



Best Practices from **WW&S Sarasota**  
November 14-16, 2013  
Forty Carrots Family Center

## Have your cake and eat it too!

These ideas from Sarasota upped the ante in the following categories:

- Multiple Auctions
  - Silent Auction that Sings
  - Opportunity Drawing
  - Raffle Bling
  - Live Auction Wows
    - Cash Call
    - Remain Standing
  - “All About the Beauty” Bags
- NEW - Red Carpet Commentary
- Best in Shoe Awards – 2 of them
- Shoe Guy Sizzle
- Treat Your Vintners Right
- Premier Sponsor Quality Time
- Fashion Show Pros
- “Run of Show”



### Lots of Auction Opportunities

When it comes to auctions, they showed that you can have your cake and eat it too! They fearlessly undertook a silent auction, silent auction table from a consignment house, raffle, opportunity drawing, stand-up auction, beauty bag sales, cash call AND live auction.

### Whip It Good

Sarasota hired Whip Fundraising to put together a selection of Silent Auction packages that were displayed on a designated table. Whip provides the auction items and the accounting but keeps a portion of the proceeds. Organizers felt the time and effort saved was well worth the fee and they netted \$5,000 from the Whip table. Find more information at:

<http://www.whipfundraising.com/about-us.html>

### Silent Auction that Sings

Creative auction lots named after song titles boosted bidding:

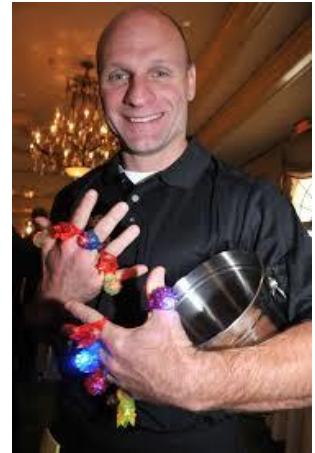
- Man in the Mirror
  - Restock your man’s closet with Hugo Boss clothing worth \$1500.
  - Imagine going home to your honey and saying “Look what I got you, darling!”
- “Sir Mix a lot”
  - Mixology class for 20 guests at their home with a professional bartender. Valued at \$1200 and donated by the Ritz Carlton.

## Raffle Bling

Instead of tickets Sarasota used colored Blinky Rings, sold at \$100 each. They sold 200 and would have sold more but they ran out.

Auctioneer called out: "All those with blinky rings, please stand up. Those with blue blinky rings, please sit down. Those with purple blinky rings, stay standing. Now please take off your rings and the person with a red dot inside—You're the winner!"

In place of a Keys to the Closet Sarasota a literal "Tower of Accessories" piled high with shoes, belts, glasses, bags, jewelry which added value and visual interest.



## Opportunity Drawing

They asked each of their vendors to donate an item and used these things in the Opportunity Drawing. Designated Shoe Guys sold tickets for this, which were differentiated enough from the Bling Rings that they sold well. Tickets were placed in bags and a winner was drawn for each item.

## Beauty Bag Sales

Ten spa bags filled with high-end beauty products (valued at \$500) were auctioned off by Shoe Guys on trays throughout the luncheon. This was another great opportunity to pick up another \$1500-\$2000 by using donated products that don't fit neatly into the silent or live auction.



## Mission Communication and Cash Call

Presenting their mission in a dynamic way, Forty Carrots had their parent-educators "modeling" message banners with life-changing stories from beneficiaries set to inspiring music. They provided donation envelopes at the tables. More funds could have been raised with a live cash call asking attendees to stand together and pledge \$5K, \$2.5K, \$1K, \$500, \$250 or \$100. View the "Mission" video at: <http://vimeo.com/80026750>

## Live Auction Kick Off

To warm up the auction and bidding, a magnum of Veuve Clicquot was auctioned off and sabered on stage, then served to the table of the winning bidder.

## "Remain Standing" Auction segment

Five sophisticated Tory Burch clutch bags were auctioned in a unique live segment. Live auctioneer described bags to the audience while the Shoe Guys interacted with audience to show case the beauties. Auctioneer then called out: "Stand up to bid \$100 for this bag. Stat standing to bid \$200, \$250...etc." The last five people standing each one a beautiful bag.



## Red Carpet Commentary

We loved this commentary at the entrance with the "Best in Shoe" sponsor and fashion blogger to create fun banter as the guests arrived. It was like Joan Rivers, but not snarky, and every woman felt like a million bucks when she was publicly complimented on her appearance.

They photographed contenders' shoes for Best in Shoe awards. The commentator knew fashion, was charming and entertaining.

*This was an excellent way to make each attendee feel like a "star"!*

### Best in Shoe Awards – 2 of Them

Two prizes were awarded: one by the Shoe Guys; one by the fashion commentators at the entrance.

1. Shoe Guys handed corks to attendees wearing shoes they loved. The woman with the most corks won!  
“Stand up if you have a cork or some corks. Remain standing if you have 2. Remain standing if you have 3.....etc.” Last one standing with the most corks won the award. The segment was emceed by the Shoe Guy sponsor, giving him stage time, which was a strong perk for the sponsor.
2. Judges used the red carpet photos to select the top 5 finalist, who were brought on stage to strut their stuff on the runway. The winner was selected by a visiting celebrity designer, who sat at the end of the runway in a director’s chair.  
*It was fun to see what the judges chose in contrast to the fashion judges!*



### Shoe Guy Sizzle

The sensational Sarasota Shoe Guys went the extra mile to record a Solemen Dance Video, which then led into a live Solemen dance on stage. The women loved seeing their friends and husbands on stage hamming it up, and it warmed our hearts to see all the work these guys put into their dance moves. All sponsored by a local fitness club.

Click here to watch: <http://vimeo.com/80001461>



### Treat Your Vintners Right

Winery Partners in Sarasota shone bright and were treated like the valuable partners they are. Prior to the event, the Shoe Guys and wineries met to talk about and taste the wines. Winery reps were brought on stage, where they were thanked and introduced.

### Premier Sponsor Quality Time

At the opening of the seated program and speaking, they gave their presenting sponsor (BMO Harris Bank) stage time to promote their bank and talk about their commitment to the community. The speaker was also a Shoe Guy, who looked right at home in his black shirt and pants. This was a more meaningful way to demonstrate the sponsor’s authentic commitment to the community than just printing their logo on a program or on the big screen.

### Fashion Show Pros

Sarasota hit the ball out of the park with the fashion show!!! The local retailer who provided the fashion show found it worth the investment to hire a producer, choreographer, stylist, hair and make-up pros, and models. They had a well-scripted and well-rehearsed show, which ran on time. The Sarasota ballet, dressed in striking costumes, was a dramatic and theatrical way to warm up the catwalk. In your own city, a local retailer could provide these services or you can see what you can get donated.

*They were fabulous in Sarasota, and we were impressed!*



(continued)



## Run of Show for Sarasota

12:10: Begin to ask attendees to be seated (this music really helped) Fashionista Remix Dj  
Giovani Suarez Sound Cloud  
12:30 Intro chairs Treasure Remix – DJ Deon (Sound Cloud) - they entered on 22 seconds  
12:34 Soleman Chair intro presenting sponsor video  
12:37 Soleman Chairs intro Solemen - Blurred Lines  
We always break here to give ladies a chance to chat with their table guests  
1:00 Chairs intro title sponsor video  
1:01 Executive Director Remarks - enter to Safe and Sound chorus  
1:03 Mission Moment  
1:06 Executive Director Wrap Up  
1:07 Live auctioneers  
1:27 Solemen bring out desserts (we got behind here) Candyman (edit) YouTube Christine  
Aguilera  
1:28 Tower of Accessories Winner - Final Countdown  
1:31 Fashion Show  
1:55 Soleman Shoe Award - Sponsored by bank - Take the Money and Run  
1:59 Firefly Dance  
2:03 Firefly Announce  
2:05 Shoe Awards (we had planned each girl to walk solo on stage to a different song, but  
condensed to them all walking at together to one song)  
2:15 Chairs thank committee, Under chair gift card giveaway  
2:17 Guys intro video  
2:20 Guys dance  
2:23 Board Chair says thank you and presents gifts to chairs - What Does the Fox Say  
2:24 Chairs invite all to lounge and ask men to bring out the bags to Don't Stop the Party  
Parking Lot Song - Lee Brice

### **Music used for girls to walk to for shoe awards:**

Lets Get Loud- Jennifer Lopez Here We Go-Trina ,Bon Bon-Pit Bull, Roar-Katy Perry,  
Ula Ula-Iliya Kuryaki & Valderamas, Duck Sauce-It's You, Applause-Lady Gaga  
Slow down-Selena