

# The Funding Edge

Increasing Nonprofit Revenue

Featured Article: **Event Best Practices**

April 2007

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Events Calendar:

April 19, 2007

**CBI Conference**

Dallas, TX

June 15, 2007

**DFW AFP Philanthropy Conference**

Dallas, TX

July 16-21, 2007

**Int'l Auctioneers Conference and Show**

San Diego, CA



- Featured Partner -

- **David Goodman - Auction Results**

**An Engaged Audience Donates More**

"Live auctions done well will create an entertaining event and when planned and executed properly will raise serious money" says David Goodman of Auction Results.

Goodman is a professional auctioneer. "I know my job is to be an educator, a salesman, and a motivational speaker. But most importantly, I'm an entertainer. I learned a long time ago, you have to keep people laughing, but there is also a psychology to understanding the audience," he states. Goodman has been praised by many of his clients for really knowing how to connect to the audience and the cause. He reads people's expressions and is very quick on his feet to alter things as needed.

Goodman approaches each event with enthusiasm and studies up on each client's mission. Then, he helps tailor their offerings to make supporters open their wallets wider. "An auction requires careful planning, knowledge of the product and market, proper promotion and careful attention to details. To maximize the funds raised, it is essential to have the guests leave the benefit happy and satisfied about attending and looking forward to next year's event. You might have 20% of the people reaching into their pockets, but you have to keep the other 80% engaged and leaving the night with goodwill about the organization for the other 364 days of the year," says Goodman.

Heather Higgins Alderman, lead chair of the Pillars Ball, recently praised Goodman's abilities. "Last year the live auction portion of our event raised \$35,000. Thanks to David's terrific work the night of the event, our live auction raised \$172,000! We deeply appreciate his pre-event advice and ideas and his consistent professionalism. David's availability to answer questions as the event drew near was extremely valuable. Our guests found the auction both enjoyable and entertaining."

*Auction Results' sole focus is on high-impact fundraising for nonprofit organizations. David Goodman has been a professional auctioneer and entertainer for nearly 20 years and has helped raise millions of dollars for charity through auction events. While based in Chicago, Illinois, Auction Results provides expert auction services throughout the U.S. His fee includes consulting services that begin months before the event and range from supplying fresh ideas to training bid spotters.*

Visit [www.auction-results.org](http://www.auction-results.org) to learn more.

**In the January 2007 Funding Edge we featured an article on the top 5 reasons to hire a professional auctioneer. [View the article here.](#)**