

EXCEED FUNDRAISING

Part of the EXCEED GROUP

E | **EXCEED**
FUNDRAISING



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INTRODUCTION

Thank you for giving us the opportunity to bring our Fundraising division to life for you.

In a quick summary, **EXCEED FUNDRAISING** are the market-leading, full-service consultancy and delivery partner in the UK Fundraising sector.

Our ever-evolving service offering and our commitment to the very highest standards enable us to consistently exceed the requirements of the most aspiring clients. Last year alone, my team and I provided 'in-the-room' services at 180 charitable events working with small and large Charities, Sports Club Foundations, Schools and Universities. In addition, our market-leading Consulting and Prize provision services benefitted good causes at over 1,000 additional fundraising events. This brochure will give you more detail on how we can support your fundraising needs and our areas of expertise include:

- ✔ Dedicated Account Management
- ✔ Item Sourcing and Provision
- ✔ At Event Management
- ✔ Fundraising Technology or Paper Brochures
- ✔ Payment Processing
- ✔ Prize Fulfillment
- ✔ Guest Aftercare

We look forward to supporting your event and please contact me anytime on +44 (0)7887 567 369, should you have any questions.



Kam Tirmizey
EXCEED GROUP
Founder & CEO



Magdalena Sadlo
EXCEED GROUP
Head of Partnerships

... Kam and his Fundraising team were there for our charity, from start to finish. We raised 150% more at this year's event, thanks in huge part to the advice and execution of the EXCEED team...

J.B. Saints Foundation - Southampton FC

SERVICES OVERVIEW

We fully appreciate that every event is different. Silent Auction technology may bring a competitive and professional look and feel to your event however it is not right for every event.

The good news is that **EXCEED FUNDRAISING** can facilitate your silent auction with either technology or paper brochures and we will consult with you to determine which is right for your audience.



**TABLET
TECHNOLOGY**



**MOBILE
DEVICES**



**PAPER
BROCHURES**

TECHNOLOGY

Our cutting edge and award-winning technology means that attendees are visually engaged from the moment they pick up one of our top of the range tablets.

A successful silent auction revolves around interaction. Our multi-faceted system captivates the eye, promoting a journey through a host of once in a lifetime experiences, driving competitiveness and generating the highest number of bids possible.



With every tap of the tablet and with every new bid placed, our leader board will be updated in real time, projected onto big screens. The excitement of seeing your name up in lights encourages competitive bidding in the room.



Each stunning item available on the night will lure in the user to want to find out more. The slick interface will provide imagery to ignite the senses, showcasing enjoyment each item can offer.



If the auction itself is not for you, then a "Pledge" button offers the option for every guest in the room to still donate to the cause and give back, playing an active part in the fundraising activity.



Our tablets seamlessly bring the silent auction to guests' fingertips and are there to bring an initial wow factor and talking point to any event, with surrounding screens maintaining excitement throughout.



Tick Tock... A final countdown with ten minutes to go until auction close, will provide the dramatic ending to push for a final flurry of competitive bidding activity.



Mobile bidding

EXCEED's mobile bidding platform allows for guests to take out their phones and get involved with everything the silent auction has to offer, simultaneously to bidding on the tablets.

Sealed bidding

The perfect tool and new concept to secure the maximum funds are raised for items where there are multiples available. Each anonymous winning bid will simply raise further funds for the cause.



Pre-event URL

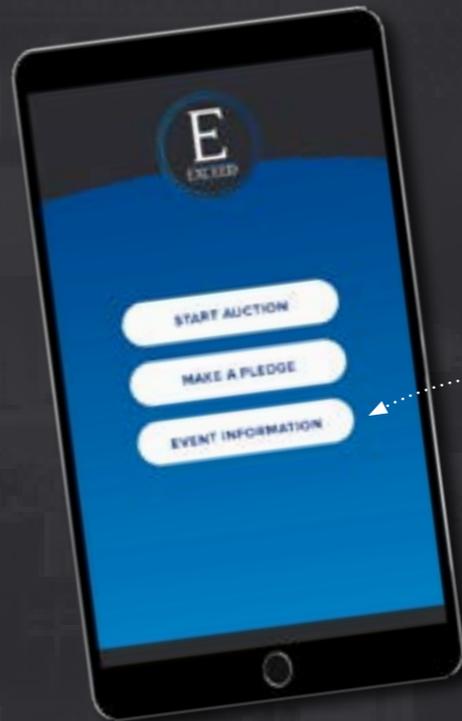
We can build a URL for your supporters to log into, whether they are attending or not, to raise early awareness of the silent auction. This is a great way to promote all aspects of your event, and get the bids rolling in up to two weeks before the event date.





Display

Our software has been designed to be totally unobtrusive but engaging at the same time. This allows guests to get on with enjoying a fantastic evening of networking and entertainment, while the platform to fund raise, when the moment's right, is always a second away. High resolution imagery and design lures guests into the visuals of the tablet, bringing the auction items to life.



Pledge

Gives your guests the chance to engage with the charity's work, and donate a sum of funds at any time throughout the evening. Any amount will be gratefully received!



Event info

Our information page highlights the work of the charity and how every penny raised will make a real difference. Here you can also find up to 8 pages of finer detail around the event, such as itinerary, menu, timing etc.

PAPER BROCHURES

Premium designed and printed brochures, typically one per guest, make bidding as easy as it can possibly be.

Payment collection

We offer an on site payment collection service.



Design service

Premium designed and printed brochures, by our in-house creative team, capture your brand and event theme.



DIY

Don't need our support? Receive your brochures in the post and run the auction yourself simply letting us know what sold once the event has finished.



YOUR FREE PACKAGE

We tailor each package to suit your needs understanding that no two events are ever the same. The below summarises what our typical paper Brochure package includes.

- ✔ Event Liaison Manager, up to 8 weeks before your event and 8 weeks after
- ✔ On-site Event Manager
- ✔ Additional hosts
- ✔ Brochure design
- ✔ Brochure printing
- ✔ Inclusion of any donated items/commercial packages you would like to advertise
- ✔ Sealed Bidding to maximise fundraising
- ✔ Memorabilia display (optional)
- ✔ Payment collections
- ✔ Post event reporting
- ✔ No upfront cost
- ✔ Fundraising for your chosen charity
- ✔ Margin built into every Minimum Bid price for the charity
- ✔ 100% of the surplus above the Minimum Bid price will also go to the charity



PRIZES

EXCEED GROUP are the number one dedicated supplier of Auction Prizes and Fundraising Experiences in the UK. We supply hundreds of charities directly - either at events where we are in support, or alternatively on a sale-or-return basis. We also are the supplier of choice for dozens of our event-sector counterparts, who in turn leverage the quality and desirability of our range for the onward benefit of their clients. We're also there for the Fulfilment of the Prizes, assisting your supporters through every step of the redemption and booking process.

Thanks to direct, personal relationships with the brands, resorts, stadia and celebrities along with an in-house, ATOL protected TMC (Travel) Division we are there for the very best Auction Prize range in the Fundraising support sector. All our new Experiences are field-tested and only the strongest performers survive the catalogue selection process. Most importantly, the prizes that we recommend have repeatedly achieved substantial 'overbids', resulting in even higher Fundraising yields. We are proud that our range of prizes has raised millions of pounds in proceeds for our charity clients.

In light of the changing landscape, the team have been busy updating the range. In recognition of recent guidance and customer sentiment, we have procured a series of Covid-Safe experiences. These include a selection of Virtual and Socially Distanced packages. These have been a very welcome addition to our range, with the stay-at-home packages being a safe and popular fundraising purchase for your clients, even at the height of the lockdown.



Thrill Seeking



Wining & Dining



Golf & Sporting



Theatre, Arts & Concerts



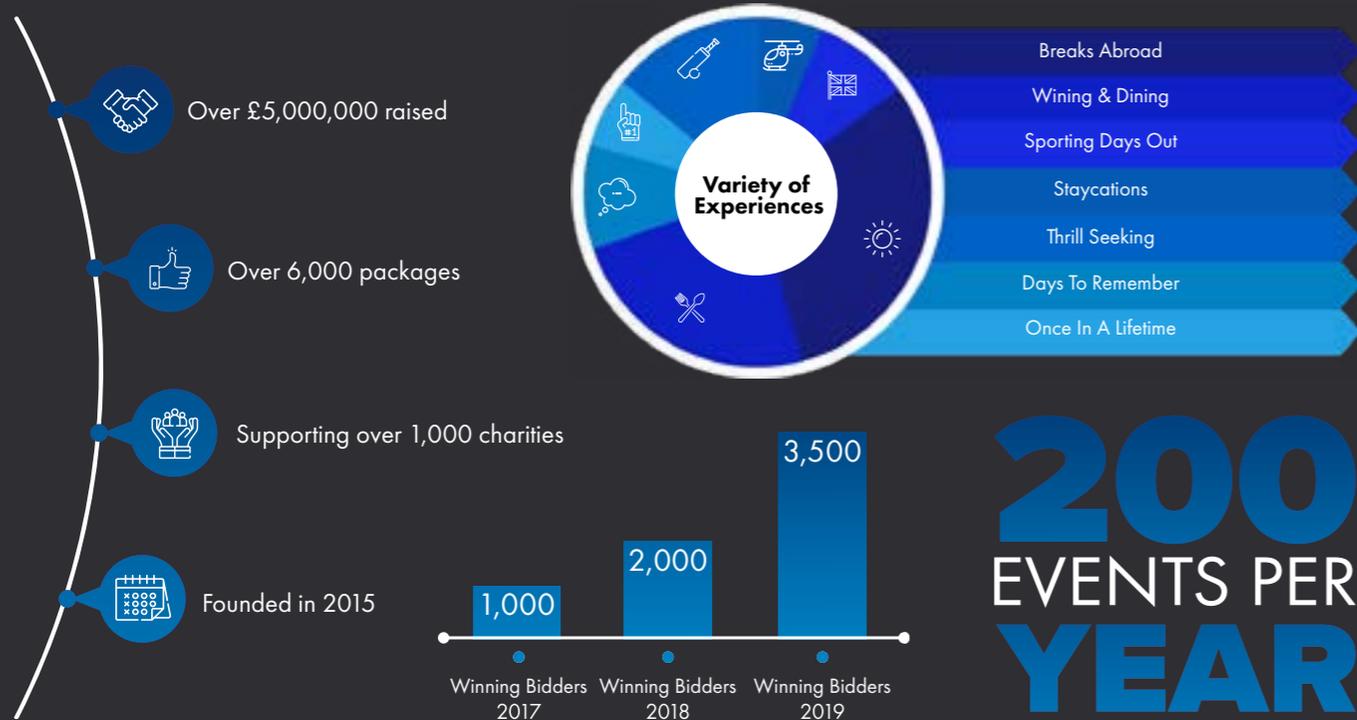
Long Haul Holidays



Staycations & Short Haul

KEY STATS

We are proud of what we have achieved to date and would love the opportunity to support you in your Fundraising endeavours. The below summarises a few key stats that Kam and the team have achieved for their clients in the last few years.



WHY EXCEED?

- Dedicated Fundraising Partner from start to finish
- State-of-the-art, easy to use fundraising platform
- Your Event Manager will work closely with you pre-event, during and up to a year post event
- Engaging staff always on hand to guide your guests throughout their evening
- Widest range of bespoke experiences and auction prizes in the industry
- Our procurement power means we can source to order, creating truly unique packages specifically for you
- Professional after-care team and wholly integrated voucher management system, completes the fundraising journey for your winning bidders
- Secure payments made through our portal. Payment processing after sales support up to 4 weeks after your event
- Valuable consultancy in the build up to your event to maximise all returns
- Access to live auctioneers, MC's and first-class entertainment, at preferential rates, thanks to our network and extensive experience in event planning & production
- Most importantly, we tailor everything to you. Nothing is too much trouble

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