

LeighBrown
BENEFIT AUCTIONEER

Board-Friendly FAQ

Do we really need an auctioneer for our first event?

A professional auctioneer provides structure and donor communication so board members and volunteers don't carry the most stressful moments.

Will donors feel pressured?

No. Leigh's approach is respectful, invitational, and never embarrassing.

What if our audience is quiet?

That's normal. Leigh uses experience, pacing, and gentle humor to create ease without forcing the moment.

What does success look like?

A well-run event, protected relationships, and a strong foundation for future fundraising.

Is Leigh the Right Guide for Your First Event?

A discovery call is the best way to talk through your goals, your audience, and whether this approach aligns with your mission and comfort level.

Schedule a discovery call today!

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A steady, experienced guide for your first fundraising event

Hosting your first benefit auction should feel hopeful — not overwhelming. Leigh Brown helps first-time nonprofits raise meaningful funds while protecting donor relationships, board confidence, and your mission.

Known for her calm leadership and warm, appropriate humor, Leigh brings structure, clarity, and professionalism to events where getting it right matters more than getting it flashy.

What Leigh Does for First-Time Events

- Prepares your team so event night feels confident, not improvised
- Helps decide what type of fundraising makes sense (live auction, fund-a-need, or both)
- Sets clear, donor-friendly giving levels
- Keeps the event moving with respectful pacing and light humor
- Creates a welcoming environment where generosity feels natural

What's Included

- Pre-event planning call(s)
- Fund-a-need / paddle raise guidance
- Simple run-of-show collaboration
- Professional benefit auctioneer services on event night

Designed to fit your organization's size, values, and comfort level.

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Why This Is Good Stewardship

Faith-based and community nonprofits carry a special responsibility to use resources wisely while honoring the people who give them. For a first-time event, hiring a professional benefit auctioneer is not an extravagance. It is a stewardship decision.

Protects Donor Relationships

Professional facilitation protects trust by ensuring giving moments are clear, respectful, and positive for donors who are often deeply connected to your mission.

- Respectful, invitational giving
- No public pressure or embarrassment
- Encourages future generosity

Reduces Risk for Volunteers and Board Members

This investment removes the most stressful moments from volunteers and board members so they can lead with confidence rather than perform under pressure.

- No burden of "making the ask"
- Fewer awkward or improvised moments
- Leadership participates as supporters

Improves Results Through Structure

Clear structure and pacing help more donors participate comfortably while keeping the event focused and on schedule.

- Increased participation
- Reduced donor hesitation
- Predictable, organized flow

Builds a Strong Foundation

Professional guidance helps establish expectations and systems that make future fundraising easier and more successful.

- Healthy expectations
- Repeatable processes
- Confidence for future events

A Measured, Appropriate Investment

The $1,750 flat fee reflects preparation, leadership, and professional standards intentionally sized for a small, first-time organization.

- Pre-event preparation
- Event-night leadership
- Mission-protective practices

Is This the Right Stewardship Decision for Your Organization?

A discovery call allows us to discuss your event, your audience, and whether this investment supports your long-term mission.

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What We'll Need From You

This checklist is designed to keep your first fundraising event simple, organized, and low-stress

Leadership & Planning

Client/Organizing Entity: _____

Mailing Address: _____

Primary contact: _____ Email: _____ Cell: _____

Event Name: _____

Venue Name & Address: _____

Date of Event: _____ Event Time (start–end): _____ Time for Leigh's Segment: _____

Fundraising Goals & Tone

Fundraising goal or range: $ _____ to $ _____

Desired tone (circle or note): Faith-based / Family-friendly / Formal / Casual / Other: _____

Clarity on any sensitivities or boundaries (language, giving levels, recognition): _____

_____

Board & Volunteer Support

____ Board is aware of and supports the fundraising ask.

Willing to Share a testimonial: _____

Lead by example during giving moment: _____

Donors & Giving

Estimated number of attendees: _____ Typical donor giving range (if known): $_____

Fundraising elements to consider (circle or note): Fund-a-need / paddle raise / Live auction items

**Leigh will help guide these decisions. You do not need to have them finalized in advance.*

Event Logistics

____ Run-of-show draft or outline (collaborative)

____ Sound system and microphone availability

____ Clear view of audience and giving paddles/cards

Most Important

____ A willingness to communicate openly

____ Trust in the process

____ Grace for yourselves – first events don't have to be perfect to be successful!

Email completed form to Leigh@LeighBrown.com

Discovery calls are available if you'd like additional clarity before moving forward.

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