



Higher Bid: How to Transform Special Event Fundraising with Strategic Auctions

By Kathy Kingston

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Higher Bid: How to Transform Special Event Fundraising with Strategic Auctions, Kathy Kingston, Transform fundraising events into long-term revenue with expert auction advice. A Higher Bid is the nonprofit school and organization guide to planning and executing more exciting, more lucrative special event fundraisers. In this book, award-winning consultant, fundraiser, speaker, and professional auctioneer Kathy Kingston shares her proprietary and proven approaches to audience development, board empowerment, leadership succession, guest cultivation and engagement, and donor development. You'll learn how live auctions, special appeals, innovative icebreakers, silent auctions, and new technologies can help increase revenue, and how to execute these events in a way that translates to a stronger donor base for long-term giving. Kingston describes how to match the guest list and catalog for better results, and reveals the strategies professional auctioneers use to curate the right auction items and discover the right people to generate optimum revenue and engage donors. This book offers a fresh approach to fundraising, showing you how charity benefit auctions can be made a centerpiece of fundraising special events to drive both short- and long-term fundraising goals while providing a fun and inspiring opportunity to generate...



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