

## **New Fundraising Book Helps Charities and Schools Increase Donations with Groundbreaking Strategies**

### **“A Higher Bid” Debuts at Number One on Amazon’s “Hot List” for Business and Finance Books**

HAMPTON, N.H., May 28, 2015 – Charities are leaving millions of dollars on the table at fundraising events. But that needn’t be the case if they follow the innovative strategies for benefit auctions outlined in Kathy Kingston’s new book, [“A Higher Bid”](#) (ISBN: 978-1-119-01787-5, \$45, Publication Date: May 2015; a publication of the Association of Fundraising Professionals/Wiley Fund Development Series).

The fundraising book debuted at #1 on Amazon’s list of nonprofit organization and charities on Kindle and #1 on Amazon’s “hot list” of new business and finance books, reaching #440 on its launch day last week – which is unheard of for a business book by a non-celebrity author.

“The book is off to a fast start because nonprofit executives, schools and business leaders have favorite causes they want to help. And they know these fundraising auctions are not as effective as they could be because the groups are using tired events and stale fundraising methods,” said Kingston, a trusted advisor and philanthropy expert who [consults on fundraising issues](#). “They are starving for new fundraising ideas that work. People who serve on philanthropic boards are bored to death with the same old events.”

Unlike other fundraising books, “A Higher Bid” helps organizations overcome a top problem -- donor retention.

“The benefit auction can transform fundraising events into long-term revenue,” said [Kingston](#), an award-winning professional auctioneer and speaker.

She also focuses in on a new leadership role for her fellow auctioneers who specialize in fundraising.

### **About the Book, “A Higher Bid”**

“A Higher Bid” offers nonprofit leaders, board members, educators, auctioneers, and volunteers a hands-on guide that shows how their organizations can transform their lackluster benefit auctions into events that inspire an ongoing culture of giving.

Kingston shares her proprietary and proven approaches to audience development, board empowerment, leadership succession, guest cultivation and engagement, and donor development.

Readers will learn how live auctions, special appeals, innovative icebreakers, silent auctions, and new technologies can help increase revenue.

Using Kingston's proven framework, readers will learn effective ways to:

- Strategically increase high-profit revenue streams.
- Increase an organization's donor base.
- Empower the board toward efficiency and productivity.

There is more to a successful auction than meets the eye. Consistently raising large amounts of money requires a multi-pronged strategic fundraising approach.

With step-by-step guidance, "A Higher Bid" can be used as a roadmap by charitable and educational organizations to leverage the latest innovations in benefit auction strategies and technology to achieve record-breaking results and create a community of long-time supporters.

### **Successful fundraising auction tips from "A Higher Bid"**

1. **Focus on Fundraising** - Show how guests can make a difference. Use compelling videos, brief inspiring stories to engage your audience in the cause.
2. **Less Is More** - Fewer items of greater value bring bigger results.
3. **Stories, Not Stats** - Success stories inspire generosity – appeal emotionally, and it will pay off in the generous giving at the auction. Testimonial stories will encourage your supporters to continue to invest in your cause year-round.
4. **Add Fun!** - Make sure your organization procures hot items that keep driving excitement and interest – items that fulfill fantasies and dream vacations and experiences.
5. **Invest in a Professional Benefit Auctioneer** - They can inspire your guests to maximize revenue.

### **Praise for Kathy Kingston and "A Higher Bid"**

"We raised \$500K in *new money* from *new donors* by implementing Kathy's strategies. Readers of 'A Higher Bid' can use these same strategies and tools Kathy taught us to drive revenue. We are no longer standing in the back of the room with our fingers crossed," said Kristin Kaplan, National Director of Special Events, Crohn's & Colitis Foundation of America.

"Kathy's strategies led us to unprecedented success in our fundraising event. In two short years, we went from \$700,000 to \$4 million in the Live Auction & Fund-A-Need Appeal alone. Now, through 'A Higher Bid,' Kathy is sharing her money-making

wisdom," said Maureen L. Cottingham, Executive Director, Sonoma Valley Vintners & Growers, and Sonoma Harvest Wine Auction.

"Kathy Kingston opens up the notion of the event becoming a centerpiece of donor engagement in the philanthropy cycle of the organization," said Jack Good, Vice President, Peoples United Bank, Former Chairperson of Association of Health Care Philanthropy.

### **About the Author**

Kathy Kingston holds the CAI (Certified Auctioneer Institute) and the BAS (Benefit Auctioneer Specialist) designations. She is the founder and principal of Kingston Auction Company, which has raised millions of dollars for organizations nationwide. She is the creator of the Philanthropy Model of Fundraising Auctions. Kathy, who has been a professional fundraising auctioneer and consultant for nearly three decades has been awarded two of the auction industry's major awards.

For information, please visit [www.KingstonAuction.com](http://www.KingstonAuction.com) or [www.AHigherBid.com](http://www.AHigherBid.com)

-30-

Contact

Kathy Kingston

[kathy@kingstonauction.com](mailto:kathy@kingstonauction.com)

603-235-1196