

FSA Auctions

Fundraising Strategists & Auctioneers
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Archives: “The Math of Fundraising”

Fundraising Goal

- Why, what & who are we fundraising for? How much do we specifically need to fundraise?
- What is our total attendance and how much does each donor need to spend to reach our goal?
- What are all the ways we will be making money? How will we be incentivizing giving?

Expenses

Goal: Expenses equal or less than 25% of total income

Sponsorships

Goal: One at each sponsorship level

\$25,000	Venue & Food (\$50 - \$100 per person)	\$35,000	Title Sponsor
\$5,000	Audio/Visual	\$20,000	VIP Reception Sponsor
\$3,500 to \$7,500	Auctioneer Investment	\$10,000	Entertainment Sponsor
\$5,000	Hosted Bar (two drinks per guest at \$10 each)	\$10,000	Champagne & Wine Sponsor
\$5,000	Event Planner	\$10,000	Silent/Online Auction Sponsor
\$5,000	Marketing (Printing)	\$5,000	Live Auction Sponsor
\$10,000	Entertainment & Décor	\$5,000	Paddle Raise Sponsor
\$20,000	Staff Time	\$5,000	Valet Sponsor
		\$2,500	Non-Alcoholic Beverage Sponsor
		\$2,500	Centerpiece Sponsor

Income

- Important! Divide total attendance by two for average wallet/purse spending goal!
- Online/Silent Auction – divide total attendance by two than divide by 1/4 for total number of silent lots
- Live Auction – total number of lots multiplied by \$2,500 (varies however average live auction lot sale price)
- Revenue Enhancers – many here but one example is a Golden Ticket (commonly \$100 for 100 opportunities)
- Revenue Games – many here but one example is Heads or Tails (commonly \$25 to \$50 to play for prize)
- Paddle Raise (Fund-A-Need) – after everything else above is complete now look at the gap towards our fundraising goal. Now begin to procure leadership momentum gifts prior to event. We encourage one gift pre-secured at the highest level of our FAN and 3 to 5 gifts pre-secured at the next few levels down. Once gifts are secured, we now look at the divided total attendance and find an average needed for each wallet/purse.
- Now add ticket sales (for this documents purposes let's say \$100 per person ticket price)

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