 - Post an “item of the day” on social



**Wine Wonders
and Romance
of France**

FRANCE

AIRFARE

Wine, Wonders and Romance of France

The Wine, Wonders and Romance of France

- 3 Years with No Blackouts to Travel
- Tours & Excursions
- Travel Specialist
- 4+ star accommodations

This exciting trip for two has it all... the excitement and beauty of Paris and the romantic chateaux and vineyards of the finest wine region of France.



+

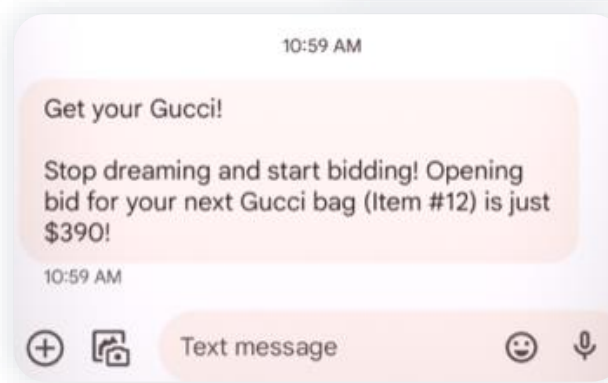
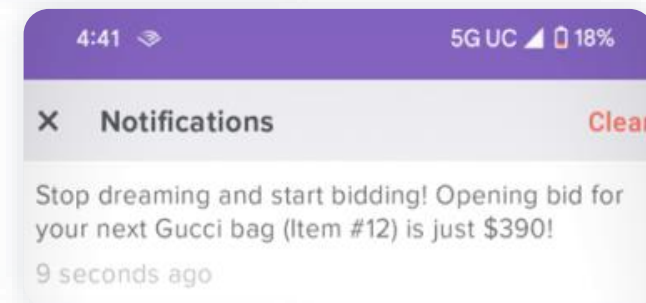
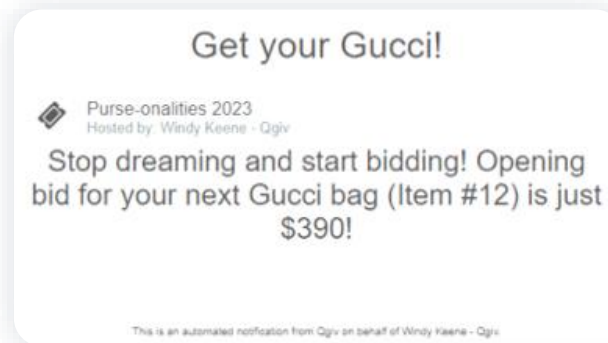


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Messaging Tools

Communicating effectively with your guests will help you raise more money. You can use messaging tools before, during, and after your event!

- + Use text, email, and social to spread the word about your event and drive registrations
- + Keep guests engaged at your event
 - Alert guests to upcoming activities (live auction, paddle raise, etc.)
 - Encourage guests to participate in games
 - Highlight auction items that don't have any bids



On-Site Tools



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On-Site Management Tools

On-site management tools will make your event run very smoothly and help you with reconciliation.

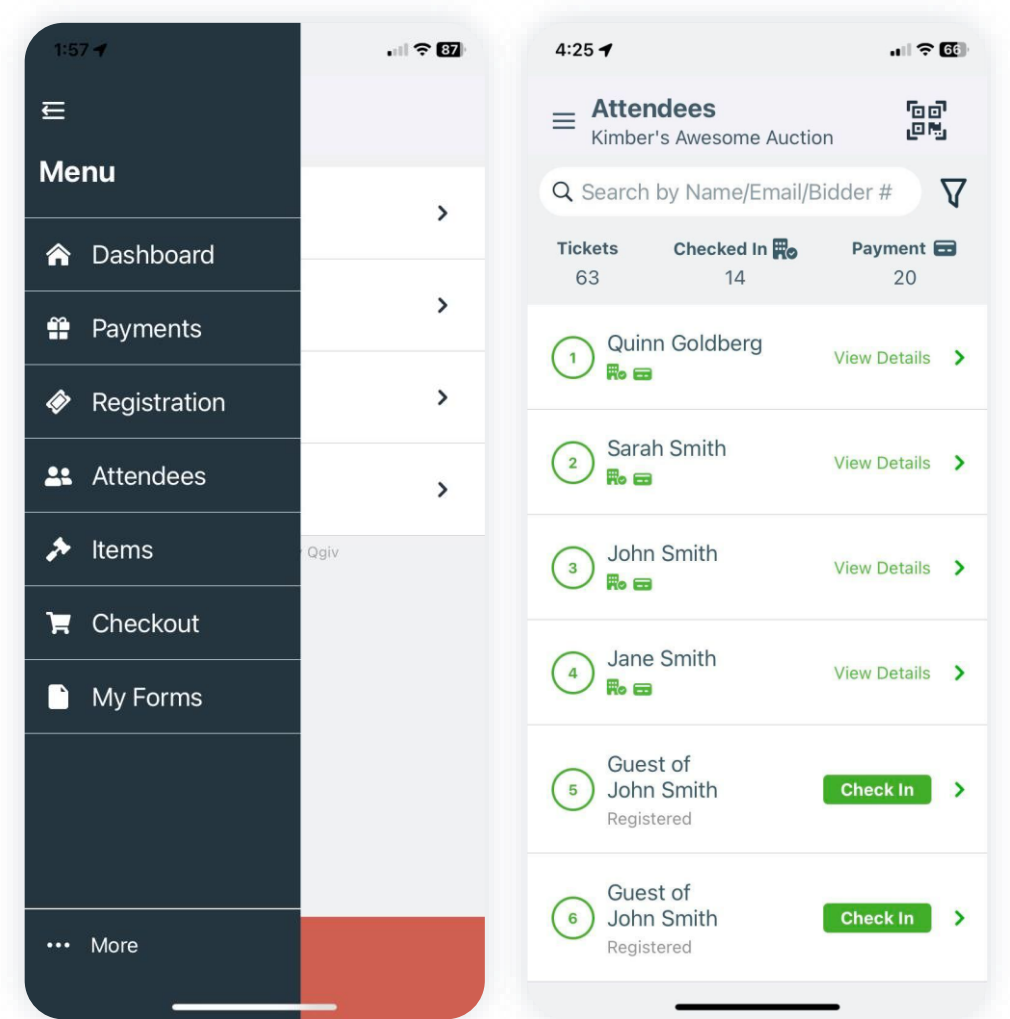
+ Multi-tool for all things

- Point of sale
- Last-minute registrations
- Check-in/checkout
- Bid management
- Record offline transactions

+ Multiple versions

- Laptop: check-in/checkout and general management
- Mobile app: working the line, managing games and purchases

+ Easily find guests and record offline transactions





Auction Store

A store is a great way to sell revenue-enhancing items at your event and have it added to your guests' tabs!

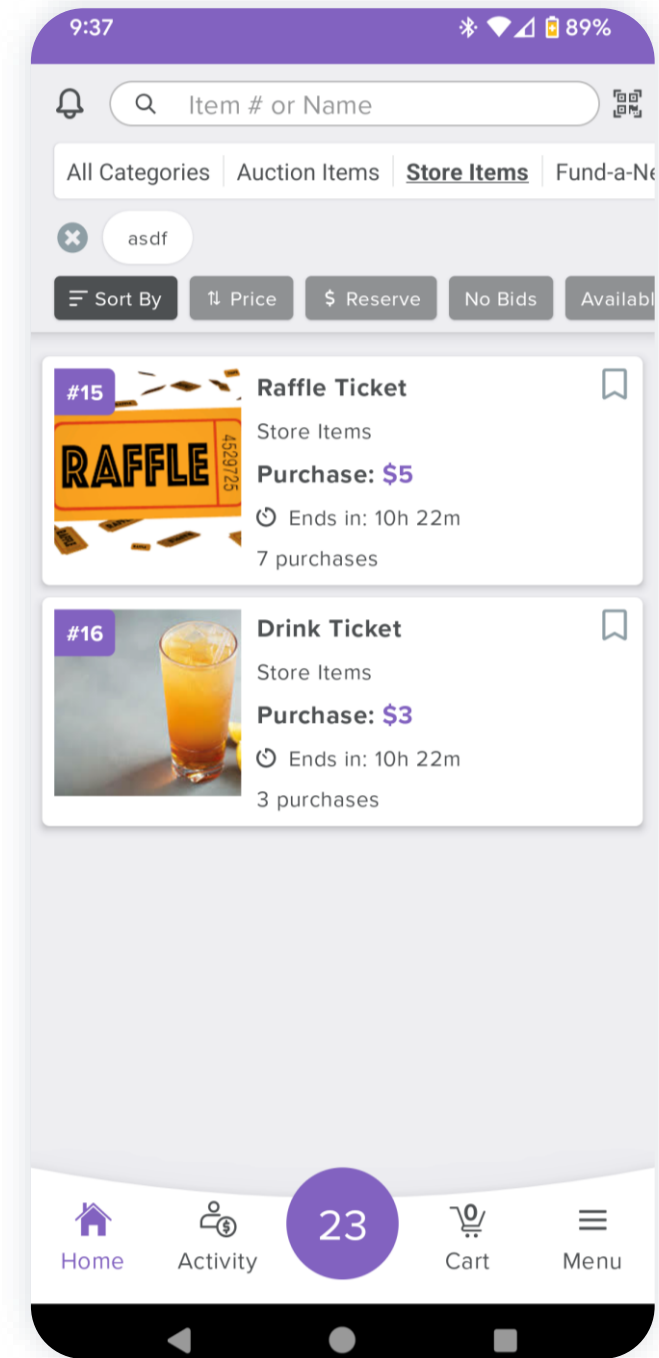
+ Merchandise such as t-shirts

+ Engagement games

- Raffles or chance drawings
- Wine pulls
- Gift card wall
- Games of chance
- Heads or tails

+ Event specific items

- Drinks, food, etc.





+ Text Fundraising

Text fundraising is a great way to encourage participation from all guests—including those that are participating virtually!

- + Pull up your keyword on a live screencast with a fundraising thermometer to encourage pledges and donations.
- + Use fund-a-need items with a live screencast so guests can visualize your goal.





Live Screencast

This Year
Make a Difference

Make a Contribution, Help Those in Need

Make a difference in the lives of those in need. Our mission is to provide help to those who need it including: at-risk youth, medical treatment and research, arts, the homeless and hungry, and many more.

Their are multiple ways to contribute to our organization:

1. Make a donation through a donation form
2. Raise funds on behalf of our organization through a peer-to-peer fundraiser
3. Register for one of our fundraising auction events

Check back for updates on our fundraising progress this year! We can't wait to see the results.

0% 20% 40% 60% 80% 100%

\$101,939,287.60
achieved

\$900,000.00
goal

11326%
of your goal reached

Thank You to Our Sponsors!

Sponsors

Wonderful Wishes

Qgiv

Sunrise Bounty

Lakeland Food Pantry

Hollingsworth Community College

Ronald McDonald House of Great...

Watch on YouTube

Thank You!

Text "DOGS" + Donation Amount & Your Message to 50155
(eg., DOGS \$125 We love 4 Paws!)

100%
80%
60%
40%
20%
0%

\$79,202.34
achieved

\$100,000.00
goal

79%
of your goal reached

Donor Shout Outs

- \$12.74 For Roulette????
- \$26.00
- \$156.00

Event Sponsors

Freshpet

Eisai

James Investment

Grisak and Associates
Ameriprise Private Wealth Advisory Practice

Ameriprise Financial

Table Sponsor



Sponsorship Tools



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Sponsorship Packet

Your sponsorship packet is the best way to describe the benefits of your event to potential sponsors. To create the best packet possible, you want to include the following:

- + Information about your organization
- + Your mission, event details, fundraising goal, and the audience
- + A response deadline and contact information
- + Sponsorship levels with associated benefits
- + An easy way to purchase the sponsorship
 - Create a form to sign up online





+

Sponsors on Event Pages

Dedicated sponsor page

Thank You To Our Sponsors and Collaborators!

Sponsors

Microsoft	Turner	Magic Cabinet
Bristlecone Advisors	Symetra	Boeing

Collaborators

Gamers Engaged	MathTalk	Encompass

Jose Martí Child Development Center

Add sponsor gallery

GAME ANGRERS

75% of your goal reached

Math is everywhere! You are invited to explore math's universality and impact at Zeno's 5th annual Game Changers community celebration + fundraiser.

Join us virtually over your lunch hour on Thursday, October 27 to celebrating community partnerships, amplifying the voices of families, and help raise critical funds to support Zeno's early math work.

Looking for fun and play with a purpose? Meet us in person at The Pre Game, Tuesday, October 25. Experience the fun with your friends and family over a drink and appetizers, a silent auction, and games! Kids are welcome.

Donate Now

Register For This Event

Thank You To Our Sponsors and Collaborators!

Sponsors

Giving Menu

- \$314
- \$150
- \$50
- \$25
- \$10
- \$5

Add sponsor slideshow

ation Amount & Your Message to

100% \$79,202.34 achieved

80%

60%

40%

20%

0%

\$100,000.00 goal

79% of your goal reached

Huntington
Table Sponsor

Event Sponsors

Eisai	James Investment



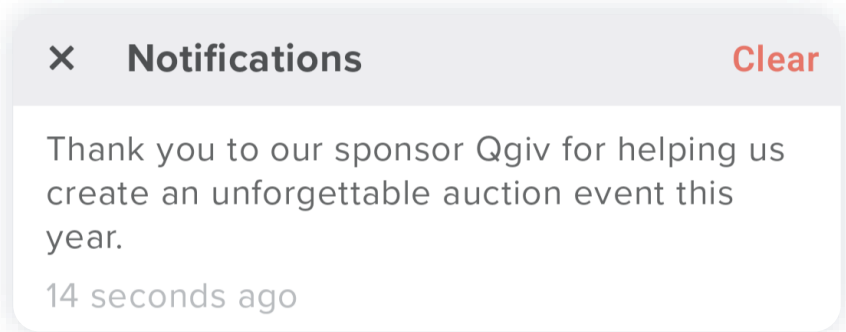
Donation Forms | Event Registration
Text Fundraising | Peer-to-Peer | Auctions

+



Sponsor Callouts

Push notifications



Text message




Email

It's the most exciting time of the year! We've partnered with [RBM of Alpharetta](#) to raffle off a gorgeous [2023 Mercedes-Benz GLA 250 SUV!](#)

While being sleek, it's also spacious! This is a superior vehicle with room for five and the capacity to travel from 0 to 60 in 6.8 seconds!

This partnership is special because [RBM of Alpharetta](#) donates the vehicle to [Bert's Big Adventure!](#) This means that your purchase of a raffle ticket not only buys you a chance to win, but every dollar also supports our programs!

[Purchase Your Chance](#)



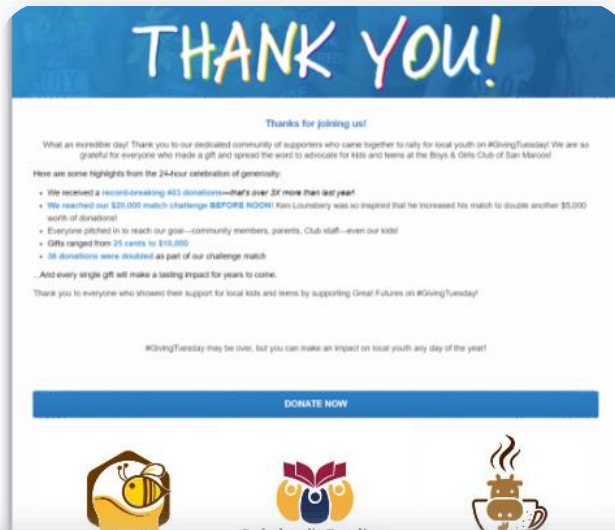
Apella Capital	Kendra Scott Avalon
Avalon	Knuckles
Brett Finkelstein + Jacqueline	NSXPO Atlanta Event
Hovarth	Profiles Investigations
Carter's Charitable Foundation	Rule One Investing
Catwalk Productions	T3 Event Rentals
CEO Lawyer	The Corban Family
Dean Crownover	The Maxwell Adventure Team
Drybar at Avalon	Trish Overton
Enterprise Holdings Foundation	Uptown Concierge
Evereve Avalon	Van Michael Salon
Fur Bus	Woodhouse Spa Avalon
Gas South	Zaxby's
Justin Peterson + Zack Williams	





Sponsor Placements

Registrant thank-you email and receipts



Thank you on social media



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Make Purchasing Sponsorships Easy

- + Offer multiple ways to pay
 - Cash, check, credit card, ACH
- + Create a sponsorship section on your registration form for online purchases
 - Reiterate benefits for each sponsorship level on your form
 - Optimize your form for all devices
 - Use a distraction-free form to keep sponsors focused on completing their purchase
- + Accept payments in person (virtual terminal)
- + Add cash or check purchases to your CRM

The screenshot shows a mobile application interface for purchasing tickets and sponsorships. At the top, the event is identified as the "3rd Annual Sidewalk Market" on Monday, 4/01/2024, from 9am EDT to 2pm EDT, in Downtown Lakeland. The interface is titled "Choose Your Tickets" and features a progress indicator with three steps, the first of which is active.

Tickets Section:

- General Admission:** \$10. 1 Ticket Included. Quantity: 0. A green button indicates "Buy 2 or more to get a discount!".
- V.I.P. Admission:** \$25. 1 Ticket Included. Status: Sold Out. Description: "This admission comes with perks! You'll get a free t-shirt and early access before we open to the public at 9am! Be one of the lucky few to browse the market without crowds from 8am - 9am."

Sponsors Section:

- Digital Sponsor:** \$500. 1 Ticket Included. Description: "Sponsorship includes your logo added to the market's sponsorship page online, emails promoting the market, a dedicated social media post per month, and one email blast per month." Quantity: 1.
- Onsite Sponsor:** \$500. 1 Ticket Included. Description: "Sponsorship includes one banner and sign at the market, logo placements in market programs, one half page ad in market programs, and sponsorship announcements." Quantity: 0.

Your Summary Section:

- TICKETS x 1
- Digital Sponsor: \$500
- 1 Ticket Included (Remove)
- Subtotal: \$500
- Total: \$500
- Promo Code field with an Apply button.





Put relationships at the heart of your fundraising.

The combined Bloomerang + Qgiv solution brings together the best of fundraising, volunteer, and donor relationship management to create a unified giving platform. Connect with your donor community to raise more donations, time, and support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





Learn More

Are you a Qgiv customer?

Email us at support@qgiv.com

Interested in using Qgiv?

Request a demo through
qgiv.com/demo-request

Have questions about best
practices?

Visit qgiv.com/blog



Questions?



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