



# The Fundraising Drivers that Raise You More

The Donation Augmented Approach to Tickets, Auctions and Raffles

*trellis*





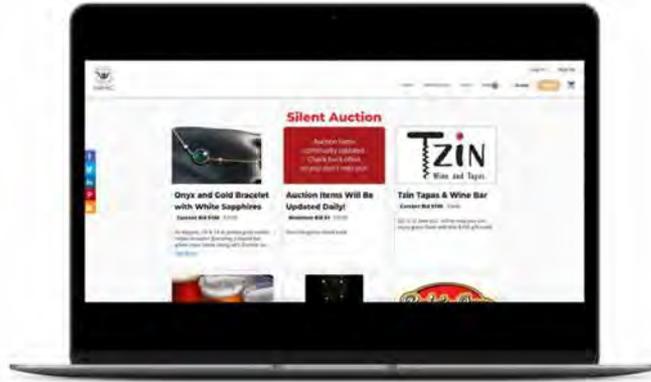
# Raise 200% more.



# St Michael's Hospital Foundation knew they could do better...



**Colleen Ens**  
Fund Development Officer





# Success through multiple fundraising drivers.



Event Ticketing



Donations



Items for Sale

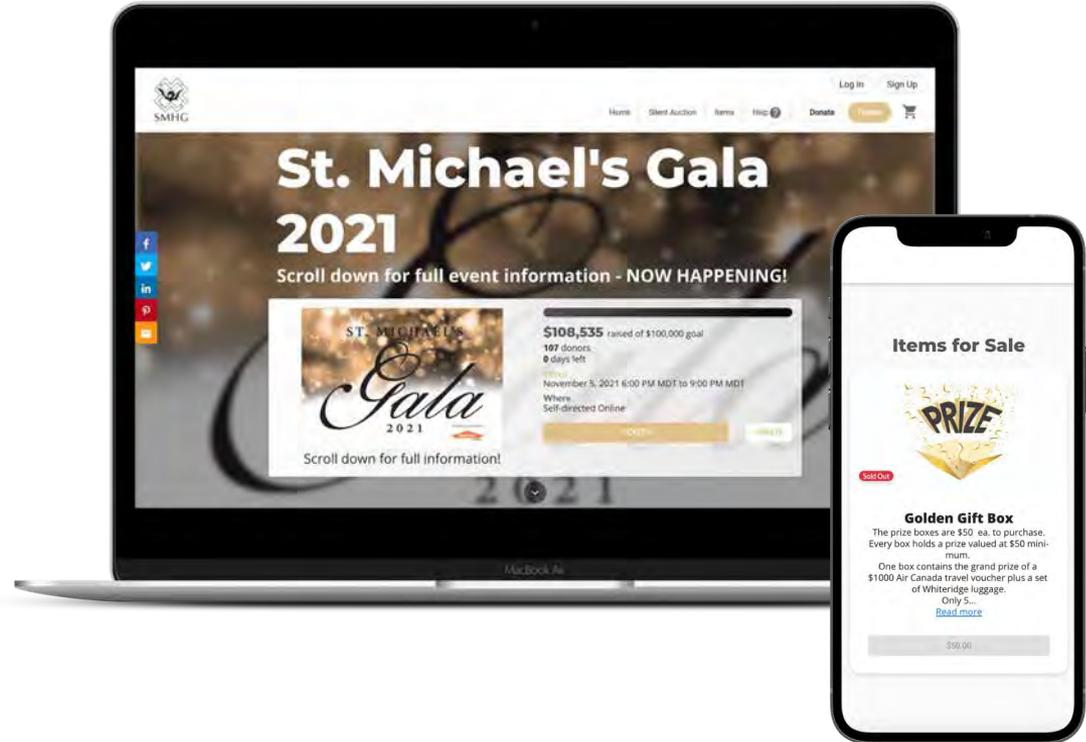


50/50 Raffle



Silent Auction

Raising  
\$108,000 by  
adding more  
fundraising  
drivers!





# Here's where we're going.

1. Event Ticketing
- ↓
2. Silent and Live Auctions
- ↓
3. Items for Sale
- ↓
4. Raffles and 50/50s
- ↓
5. Donations
- ↓
6. **Maximizing Your Fundraising**

Get your copy!

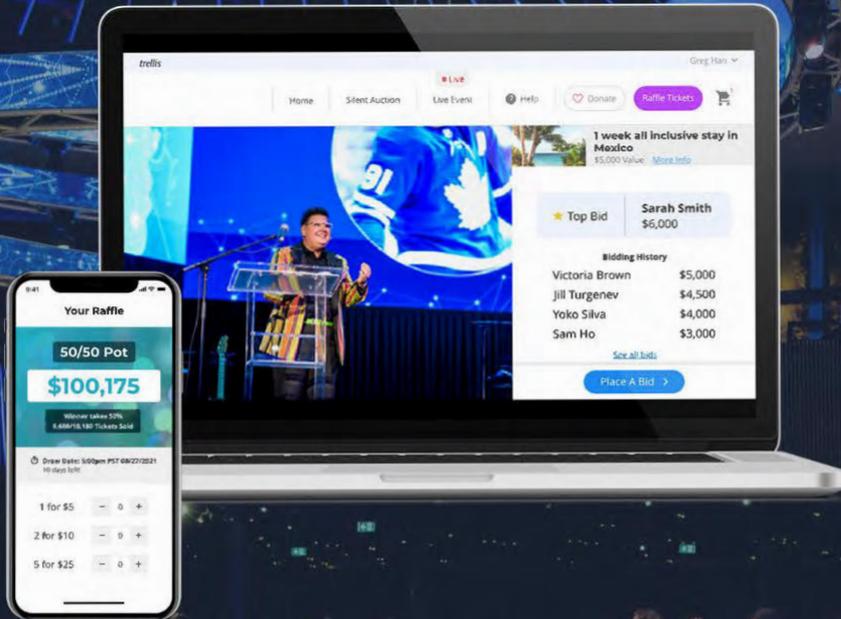


## Get ready for...

- An introduction to donation augmented fundraising techniques
- A deep dive into each fundraising driver with actionable steps to raise more
- A one-pager for your board that summarizes the report

[bit.ly/raise-more-guide](https://bit.ly/raise-more-guide)





trellis

Home Silent Auction Live Events Help Donate Raffle Tickets

Greg Man

1 week all Inclusive stay in Mexico  
\$5,000 Value [More Info](#)

Top Bid Sarah Smith \$6,000

Bidding History

|                |         |
|----------------|---------|
| Victoria Brown | \$5,000 |
| Jill Turgenev  | \$4,500 |
| Yoko Silva     | \$4,000 |
| Sam Ho         | \$3,000 |

[See All bids](#)

[Place A Bid](#)

Your Raffle

50/50 Pot

**\$100,175**

Winning takes 50%  
\$49,087.50 Tickets Sold

Draw Date: 5:00pm PST 06/27/2021  
10 days left

|            |   |   |   |
|------------|---|---|---|
| 1 for \$5  | - | 0 | + |
| 2 for \$10 | - | 0 | + |
| 5 for \$25 | - | 0 | + |



Tickets



Silent Auctions



Live Auctions

# trellis



Items for Sale



Raffles



Donations



# Hi, we're Trellis.

Your all-in-one event fundraising platform.



**Rebecca Alfred** *(she / her)*

Fundraising Specialist

[rebecca@trellis-events.org](mailto:rebecca@trellis-events.org)



**Zoe**

*(she / her)*



**Aksana**

*(she / her)*



**Syilx Nation**

In the chat!



# Donation Augmented Fundraising<sup>TM</sup>

*noun*

---

The strategic approach to asking for donations from guests at the correct moments to encourage more giving. Then using these unrestricted funds to support your organization.

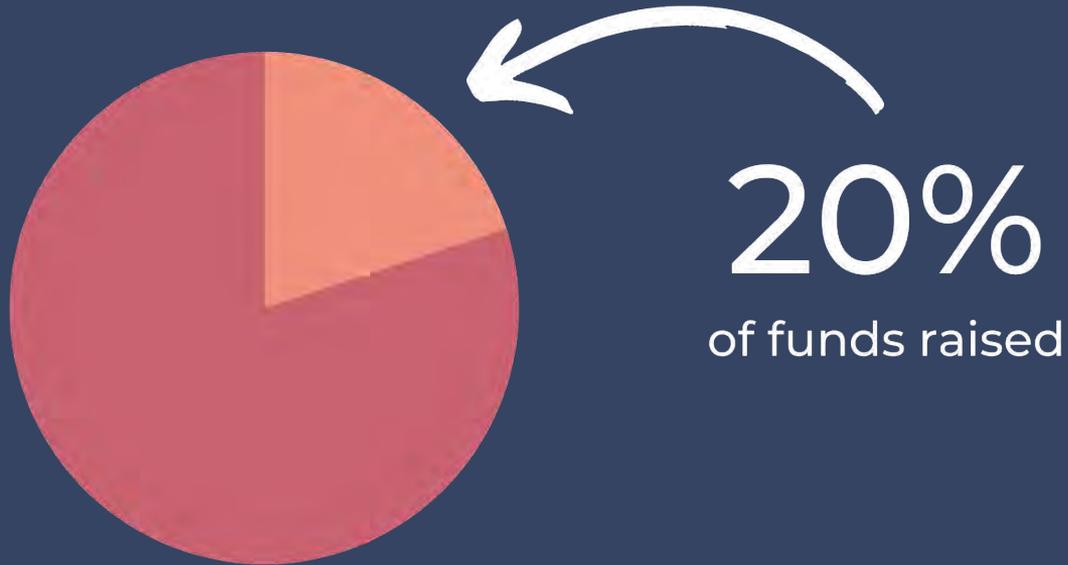


# First up

1. Event Ticketing
- ↓
2. Silent and Live Auctions
- ↓
3. Items for Sale
- ↓
4. Raffles and 50/50s
- ↓
5. Donations
- ↓
6. **Maximizing Your Fundraising**



# Event Ticketing





# Event Ticketing Tactics!

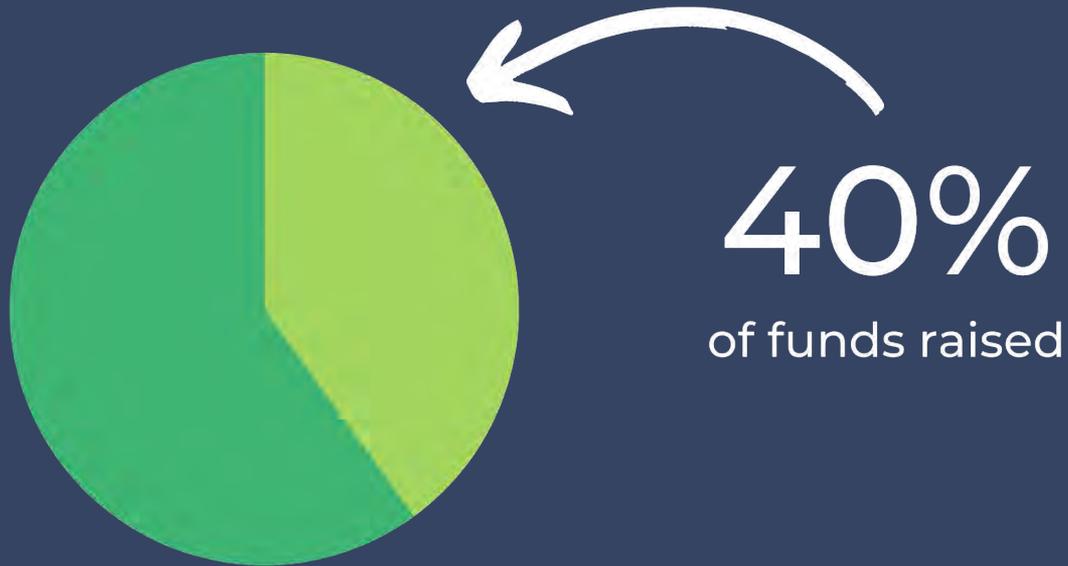
- 1. **Charge for tickets** to secure commitment
- 2. Charge at **different price points**
- 3. Support **split tax receipting**

Purchase

|  |                         |
|--|-------------------------|
|  TICKET<br><b>In-Person Gala Ticket</b><br>Join us at our annual gala in-person! This ticket includes dinner and two drink tickets. | <b>\$150.00</b> - 0 +   |
|  TICKET<br><b>Table for Ten</b><br>Table of 10 Seats with premium placement with personal name or corporate sponsor logo.           | <b>\$1,500.00</b> - 0 + |

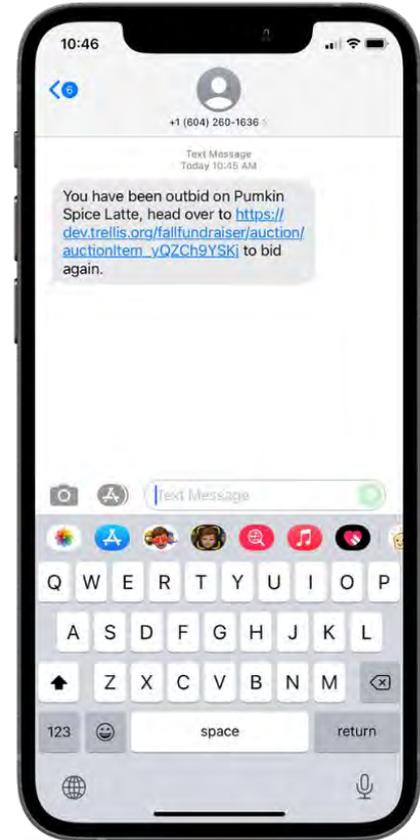


# Silent and Live Auctions



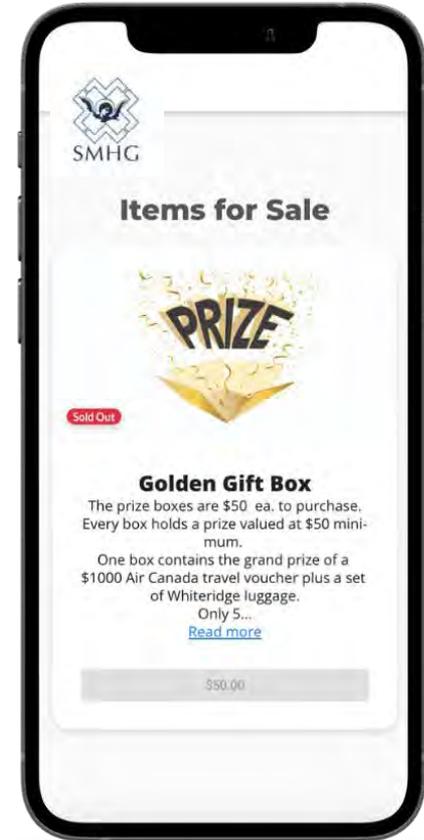
# Silent Auction Tactics!

1. **Notify donors** when they are outbid, and give them **easy options to keep rebidding**



# Live Auction Tactics!

1. Engage your audience with a **mystery item**. Start bidding low and keep your donors engaged.





# Items for Sale

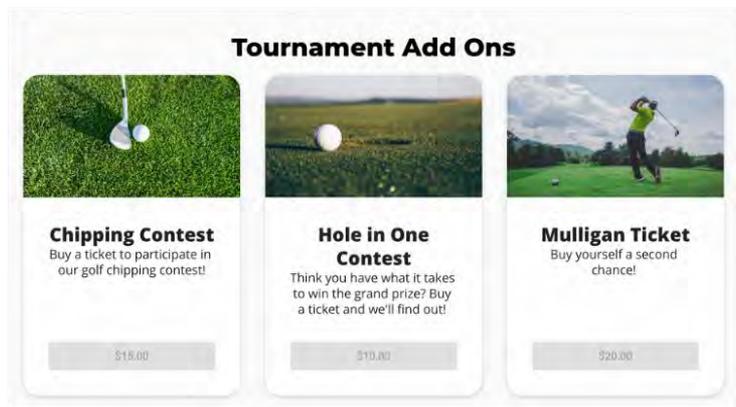
This perfect add on could be the secret to raising double what you did last year!

**× 2**



# Items for Sale Tactics!

1. Create **voting options** for a gala
2. **Add ons of mulligans** for a golf tournament



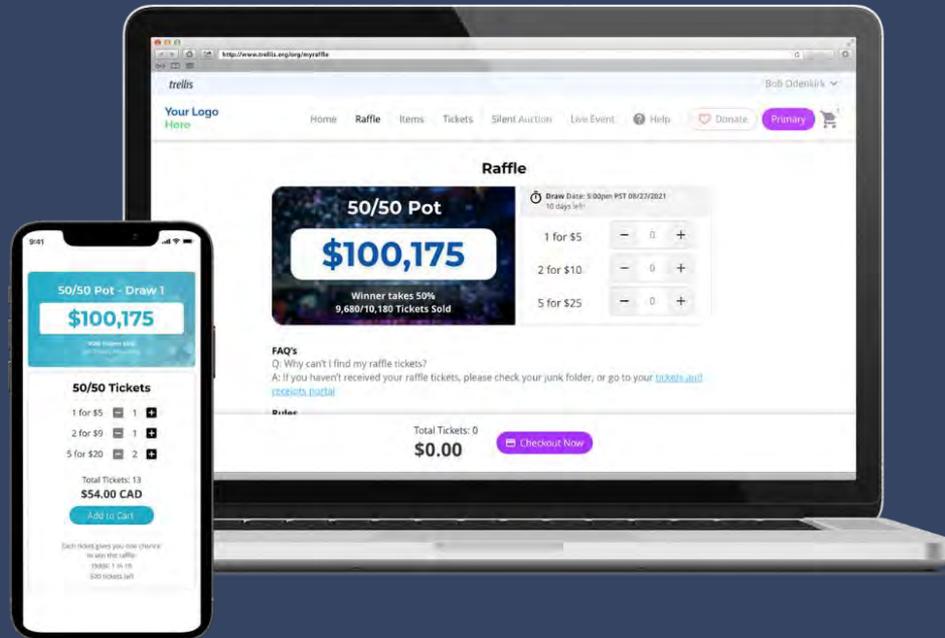
**More ideas here:**  
[bit.ly/raise-more-guide](https://bit.ly/raise-more-guide)



# Coming up next.

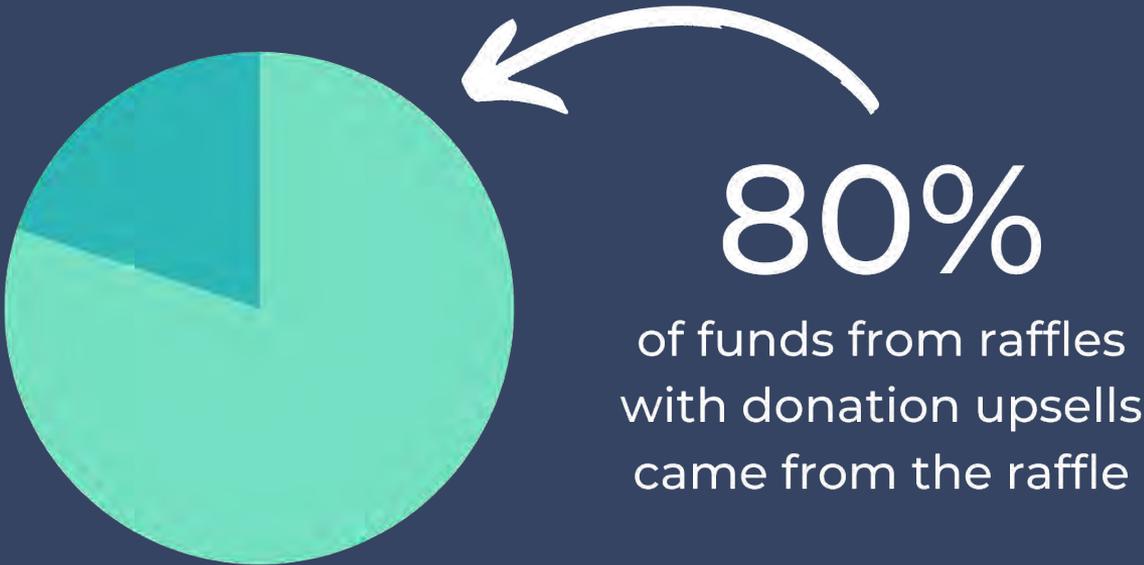
1. Event Ticketing
- ↓
2. Silent and Live Auctions
- ↓
3. Items for Sale
- ↓
4. Raffles and 50/50s
- ↓
5. Donations
- ↓
6. **Maximizing Your Fundraising**

# Raffles and 50/50s





# Raffles



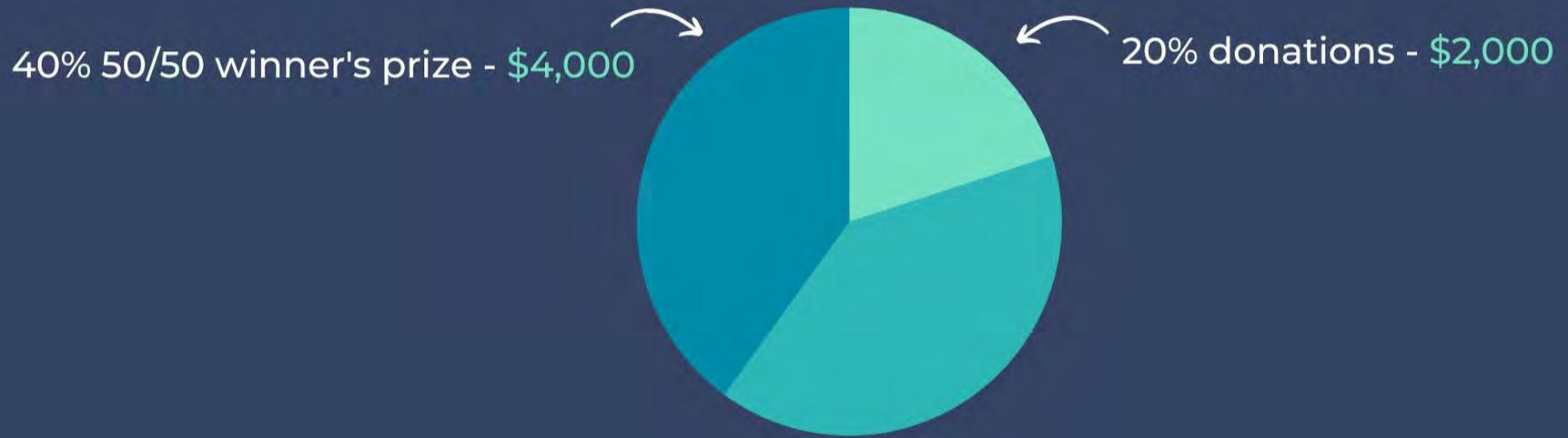


# 50/50 Revenue Breakdown





# 50/50 Revenue Breakdown



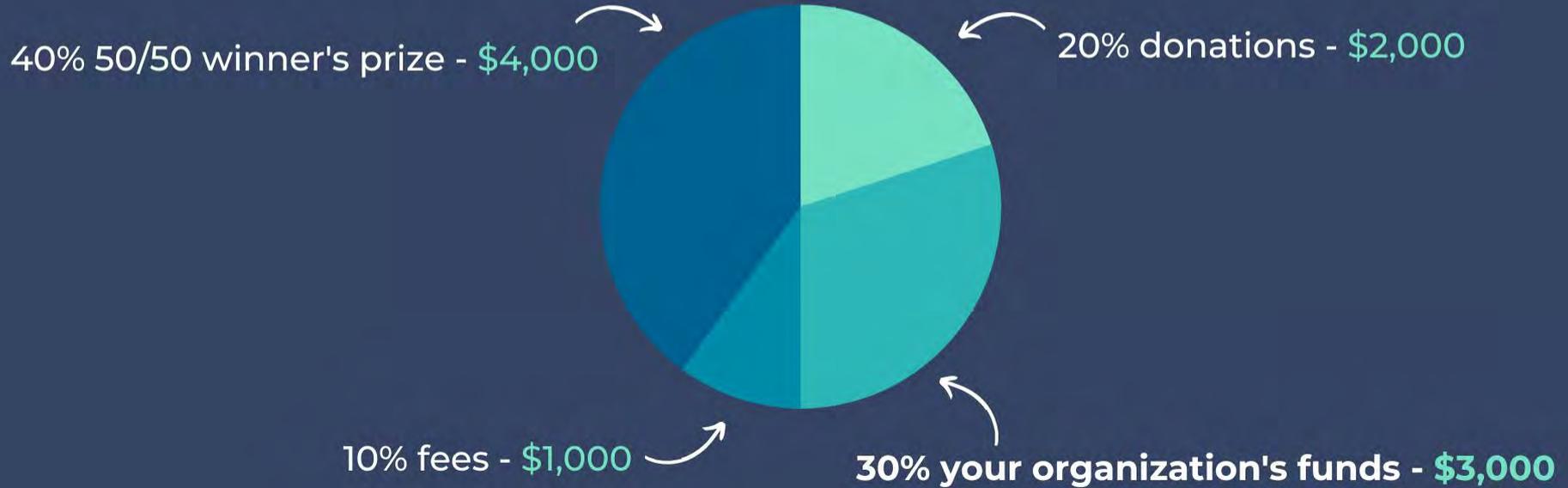


# 50/50 Revenue Breakdown



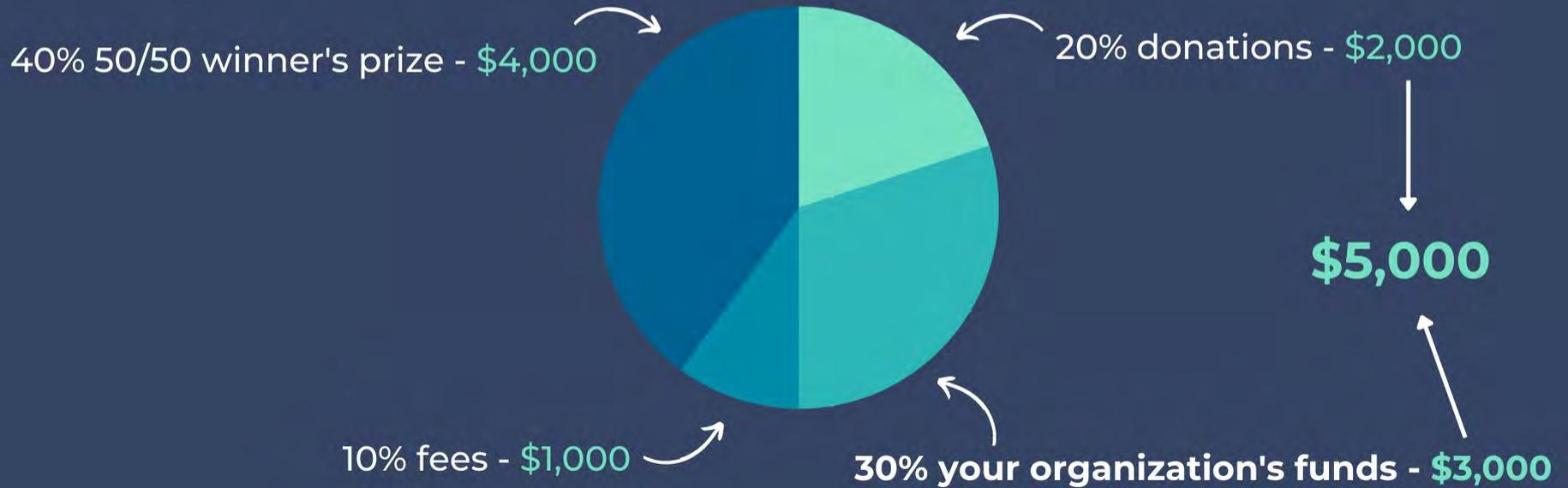


# 50/50 Revenue Breakdown





# 50/50 Revenue Breakdown





# 50/50 Revenue Breakdown





## Board One Pager

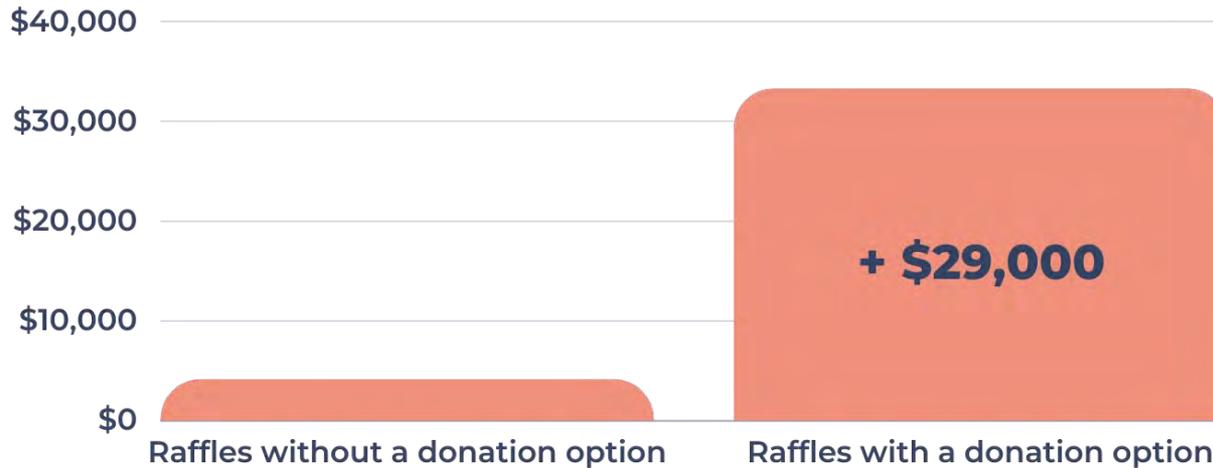
- Summarizes key findings of our report
- Displays the potential to raise unrestricted funds
- Provides actionable next steps
- Introduces the donation augmented fundraising approach

[bit.ly/raise-more-guide](https://bit.ly/raise-more-guide)



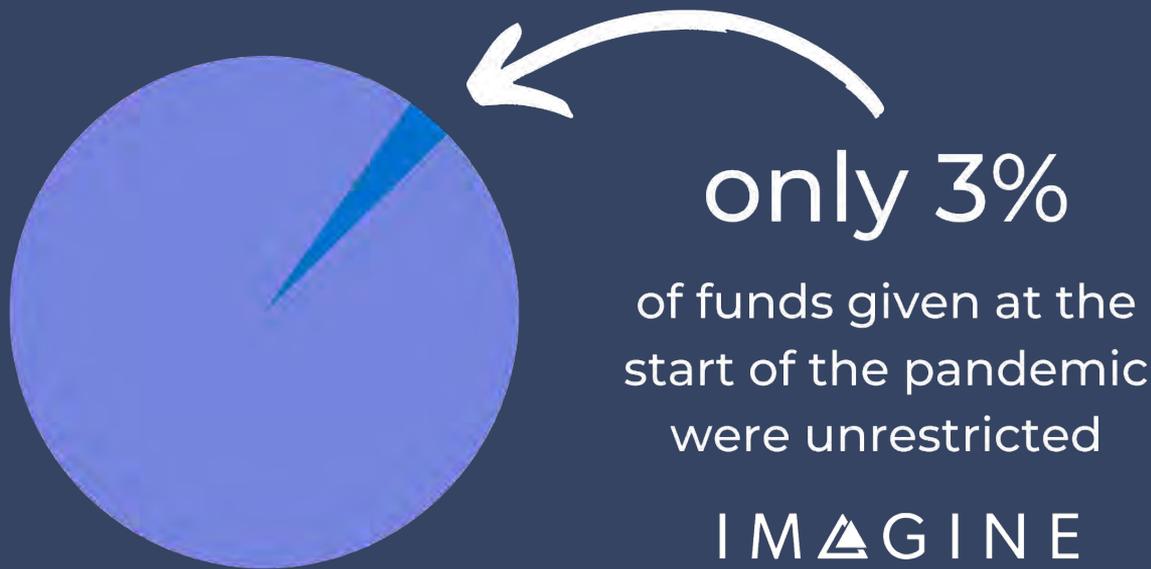


# Impact of donation augmented raffles





# Donations



only 3%

of funds given at the start of the pandemic were unrestricted

IM△GINE  
CANADA



# How fundraisers feel about restricted funds.

"[Restricted funds are] in a word, a headache."

"[Restricted funds] rarely cover overhead costs"

"Unrestricted funds are crucial to the success of a charity"

"Unrestricted funds are like a gift"



# How fundraisers feel about restricted funds.

"Donors did not back down from supporting their beloved organizations"



# A Donation Augmented Fundraising Approach™.





# Wrapping it up.

1. Event Ticketing
- ↓
2. Silent and Live Auctions
- ↓
3. Items for Sale
- ↓
4. Raffles and 50/50s
- ↓
5. Donations
- ↓
6. **Maximizing Your Fundraising**



# Remember this?





# Software must-haves.

1. **Weighted ticket options** with different price points and the ability to split tax receipt



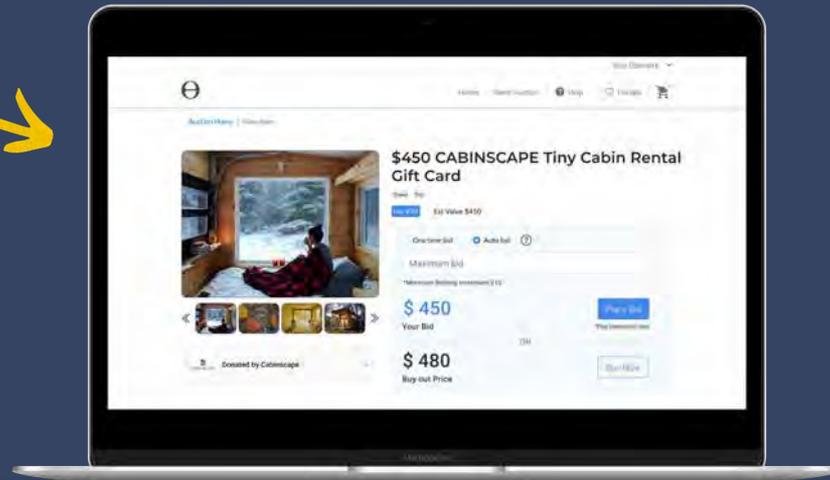
**Purchase**

|  |                   |       |
|--|-------------------|-------|
| TICKET<br><b>In-Person Gala Ticket</b><br>Join us at our annual gala in-person! This ticket includes dinner and two drink tickets. | <b>\$150.00</b>   | - 0 + |
| TICKET<br><b>Table for Ten</b><br>Table of 10 Seats with premium placement with personal name or corporate sponsor logo.           | <b>\$1,500.00</b> | - 0 + |



# Software must-haves.

2. **Buy now** feature and **automated donor notifications**





# Software must-haves.

3. Flexible **items for sale feature** to customize for your campaign



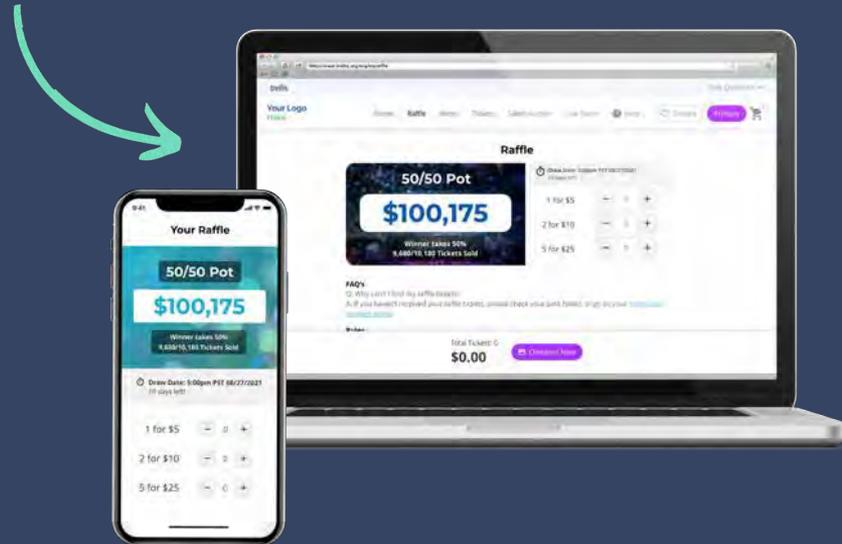
**Tournament Add Ons**

|  |   |   |
|--|---|---|
|     |                                   |  |
| <b>Chipping Contest</b><br>Buy a ticket to participate in our golf chipping contest! | <b>Hole in One Contest</b><br>Think you have what it takes to win the grand prize? Buy a ticket and we'll find out! | <b>Mulligan Ticket</b><br>Buy yourself a second chance!                             |
| \$15.00  | \$10.00   | \$20.00   |



# Software must-haves.

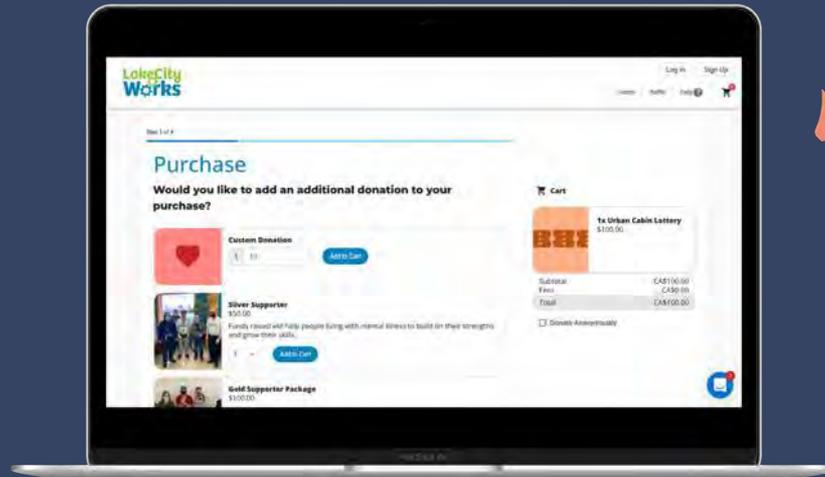
4. An **approved raffle platform** with a donor driven experience





# Software must-haves.

5. **Donation Augmented Fundraising™** to allow your organization to raise more





# Software must-haves.

6. A **team of experts** that can support you throughout your fundraising





# Which one are you?

## **Already running a fundraiser?**

→ Download our guide so you can raise more

## **Due a conversation with your board?**

→ Download the board one pager summary (in the guide)

## **Ready to take these tactics and raise more?**

→ Connect with Trellis

# Questions?



**Rebecca Alfred**

[rebecca@trellis-events.org](mailto:rebecca@trellis-events.org)

Signup for a demo at  
[bit.ly/trellis-free-meet](https://bit.ly/trellis-free-meet)



[bit.ly/raise-more-guide](https://bit.ly/raise-more-guide)

