



Fundraising Guide

Silent Auction

The silent auction is a classic fundraising event where guests place bids on items that you have procured. When time's up, the highest bidder wins the item, and your organization receives the proceeds. In addition to being extremely engaging for guests, silent auctions can be easily added to larger events, such as galas, banquets, and live auctions.

90+ DAYS OUT

- Schedule kick-off fundraising meeting with KW Cares
 - Click here to schedule a meeting - [KW Cares Fundraising Scheduling Calendar](#)
 - In this meeting, you will receive your packet of information
 - Fundraising Agreement
 - Logos
 - Tax ID Information
 - Fundraising Reconciliation sheet
 - Prior to the meeting, be prepared with the following information.
 - Event Goals and objectives
 - Preliminary budget
 - Preliminary date of event
 - Any event information
 - Please invite all stakeholders to this kickoff meeting
- Form a Planning Committee
 - ALC Members, Cultural Chair, or anyone passionate about KW Cares are perfect people to chair this committee.
- Pick a date and venue.
 - Whenever possible, pair your auction with an event that is already happening. This ensures you will have the attendance you will need to hold a successful auction. In addition, it reduces your budget significantly as the venue, food, drinks, invitations, etc are already paid for. Here are some common events to pair your auction with:
 - ALC Retreats
 - Any Regional Training / Event
 - Awards Ceremony
 - Golf Outings
 - Holiday Party
- Set Your Fundraising Goal
- Create your budget
- Create a "wish list" of auction items you would like to have. High-quality items generate the most profit for the auction.
 - Travel Packages (use of someone's vacation home, timeshare, etc.)
 - Experiences (tickets to a show, concert, or sporting event)

- Signed Memorabilia
- Gift Baskets
- Luxury Handbags
- Electronics
- Business Boosting items
 - Coaching Calls
 - Tickets to Training Events
 - Signs, Marketing Materials

60+ DAYS OUT

- Secure your Auction Items
 - An example of an auction at an ALC Clinic would be to ask each Market Center to donate an item to the Auction to benefit KW Cares.
 - Local Business Owners (perhaps in your SOI, past clients, or community)
 - Sponsors - what vendors do you use? Would they donate an item for advertising on the auction materials? Perhaps they will be at the event already, and you can include them in announcing the winners?
 - We have found when requesting auction items, it helps to provide those you are asking to donate an item with a list of items you are requesting along with links to the items. (we like to use Amazon wish lists when we can)
 - Here is an example of our request letter along with the google form we ask the donor to fill out and our wish list
 - [Donor Request Sample Letter](#)
 - [Google Form](#)
 - [Item Wish List](#)
- Update your KW Cares Auction Reconciliation form as you obtain items
 - You must have the Item Value - Priceless will not be accepted.
 - Decide if the item will be a silent or live auction item (if applicable)
 - Create BID sheets and item display cards for all silent auction items
 - [Sample BID Sheet](#)
 - [Auction Items Cards](#)

30+ DAYS OUT

- Create your Marketing Strategy (things to consider below they may or may not apply to your event)
 - Select an event name
 - Create an event-specific hashtag
 - Develop a social media plan
 - Promote your event online
 - Send save-the-dates (email and paper).

- Create on-site signage
- Highlight your biggest auction items
- Advertise your event in local press and news outlets
- Create a slide deck for all ALC and Sales Meetings in your area.
- Decide what payment forms you will accept (cash, check, venmo, credit card directly to KW Cares, square, etc.)
 - Create marketing sign for payment options and qr codes for on-site
 - [Scan to Pay](#)
- Committee Meeting to discuss day of and assign jobs and roles and get volunteers if needed
 - Volunteers/Committee Members needed for:
 - Set-Up
 - Greet guests and answer questions
 - 2-3 people at auction tables at all times
 - 3-6 people (depending on the number of items) to pull slips when the auction ends; decide timing - our suggestion is that you end the silent auction when the last break of the day ends.
 - Check out auction winners, 3-6 volunteers.
 - Clean Up

DAY OF (SET UP & EVENT)

- Onsite Set up
 - Arrange silent auction tables along the walls of the venue.
 - Display items in a way that appeals to the shopper in all of us. Ensure there is enough space between each item, so they aren't hidden from the bidders' view.
 - Strategies to avoid hidden items:
 - Good signage
 - Items arranged in baskets
 - Different levels of display
 - Set up your bid sheets with the correct item.
 - Paper silent auctions will have bid sheets beside each item
 - Mobile bidding, all item, and donor information will be accessible and bid on via phones.
- During your event
 - Ensure the Emcee announces special items and bidding deadlines regularly.
 - Show your fundraising progress on a scoreboard.
 - Throughout the event, use countdown clocks to display your progress and remaining time.
 - Auction any LIVE items if applicable (usually 3-5 top items if values are high)

DAY OF (CONCLUSION OF EVENT)

- Closing of Auction
- Have 3-6 people ready to pull bid slips once the auction concludes
- Record the winners. Once the winners have been determined, you'll want to record the names and winning bid amounts for each item.
- Send the winners a text message congratulating them and asking them to pick up their items and check out at the conclusion of the event.
- Assemble items for pick-up. As soon as the auction closes and winners are determined, have volunteers move the won items to a designated pick-up area near the checkout booth.
- Set up a Physical checkout location.
 - Make sure you have plenty of volunteers to handle the number of people.
- Make multiple lines for check-out
 - Tip: you could divide the lines by payment method for a smoother and faster experience for your attendees
- Process their payments
 - Computer/Ipad
 - Card Readers
 - Printer
- Arrange a separate area for item pick-up. The pick-up booth is *independent* of the checkout booth. This way, your volunteers won't be running around frantically grabbing items while checking guests out. There will be a flow from checkout to the item pick-up booth if done correctly.
- Deliver items to winners.
 - Mark the bid sheet for that item as CLAIMED.
 - Keep a copy in a folder.
- Take a deep breath! All items are spoken for, and the last guest walked out the door with a smile on their face. Congrats on your successful event!

POST-EVENT

- Schedule a reconciliation meeting with KW Cares to review your reconciliation sheets and determine the next steps.
- Mail check to KW Cares
- Send a personalized thank you note to all your volunteers, committee members, winners, and donors of items.
 - [Thank you note template](#)
 - Be sure to include an update on your fundraising goal
- Have one last committee meeting to download what went well, and what could be improved on, and take notes to top grade your system for your next event!

WANT TO CHAT ABOUT IT?

Here are some people who have run successful auctions for KW Cares and would be happy to brainstorm and mastermind with you.

Julie Fourre jfourre@kw.com 908-801-2159

Golf Tournament

180+ DAYS OUT

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- Form a Planning Committee
 - ALC Members, Cultural Chair, or anyone passionate about KW Cares are perfect people to chair this committee.
 - Example Committee chairs:
 - **Event chairperson:** this is usually someone with a passion for the event.
 - **Tournament chairperson:** responsible for directing your team during the day of the tournament
 - **Operations chairperson:** responsible for working closely with the golf course and overseeing operations on the day
 - **Golfers chairperson:** responsible for handling registrations and communicating with attendees
 - **Marketing and PR chairperson:** responsible for marketing the tournament and engaging with the press

- Send out specific invites to your sphere of influence
- Determine Prizes and Swag - Great sponsorship opportunity
 - **Tee Packages:** Give everyone free hats, towels, balls, and tees with your and your sponsor's logos on them.
 - **Trophies:** Trophy spots wouldn't be called trophy spots without trophies; so, if you're having a more competitive tournament, make sure to buy some nice ones that golfers will want to put on their mantel!
 - **Auction Prizes:** If you have an auction, you have a great chance to have a real money raiser on your hands. Make sure to sell experiences – such as dinner with celebrities or golf with athletes – as these are the real money makers, and provide you with something unique you can market!

Day of Tournament

- **Get the Volunteers Ready:** Your volunteers are the key to your triumph, and the tools you will need to a truly successful tournament. As such, it's important to make sure that all are in their rightful place, and all are prepared to make this tournament go smoothly.
 - Sample Volunteer Set up
 - i. 2 volunteers on hand for golf course, sign, and awards set up
 - ii. 6 to manage golfer check in
 - iii. 2 for Photos
 - iv. 4 spotters for hole-in-one contests on par 3s
 - v. 2 for water distribution
- Have all volunteers at the golf course early to handle golf course set up, contest creation, and goodie bag stuffing.
- Keep a check list on hand to make sure all is in its rightful place.
- Have Registration organized, so guests can check in quickly and easily
- Make sure all games are set up ahead of time, with volunteers setting up the physical aspects of each \$\$\$ game (if there are any).
- Have photography set up in an easy to reach spot
- If you have a stage for the winner's ceremony, have it set up BEFORE the day begins
- Have safeguards in place to improve pace of play
 - Rangers that keep track of golfers – and have the authority to ask golfers to skip holes if they are going too slow – are a good way of doing this.
 - Also, make sure that the format and rules are clear and that you don't have too many \$\$\$ games – since too many can easily slow the pace of play
 - Finally, if you wish to add even more bells and whistles to your tournament, you can provide fore caddies to all groups as well. By helping read putts, rake sand

traps, serve players, and helping golfers read the distance to the ball, they can easily help improve pace of play.

Awards Ceremony

This all-important event is the core of your tournament and – in many cases – may be the one thing that gets people to come back the next year. As such, you really do need to pull out all the stops!

Ideas for Making the Best Awards Ceremony Ever

- **Hire an MC:** If you have that smooth, professional voice everyone wants, go ahead and do this yourself. But, if neither you nor the rest of your committee can provide the entertainment needed from a good MC, it might be a good idea to hire out; after all, a good MC can make the evening much more enjoyable, while a bad one will ruin it.
- **Introduce the Committee:** Don't take too long on this, but we all know that those behind the scenes deserve some credit!
- **Show some Highlights:** If you videotaped the whole tournament, put some of the highlights – hole-in-ones, great chip shots, etc. – up on a projector screen as one last hurrah! Everyone loves seeing the amazing happenings during a golf match, especially when they didn't get to see it live!
- **Have a Slideshow:** While the winners are being announced, put a slideshow up on the projector screen so everyone can be included. It's a fun, non-obtrusive way to show that everyone won – even though the victors are the only ones going home with prizes.
- **Auctions:** The ceremony is also a great time to start a live auction. More fun for all, and more money for the event!
- **Bring the Winners On Stage:** Everyone loves a stage, and everyone loves being brought onto a stage for their award ceremony. Doing this is a great deal of fun for the winners, giving your already successful golf tournament even more legitimacy!

All in all, just make sure to have a fun, upbeat night, and to plan your events ahead of time. If you do that, your awards ceremony will go off without a hitch, and you can ride off into the sunset happier than ever before.

WRAP UP

Once the tournament is over, you are almost to the point where you can relax. However, there are still some things you must take care of first, so you can wrap up this year and start getting ready for the next!

- Clean Up: Utilize your volunteers and break everything down! Don't leave trash everywhere, and make sure that everything is as you left it.
- Pay any outstanding invoices.
- Keep or Return all Sponsor Signs: If you have sponsors who have signed up for multiple years, make sure to keep their signs, flags, and logo items you haven't sold. You can use these next year or return them as a sign of good faith. Either way, don't leave them in the golf course!
- Reconcile your budget
- Schedule a Reconciliation meeting with KW Cares
- Thank all Professional Contacts and Golf Course Employees

KW Cares Gala

180+ days out

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 - Example Committee chairs:
 - Event Chair
 - Venue Management chair
 - Speakers chair
 - Entertainment chair
 - Marketing chair
 - Sponsor chair
 - Volunteer chair
- Design your event
 - This step will include all your event details, which are extremely crucial to include in your nonprofit event planning checklist. In this step, you will list and decide everything, including location, theme, and decorations. It's best to make separate categories for each detail, as each topic contains much information.
 - Making detailed checklists for this step will help you finalize all the features that are extremely important to the big day. Here are some vital categories to consider:
 - What venue will you be using?
 - What will be the date and time for the event?
 - What type of theme will you be incorporating?

- What type of decor will you be using? (This includes decorations, music, smells, visual background elements, entertainment, and guest speakers.)
 - What food and drinks will you be serving?
 - How will the floor layout be for the big day?
 - What will the specific roles be for your volunteers and staff?
 - How will you handle registration during the event?
 - What transportation options will you have? Will there be parking available?
 - How will you handle emergencies? (Medical, Power Outage)
 - Will you have a specific itinerary?
- Pick a Venue and date.
- Create your schedule
- Set your Budget
 - Venue Costs
 - Catering Expenses
 - Decoration Expenses
 - Rental Expenses
 - Food and Drink Costs
 - Entertainment Costs
- Set Your Fundraising Goal
- Create your sponsorship plan
 - To determine which sponsors you should request, look for businesses that are:
 - Local or otherwise tied to your community.
 - Connected to your nonprofit through board members, staff, or volunteers.
 - Supportive of your cause.
 - Able to provide the resources that you need.
- **Determine sponsorship levels.** Identify what your fundraising event needs to be successful and outline sponsorship incentives based upon those needs. For example, you may reward each \$5,000 donation with a visible sign at your event and a logo on your marketing materials.
 - **Prepare sponsorship packets.** Centralize all of the information that sponsors need to know in a packet, and send it to the prospects that you identified. [Include a handwritten note](#) or call the businesses in advance, preferably using someone connected to both your nonprofit and the business in question.
- **BRAND YOUR EVENT** – Before you can advertise your event, you need to understand the image you’re projecting to your donors. Branding your event can create recognition between your organization and your donors and keep all of your communications consistent.
 - **Determine your theme.** Your theme will determine the decor, catering, and entertainment that’s most suitable for your event.

- **Name your event.** Your event will need a name that donors, sponsors, and supporters will recognize. Be specific, and include your cause in the name.
- **Create an event logo.** Your event logo will be printed on promotional items and marketing materials. You want your donors to think of your organization whenever they see it.
- **Standardize color palettes, fonts, and images.** To ensure that your message and marketing are consistent, standardize these elements across the board and create toolkits that your marketing team can reference.
- **Write a hashtag.** A hashtag may be your primary means of social media marketing. Your hashtag should be cause-centric and catchy.
- **Takeaway:** Brand your event by planning your event name, logo, colors, hashtag, and theme in advance. Make sure that your marketing team has access to standardized toolkits so that your message stays consistent across your advertisements.

90 days out from the event

- **ARRANGE GUEST SPEAKERS AND ENTERTAINMENT**

- Determine your guest speakers and entertainment well in advance (at least 3 months) so you can highlight them in your advertisements.
- Choose a guest speaker. Choose someone close to your organization, such as a recipient of your nonprofit's aid or a board member. The speaker should be prepared to inspire your attendees and make a live appeal for donations.
- Book entertainment. Depending on the type of event you're hosting, you'll need entertainment, such as a live band. If you're unsure what type of entertainment to book, send surveys to your supporters to narrow it down.
- Prepare the logistics. You'll need to solidify the following:
 - Travel plans.
 - Speech topics or setlist.
 - Bio and photos for programs.
 - Takeaway: Entertain and inspire your event attendees by planning for your guest speakers and entertainment stars at least 3 months in advance of the event.

- **SELECT PROMOTIONAL ITEMS** – To bring in more revenue at your fundraising event, you can sell promotional items. You can sell items in advance at an online storefront, and you can sell them at the event itself.
 - **Choose your items.** When choosing your items, you'll want to select those that make the most sense for your event. Active events, for example, could be paired with water bottles or t-shirts.
 - **Brand your items.** Include your event name and logo on your items. Doing so will remind attendees of your event whenever they use the item in the future. Plus, it's free advertising!
- **DEVELOP PUBLICITY MATERIALS**– To advertise your event, you'll need to publicize it throughout your community and in targeted appeals.
 - **Create flyers.** Create printed flyers to advertise your event. Place them around the community in prominent locations. You can include QR codes on the flyers so donors can access your event page by scanning the code with their phones.
 - **Post on social media.** Write social media posts that your supporters can share with their friends and family. Social media posts should include your event hashtag and a link to your crowdfunding page.
 - **Reach out to local news sources.** Creating a press release for local newspapers can help spread the word. You can also invite the media to cover your event and advertise on local radio and tv stations.
 - **Send targeted advertisements.** Send personalized invitations and advertisements to your current donor base, especially those with a past affinity for events.
 - **Work with your sponsors.** Work with sponsors to publicize your event. You can include their logos on your publicity materials, and they can advertise your event via their corporate social media channels.
- **PREPARE FOR TICKET SALES** – Sell your event tickets through your crowdfunding platform. Encourage supporters to purchase tickets in advance or RSVP so that you can anticipate the size of your crowd and prepare to meet any potential major donors.
 - **Determine ticket pricing.** You may want to sell individual tickets, VIP tickets, or family packages (at a discounted rate). [Be sure to incorporate automated pricing](#) into your event registration system to make the process simple.
 - **Design your tickets.** Create a ticket design that focuses on your cause and the event itself. Remember that supporters who purchase tickets online may want the option to print them off.
 - **Invite supporters to your event.** Send personalized invitations to your current donor base and post a large invite on social media. Direct

supporters to your event registration page or crowdfunding campaign so that they can purchase their tickets.

- **Create Volunteer Plan** - As you near the date of your event, ensure that a schedule is in place to take care of the event logistics. Recruit enough volunteers to manage all aspects of your event, including:
 - **Set-up.** Volunteers will help set up the event before it occurs. Volunteers should begin work at least two hours in advance of the start time.
 - **During the event.** If you've purchased event software, you may have trained staff on hand to manage the technical aspects of your event. Volunteers should be trained to answer questions, direct attendees, and support your event efforts. Provide them with uniforms or t-shirts so that they stand out from the crowd.
 - **Clean-up.** Once the event is over, you'll need volunteers to help deconstruct the event space and clean up. Make sure that you have enough volunteers to cover this shift; you don't want to be moving tables and equipment while understaffed.
 - **Set your volunteers up for success** by clearly communicating what their responsibilities will be and having team members on-site to answer questions and supervise their shifts. The more you engage with your volunteer team, the more successful your event will be!

30 days out from the event

- **PREPARE THE VENUE** - To ensure that your event space is ready to host your event, and you'll need to double-check that everything is in order.
 - **Confirm permits and licensing.** Ensure that you're legally able to host your event by double-checking with your city or with the event space.
 - **Approve seating chart.** If your attendees will be seated at tables, make sure that everyone has a place to sit. Create place cards so that guests can easily find their seats.
 - **Confirm media attendance.** If you have reporters covering your event, make sure that you have space to accommodate them.
 - **Prepare photographers.** Events offer plenty of photo opportunities for your organization. Bring your photographers a few days in advance so that they can establish the lighting in your event space and make any necessary adjustments to their equipment.
 - **Set up promotional items.** Your promotional items should be ordered and ready to display. Set them up on tables so that attendees can clearly see each item that you're offering.
 - **Confirm catering.** Confirm that all your food will be delivered on time and maintained properly (i.e., refrigerated or heated if necessary).
- **MEET YOUR FUNDRAISING GOALS** - Before the event, you'll need to assess where you are in your fundraising goals. If you've met your goal, you can focus on exceeding it during

the event with a live appeal. If you're lacking in funds, you may need to amp up your fundraising efforts via email blasts and social media posts, rallying both attendees and remote supporters for a last-minute fundraising charge.

Post Event

- **CREATE A FOLLOW-UP PLAN** - Once the event ends, your work isn't over. You'll need to plan a follow-up in advance so that your supporters know how much your organization appreciates their attendance and donations.
 - **Process payments.** Process payments quickly to ensure that your organization receives donations and that your donors receive their receipts.
 - **Reconcile budget.** Compare your budget to your actual spending. How much was your net profit?
 - **Schedule your reconciliation** meeting with KW Cares
 - **Update supporters.** Within 24 hours after the event, post an update to social media that shows how much your donors raised for your cause. Include a photo from the event itself. You can continue to update social media with photo galleries so supporters can tag themselves and their friends.
 - **Send thank you notes.** Send thank you notes to all of your attendees and volunteers. You may need to create personalized thank you's for major donors to steward them properly. All thank you notes should be sent within a week after the event.
 - **Email event surveys.** Once the event is over, learn how you can improve your next event by sending out surveys. Ask your attendees:
 - What they enjoyed the most.
 - What they enjoyed the least.
 - What could be improved for next year?
 - For any additional comments.