

What Your Car's Speedometer Can Teach You About Your Fundraiser

When you're driving, your speedometer tells you one very important thing: **how fast you're going right now**. But there's another lesson hidden in every drive—you can't reach highway speeds without first moving through the lower gears. A smooth acceleration creates a comfortable, efficient ride and gets you to your destination safely.

Your fundraiser should follow the same principle.

A successful event doesn't begin with your biggest fundraising opportunity. Instead, it builds momentum throughout the evening, allowing your guests to become engaged, comfortable, and increasingly invested in your mission before asking them to make larger financial commitments.

Think of your event as gradually shifting through the gears:

1. Registration & Check-In
2. Raffle Ticket Sales
3. Games or Interactive Activities
4. Silent Auction Bidding
5. Cake Auction or Dessert Dash
6. Live Auction
7. Sharing Your Mission & Community Impact
8. Fund-A-Need / Paddle Raise
9. Thank You & Celebration

Each of these components serves a purpose. Early activities are your "lower gears"—they encourage participation and help guests become comfortable giving. As the evening progresses, your event naturally shifts into higher gears, building excitement, generosity, and momentum toward your largest revenue-producing opportunities.

This progression doesn't happen by accident. It requires careful planning, an organized Run of Show, and someone to guide your guests through the journey. An experienced Charity Benefit Auctioneer or event host knows how to manage the pace of the evening, keep energy high, and transition smoothly from one fundraising opportunity to the next.

Too many organizations judge success only after the event is over. By then, there's little that can be changed. The most successful fundraising committees monitor the evening as it unfolds, watching each revenue stream and making adjustments when needed—just as a driver keeps an eye on the speedometer while traveling down the road.

Just as you wouldn't expect your car to jump from 0 to 70 miles per hour in an instant, you shouldn't expect your guests to make their largest gifts without first taking them on a carefully planned fundraising journey.

The organizations that consistently exceed their fundraising goals aren't simply lucky. They understand the importance of pacing, momentum, and knowing when to shift into the next gear.

Keep your fundraiser moving at the right speed, and you'll be well on your way to a record-breaking event.

I'm looking forward to speaking with you

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