

Donation Appeals: Auctioneer Scripts

Below are scripts for auctioneers and emcees (MCs) to use when directing donation campaigns. It's best to begin the campaign with a video, story, or other presentation and follow with the request for donations, as scripted below.

1. Electronic Script

"I know you are as inspired as I am by what you've just heard and want to know what you can do, right now, to help (insert cause). Now is your chance!

If you wish to make a donation towards (insert cause), all you need to do is take out your cell phone. Our auction host, GiveSmart, has sent out a text message with a personal link to the donation page. Simply click the blue link in your text message and enter the amount you wish to donate. It's as easy as that!

If you did not register with Givesmart or you do not have a smartphone, simply raise your hand and a GiveSmart staff member will be happy to assist you!

(Allow time for donations to be entered. Encourage additional donations based on the donation display)

Wow, thank you for all of your support. Can we please have a round of applause for all of our donors?"

2. Bidder Number Method

It is very important that the live auctioneer/emcee understands he or she must call EVERY bidder number out loud for each donation level, as slow and as clear as possible!

"I know you are as inspired as I am by what you've just heard and want to know what you can do, right now, to help (insert cause). Now is your chance!

Please locate the bidder number assigned to you at check-in. Hold those paddles up... Great! You've all just made a \$1,000 donation! Thank you so very much! Just kidding.

If you would like to make a donation at any of the levels I am about to announce, please raise your paddle in the air. It is important to keep your paddle raised until I have called out your bidder number.

The first level of giving I would like to invite you to participate in is (\$ amount). If you wish to make a donation at this amount, please raise your paddle now. Thank you bidder #-#-#, thank you bidder #-#-#... Can we please have a round of applause for all of our (\$ amount) donors?

The next level of giving is (\$ amount). If you wish to make a donation at this amount, please raise your paddle now. Thank you bidder #-#-#, thank you bidder #-#-#..

Can we please have a round of applause for all of our (\$ amount) donors? ... (Continue through all levels)

Wow, thank you for all of your support! Can we please have a round of applause for all of our donors?"

3. Hybrid Method

"I know you are as inspired as I am by what you've just heard and want to know what you can do, right now, to help (insert cause). Now is your chance!

The first level of giving I would like to invite you to participate in is (\$ amount). If you would like to make a donation at this level, please raise your hand. Keep your hand in the air until a GiveSmart team member approaches you to capture your donation. (Allow time for donations to be captured)

The next level of giving I would like to invite you to participate in is (\$ amount). If you would like to make a donation at this level, again, please raise your hand. Keep your hand in the air until a GiveSmart team member approaches you to capture your donation. (Allow time for donations to be captured)

If you have not yet made a donation, you still have the opportunity to do so! Donations for the following levels can be entered directly through your phone. Our auction host, GiveSmart, has sent out a text message with a per-sonal link to our donation page. Simply click the blue link in your text message and enter the amount you wish to donate.

If you did not register with GiveSmart or you do not have a smartphone, simply raise your hand and a GiveSmart staff member will be happy to assist you!

Go ahead and make your donations now!

(Allow time for donations to be entered. Encourage additional donations based on the donation display)

Wow, thank you for all of your support! If you made a donation at (\$ amount) please stand for a round of applause.

(Applause)

If you made a donation at (\$ amount) please stand for a round of applause.

(Applause)

...(Continue for remaining levels)

Again, we can't thank you enough for your generous donation to help us make a difference for (insert cause)."