

IML PLEDGE & SILENT AUCTION

FACTSHEET

Proven to raise more money, IML's Silent Auction and Pledge software enables guests at fundraising events to bid on items without leaving their seats and donate without paper forms.

IML's Silent Auction & Pledge software is extremely easy to use.

Guests simply enter their bids into an IML keypad and the screen instantly informs them if their bid has been successful. Guests can keep track of the current highest bids, generating competitive bidding that increases the value of the auction items.

Guests can also enter pledge amounts into their IML keypad during a Fund-A-Need or Pledge Competition, increasing participation during your fundraising component.

INCREASE REVENUE

Not only will you have a much higher participation rate than with "old fashioned" paper silent auctions, but it is also very common to see bidding wars break out all around the venue. The instant status of the items allows competitive guests to re-bid on their favorite items immediately. Some of your guests may be unsuccessful in their bid to win auction items, but may still wish to donate money to the charity. This can be done quickly and easily using the Pledge function of IML's Silent Auction software.

SPONSORSHIP

Don't let budget restraints prevent your silent auction from having a record breaking year of profits! There are many branding opportunities that can pay for the system and spotlight one or more of the benefactors.

SIMPLE & FUN

Guests are able to enjoy the event without having to hover around the bid sheets. With our wireless hand-held devices there are no location restrictions, the silent auction can be open throughout cocktail hour, dinner, dessert and even later if you choose! Management of the silent auction portion of your event is streamlined, including: time controls, efficient invoicing and detailed reports.

ANONYMITY OR DONOR RECOGNITION

The ability to pledge anonymously through the technology can be a strong motivator for many guests. It helps those that are unable to make large donations feel comfortable giving smaller amounts, as well as large donors who prefer to remain anonymous. Conversely, you may feel that your guests will respond well to recognition. The IML system has the flexibility to instantly display leader boards or the names of all donors or top donors, with or without their dollar amounts.



For more information, please contact:

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iml
www.imlfundraising.com

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SILENT AUCTION

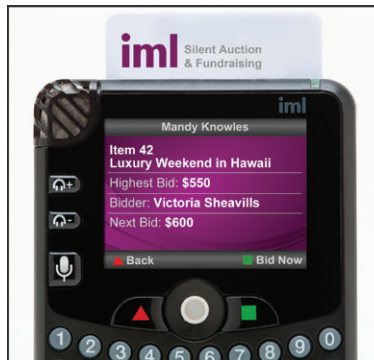
STAGE 1

Guests insert their personal Smartcard into a keypad and enter the item number they would like to bid on.



STAGE 2

The keypad automatically tells guests the current highest bid for the item and whether it is held by them or another bidder.



STAGE 3

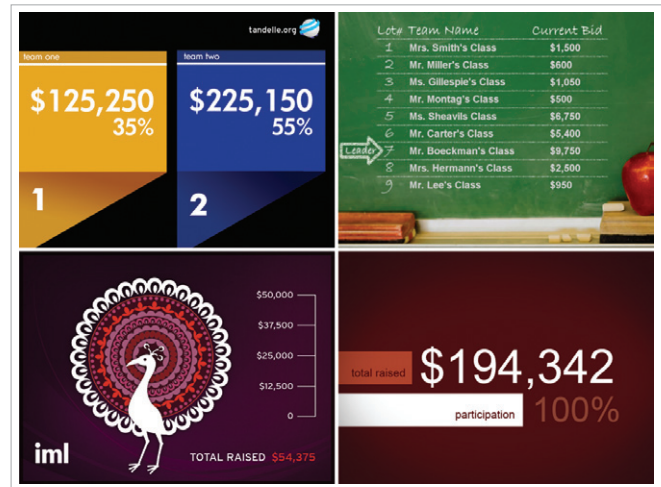
Guests enter the amount they would like to bid on the item.



Guests can continue to monitor the highest bids on items by re-entering the item numbers into their keypads.

PLEDGE

1. Guests receive a preprogrammed pledge card with their name and/or individual code
2. Guests insert their pledge card into a wireless, hand-held device and make a donation
3. The total amount the guest has pledged is visible on the device
4. The combined total of all guest pledges is shown in real-time on the display screen
5. The system generates reports and invoices or can be easily integrated with payment systems



TESTIMONIALS

"Bidders had fun and enjoyed competing, the event ran smoothly and we raised more money than last year! Our guests found IML's paperless silent auction program new and exciting . . . like playing video games in a lounge. We're so glad we discovered IML and chose to bring them here!"

- American Cancer Society

"Not only did the IML technology help us increase the night's overall revenue, but it was easy and fun for everyone to get involved. Whether they were able to donate \$10,000 or \$10, each person was able to make a contribution, and do so anonymously. And when they saw their respective section's total rising in real time... the energy in the room was electric. In this economy, finding new ways to engage more guests in the fundraising process makes a real difference."

- Robin Hood Foundation