



Auction Results

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Fundraising Auctioneer Creates High-Dollar Returns for Non-Profits During Tough Economic Times

The economic climate in 2009 has had charitable organizations concerned over how they will increase their guests charitable giving at their gala events this calendar year. Their concern stems from donor's diminished bank accounts and a falling stock market. Those in the know put their anxiety to rest by engaging non-profit consultant and benefit auctioneer David Goodman and his company Auction Results.

For over 20 years Mr. Goodman has been in the business of providing his 501(c)3 clients with the tools to significantly increase the amount of money that can be raised during a fundraising special event and 2009 is no exception. While Mr. Goodman notes that it has been harder to raise money in 2009 and attendance has been down at many events, his clients' have been delighted by this year's returns. In fact, most have had the pleasure of having record breaking events this year due to his help.

Alexandra Argentar, the Director of Development at The Cove School, which helps students with special needs, held an event this past February in Illinois. This was the first year that Cove worked with David, and they started the planning process approximately six months prior to the Gala. According to Ms. Argentar, "Because of the economy, we were concerned we would not be able to raise the same \$50,000 that we were able to raise last year at the live auction. Working with David, our committee was able to focus our efforts, bring fresh innovative ideas to the table, and breathe new life into the evening through his entertaining and effective style. Despite the tough economic times, we enjoyed a record breaking live auction which incredibly raised over \$140,000 dollars! I never thought we could triple our fundraising return during these

tough times.” This increase in revenue is not unusual for those who work with Mr. Goodman. A week later in St. Louis, David increased the return for a private school to \$265,000 during the Live Auction from \$155,000 from the Live Auction he conducted for them in 2007 (a biannual event). And the returns have continued consistently. Last month David consulted for and conducted the Live Auction at Saint Clement Church & School’s Anchor Ball held in Chicago. This was his second year working for Saint Clement and he increased their live auction return to over \$330,000 with 100 less guests in attendance from \$280,000 in 2008 (it should be noted that the 2007 Live Auction only raised \$100,000 without David’s assistance).

David will often book events as much as one to two years in advance. David’s invaluable consultation and his ability to entertain a room while at the same time motivating guests to write big checks to his clients, keeps him in demand. Each week, David entertains anywhere from 300 to 3000 guests at a time. Goodman says, “It’s truly a win-win situation being able to apply my love for helping others and bringing good to the world”. Mr. Goodman’s clients typically are in the business of providing loving care for the developmentally disabled, building new playgrounds in areas that have lost hope, speaking on behalf of groups whose voices cannot be heard, funding music, theater and the arts to bring emotion into our lives, caring for the elderly, finding cures for the sick, feeding and sheltering the less fortunate, and educating children to be our next leaders. David recognizes that the money he raises each week truly makes a difference in peoples lives, and he is delighted to work tirelessly to achieve his clients’ mission critical goals.