



2016

Committee Leadership Conference

St. Jude patient Gayatri

Welcome



Increasing Night of Event Giving Strategies: Auction

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Objective

How to have a stellar night-of fundraising, auction, give to live, how to get guests ready to give before they get to the event.



Overview

Pre-Event

- *Secure Stellar Auctioneer*
- *Secure Auction Items Early*
- *Promote Event and Auction Items*

Night of Event

- *Patient Program*
- *Entertainment Experience*
- *Fundraising Opportunities*

Post Event

- *The event is not over*



Pre-Event

- Secure a Stellar Live Auctioneer
 - This is key to a great live auction and Give to Live
 - Your ALSAC rep has a list of auctioneers to choose from
- Secure Live Auction Items Early
 - If Items are secured in advance, this will give you ample time to advertise.



Pre-Event

- Promote Event, Sponsors and Live Auction Items
 - Promoting your event and auction items in advance, gets your guests excited and gives them the opportunity to be prepared to bid.
 - Use Facebook and other social media tools to promote
 - Example: Highlight one item a day leading up to the event (be sure to recognize the donor)
 - Example: Highlight one sponsor a day leading up the event
 - Send announcements and teasers about fun activities and details about your specific event
 - Ask committee members to share your post to get more views
 - Send a pre-event email



Night of Event

- Patient Program
 - Must engage guests
 - Patient Video to accompany speaker
 - Relay information about the St. Jude mission and experience
 - Communicate important and non-obvious facts about St. Jude
 - Should invoke feelings of empathy and pull at heart strings



Night of Event

- Entertainment Experience – *It starts from the minute guests walk in the door!*
 - Nice Venue
 - Greeters at the door with cocktails and hor d'oeuvres
 - Delicious food
 - Captivating emcee
 - Great band, music and dancing
 - Good quality speakers



Night of Event

- Fundraising Opportunities
 - Side Events
 - Platelet fund
 - Wine pull
 - Mystery bags
 - Contingency Fundraising
 - Silent and Live Auction



Post Event

- The Event is Not Over
 - Send Thank you email with event total
 - Option: include link to make a donation
 - Thank you Plaques for Sponsors
 - Sell Leftover Auction Items



Increasing Night of Event Giving Strategies: GIVE TO LIVE

Allison Newton
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2016 COMMITTEE LEADERSHIP CONFERENCE



Overview

Pre-Event

- *Commitments*
- *Coding/tracking solicitor activity*
- *GTL Appeal*

Night of Event

- *Program Order*
- *Recognition*
- *Incentives*



Pre-Event

Commitments

- Find an internal committee champion
- Create momentum/buzz and a culture of giving in your language/event identity

Work with Staff coding/tracking Solicitor Activity

- Follow-up on year-over-year giving history of those you are soliciting
- Encourage fellow committee members to send personal thank you notes (post-event, too).

GTL Appeal

- Send GTL appeal to sector of invite recipients
 - Back out any donors who have already donated
- Include research/patient piece & response vehicle



Night of Event

Program Order

- Consider the needs of your event and what makes most sense

Recognition

- Lead-off gifts to be verbally announced/shown on PPT screens
- Included among sponsor listings (signage/program book)
- Work with ALSAC ITS and use the ITS “presenter” to show names on screen (ex: Coyote)

Incentives

- Publicize match opportunities at start of new levels
- Provide raffle/sweepstakes opportunity
- Collect bid cards at lowest level (create big push at \$100 level)





ST. JUDE

IS LEADING THE WAY
THE WORLD UNDERSTANDS,
TREATS & DEFEATS
childhood cancer & other
life-threatening diseases.

St. Jude patient Khamoni



NO FAMILY
EVER PAYS
ST. JUDE FOR
ANYTHING

because all a
family should
worry about is
HELPING
THEIR CHILD
LIVE.



St. Jude patient Benton with his mom Marcy



Thank You

