

Identifying Revenue Streams for Your Day-of-Event Fundraiser

A successful fundraiser doesn't rely on just one source of income—it creates multiple opportunities for guests to engage, participate, and give throughout the event experience.

By intentionally planning each revenue stream in advance and assigning ownership across your committee, your event becomes easier to manage while maximizing guest participation and overall fundraising results.

Below are several proven revenue opportunities to consider for your next event.



Raffle / Sweepstakes

A raffle or sweepstakes can become one of the strongest revenue drivers of your event when structured and executed effectively. The Raffle is a science, and more about this in a future newsletter.

Offer exciting prize opportunities with simple entry points that encourage broad participation. This is one of the few segments of an event that can engage virtually every attendee.

Strategic placement of raffle drawings can also help retain your audience until other key fundraising moments have been completed.

In a future issue, we'll explore **The Science of Hosting a Successful Raffle**, including:

- Golden Ticket Raffles
- Tricky Tray Raffles & The Chinese Raffle
- 50/50 Raffles
- State-specific raffle and sweepstakes regulations and how to navigate around them

Games

Interactive games create energy, increase guest participation, and generate additional revenue.

Activities such as **Heads or Tails**, **Wine Pulls**, and other engagement-based games create natural transition moments that lead guests toward larger fundraising opportunities later in the program.

These experiences keep energy high while adding meaningful revenue throughout the evening.

Cake Auction / Dessert Dash

A Cake Auction or Dessert Dash creates excitement and encourages spirited competition.

When executed correctly, guests—and sometimes entire tables—compete enthusiastically for premium dessert selections curated by your team and local bakers/bakeries.

It's not uncommon to see specialty desserts generate hundreds of dollars in spirited giving as attendees bid for the opportunity to elevate their dining experience while supporting your cause.

Silent Auction

A Silent Auction offers guests a relaxed and accessible way to contribute while maintaining engagement throughout the event. Although not your best revenue stream(s) in the evening, it allows guests to bid and donate to your cause, while creating a pleasant transition to other elements of your event.

Combining organically donated items with select consignment opportunities creates an attractive mix of experiences and merchandise.

Today's mobile auction platforms offer flexibility through:

- Traditional paper bid sheets
- Mobile bidding technology
- Social sharing capabilities on Facebook, Instagram, Twitter and other mediums
- Expanded outreach to supporters who may not attend in person including employees and followers of all your sponsors.

When leveraged correctly, Silent Auctions can extend your fundraising reach well beyond the room.

Live Auction

Perhaps the beginning of the most critical giving moments of your event. Hosted by your LIVE Auctioneer, this is not a responsibility you put in the hands of amateurs or those wishing to volunteer their services.

Everything about this moment is a controlled science.

The Live Auction is your opportunity to showcase premium experiences and exclusive offerings designed to drive higher-value giving focusing on a blended science of shared mission statements, group dynamics and recognition of enhanced giving.

By combining donated items with carefully selected consignment opportunities, Live Auctions create an exciting environment where guests compete for unique experiences while maximizing fundraising outcomes.

The energy created during this segment often becomes one of the highlights of the evening.

Fund A Need / Paddle Raise

A Fund A Need or Paddle Raise creates a focused moment of giving where attendees contribute directly to your mission at multiple donation levels.

Unlike auction purchases, these contributions are generally fully tax deductible and can create powerful emotional engagement.

Strategically placed sponsorship dollars can also be used to:

- Match gifts/donations at specific levels
- Double or Triple donor impact

Matching Dollars

Matching dollars provide a powerful way to amplify donor generosity.

Sponsors and leadership donors secured in the months leading up to your event can be positioned to match contributions in real time—creating urgency, momentum, and greater overall participation.

This strategy also provides sponsors with an additional opportunity for meaningful recognition during your in-person event.

Final Thought

Thoughtful planning and clearly defined revenue channels create a smoother guest experience and a stronger fundraising outcome.

When each revenue stream has a purpose, ownership, and strategic timing, your event transforms from a gathering into a fully integrated fundraising experience.

In our next newsletter, we will discuss choosing the ideal date and venue for your event

I'd love to hear your take and additions to these suggestions. You can email me or, book a complimentary 30-minute call with **Ira Klein** to review your event plans and uncover valuable insights, scheduling strategies, fundraising resources and recommendations that can improve attendance, sponsorships, and overall event success.

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[Click here to book a 30 min consult with Ira.](https://calendly.com/iraklein82/30min?utm_source=newsletter2)

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