



SARAH THE
AUCTIONEER

VIRTUAL GALAS

Review of Virtual Galas with
Sarah (the auctioneer) Knox

**SARAH THE
AUCTIONEER**

VIRTUAL GALA SERVICES



Consult on Best Practices

Your nonprofit will be able to navigate this newest trend in nonprofit fundraising with Sarah's expert guidance.



Host Your Virtual Event

Your virtual event will be fluid and engaging as Sarah will help host (or co-host) your virtual gala.



Call Donors to Action in Fundraising Appeal

Sarah will highlight featured auction items and conduct an impactful fundraising appeal to ensure your virtual gala is profitable.

ABOUT SARAH

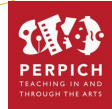


Sarah Knox has served as a professional fundraising auctioneer for the past 13 years, having conducted between 30-40 auctions each year to help nonprofits and schools raise millions of dollars to make their communities a better place.

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WHAT IS A VIRTUAL GALA?

A Virtual Gala is a way to host your fundraising gala, using an online platform like YouTube or Facebook Live, engaging your donors right from the comfort of their own homes.

WHAT ARE THE BENEFITS OF A VIRTUAL GALA?

No need to cancel your event during COVID-19

In our time of social distancing, virtual gala's allow nonprofits to meet fundraising goals while respecting the health and safety of their donors.

Increased Reach for potential donors

Without the confines of event space or geographic proximity, a virtual gala allows supporters from all over join in on your virtual gala and be engaged with your nonprofit. It creates more opportunities to share your message.

Fewer overhead costs

While you will want to invest in quality AV and Production & a professional auctioneer, you will be able to have a successful event without the extra cost of catering, venue, rentals, decor, etc, saving your nonprofit thousands of dollars.

WHAT IS AN AUCTIONEER'S ROLE IN A VIRTUAL GALA?

Consulting Involvement

A professional fundraising auctioneer will be able to walk you through how to adapt your fundraising strategy to the new format of virtual galas to ensure your event is profitable. With collaboration from other industry experts, your auctioneer will share the best practices in this new trend in fundraising events for 2020.

Hosting your virtual gala

A professional fundraising auctioneer will be able to help host either on their own or in conjunction with an emcee (either professional or from within your organization) to help keep the virtual gala up beat and flowing smoothly. A good auctioneer is quick on her feet and can keep people engaged, which is especially important in a virtual format.

Conducting your Fund-A-Need and Auction

The fundraising component of a virtual gala is going to look different than in a live event. Your auctioneer will conduct your fund-a-need ask at the time when most participants are online and engaged to maximize your revenue. She will also create hype around your most featured auction items to encourage competitive bidding from home.

SARAH THE AUCTIONEER

WHY SARAH?

13

13 Years in Nonprofit Fundraising

For the past 13 years, Sarah has been consulting and with nonprofits and schools in engaging with donors and calling them to action. Working with 30-40 nonprofit clients each year, Sarah understands the psychology and best strategies required for fundraising and connecting donors with your organization.



Engaging and Entertaining

On top of her knowledge and proven success in nonprofit fundraising, Sarah has spent time studying the art of improv and stand-up which shows in her quick-witted style and energetic approach to engaging an audience both on screen and the stage.



Easy and fun to work with

Sarah is easy to work with and gives room for flexible consulting and her unique down-to-earth style is lovable which is why most new business comes through client or audience referrals.



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RECOMMENDED PARTNERS



Production and Planning

Stagetime Productions, LLC
Shannon Pierce
763-360-7750
shannon@stagetimeproductions.com
stagetimeproductions.com



AV, Studio Recording and Videography

AV For You
952-500-8839
rentals@avforyou.com
www.avforyou.com



Mobile Bidding

OneCause (formerly Bidpal)
onecause.com

These partners have been serving the Twin Cities community in a live event capacity for a long time and are at the forefront of the virtual gala trend. Sarah has partnered with them to offer you the best service and quality for your virtual gala.

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