



# YOUR ULTIMATE 360 **FUNDRAISING** **PARTNER**



## OUR SERVICES

### WE OFFER 360 SOLUTIONS FOR CHARITY EVENTS & CAMPAIGNS

At The Fundraising Agency, we pride ourselves on offering comprehensive 360 Fundraising Solutions to elevate every aspect of your fundraising efforts. Whether you're a charity, corporate entity, or individual championing a cause, our services are designed to support you at every step of your fundraising journey.

- ✓ **FUNDRAISING TECHNOLOGY**
- ✓ **EVENT SERVICES**
- ✓ **FUNDRAISING & EVENT CONSULTING**
- ✓ **LIVE AUCTIONS**
- ✓ **AUCTION ITEMS**
- ✓ **DESIGN & COMMUNICATION**

## OUR REFERENCES





# FUNDRAISING TECHNOLOGY

## Raise more with **givergyunlimited**

### Raise More

Whether you're planning three campaigns or thirteen, an Unlimited access means Givergy's technology will be behind you all the way.

### Freedom & Control

With Givergy's Campaign Management System (CMS), the creation and management of new campaigns are in your hands. Just log in, and away you go!

### Unbeatable Value

Planning two or more online campaigns across a twelve-month period? Givergy *Unlimited* already makes sense. The more campaigns you run, the better the value!

### Givergy Community

Access to Givergy Community throughout the browse 'how to' and fundraising success guides, connect with other fundraisers, sign up for events and much, much more.

## Features

Click each feature for more information.

### Silent Auctions

Award winning mobile bidding technology brings silent auctions to life, helping you raise more.



### Ticketing

Ticketing system streamlines registration and payment collection for your fundraising campaign.



### Buy it Now

Allow guests to purchase favourite items outright for a high price point and end all bidding on that item. Or have buy it now items set from the start.



### Guest Messaging

Use guest messaging to communicate key parts of your fundraising campaign.



### Live Auctions

Live auctions spark excitement among the crowd as an auctioneer calls out the highest bids.



### CRM Integration

Include CRM integration and benefit from seamless and secure data sharing to your CRM all year round.



### Sealed Bidding

Sealed bidding helps you combat fundraising fatigue during live and online fundraising events.



### Payment Processing

Process your winning bids, prize draw entries and donations quickly, safely, and securely.



### Donations

Make it easier to give and ensure complete accuracy with our pledging system.



### Leaderboards & Totalizers

Our leaderboards and totalizers are a great way at increasing engagement, with various options available that can be designed to match your event theme.



### Pledge Management

Pledge management tool makes it easier than ever to clerk a donation or appeal moment from bidder numbers.



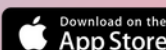
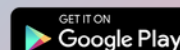
### Donor Management App

Donor management app is the perfect solution for attendee management. It allows you to seamlessly manage your event check-in and guests fundraising.



### Prize Draws

Expand your fundraising campaign to a wider demographic with a prize draw or raffle.





# FUNDRAISING TECHNOLOGY

## Platform access

powered by  
**givergy**  
Raising more

**HK\$0 Upfront Fee**  
Unlimited Campaigns with Platform Fee\*

# HK\$0

Platform & Payment Handling Fees can be covered by donors

Unlimited Campaigns + 3 x CMS Logins

24/7 Online Technical Support

Givergy Community Access

**Fast setup. Unlimited Campaigns. No commitment.**

**Recommended for smaller fundraisers that expect  
to raise less than HK\$400,000.**

\* See the details about the Platform Fee.

[Sign-up Now](#)

**12-month access with No Platform Fee**  
Unlimited Campaigns with No Platform Fee

# HK\$24,888\*\*

12-month access

Unlimited Campaigns + 3 x CMS Logins

24/7 Online Technical Support

Givergy Community Access

**Fast Setup. Unlimited Campaigns. No Platform Fee.**

**Discover our event packages &  
360 tailored fundraising solutions.**

\*\*RRP. Discounts may apply.

[Let's Talk](#)

### Platform Fee Explained

When customers choose HK\$0 Upfront Fee, they agree to a 4% Platform Fee (commission), in addition to the payment processing fee. 5 best-selling TFA / Givergy Auction & Prize Draw items will be included in your first campaign. These are 0 risk as you will be paid the profit after the supply costs only if they sell and this is automatically managed by the platform.

**With this model, all payments must be made through the Givergy platform, any payments made outside of the platform will have the commission fee applied. There are no minimum donation requirements.**

This option is recommended for smaller fundraisers or individuals running campaigns for a cause, particularly if you expect to raise HK\$600,000 or less for throughout your campaigns within 12 months.

✓ **Donors may opt to cover the Platform and Payment Processing Fees.**

✓ In Hong Kong, 87% of the donors choose to cover these fees when they are given the option. By doing so, they ensure that 100% of their donations go directly to the cause after covering the fees.

✓ **With HK\$0 Upfront Fee option, when donors cover the fees, the cost of the platform to the organizations will be HK\$0.**

✓ Within the CMS, clients can easily configure to provide donors the option to cover the fees, and they can even set it as mandatory.

## Who covers fees?

### If donors cover the fees

**Organization pays:**

**Platform Fee: 0%\***

**Payment Processing Fee: 0%\***

### If organization covers the fees

**Organization pays:**

**Platform Fee: 4%\***

**Payment Processing Fee: 3.95%  
(4.5% for Amex)\***

OUR TRUSTED EXCLUSIVE TECHNOLOGY PARTNER



# 3,000

Clients worldwide used  
Givergy's award winning fundraising  
platform

# HK\$8.3B+

Raised by charities using our trusted  
technology partner

# 2.5M

Donor Transactions



# DEDICATED PROJECT MANAGEMENT

Our Dedicated Project Management (DPM) service is designed to ensure your fundraising journey runs seamlessly. DPM service is built on experience accumulated from thousands of campaigns run globally with different types of events/campaigns. DPM service includes 1-2-1 service with you directly to get the most out of the Givergy platform, and the #1 focus is to help you raise more.

- Introduction call, discussing initial event and fundraising plans
  - Event and logistics planning**
  - Unlimited Campaign Management System training sessions
  - Continued Campaign Management assistance**
  - Detailed Leaderboard planning and custom leaderboard creation (if booked, see custom leaderboard upgrade information below)
- Hand over call with on site Event Manager, if booked
  - Consultation meeting to provide expert advice on best event and campaign practices. With continued expert advice on how to raise more with success stories and unique ideas.
  - Debrief meeting with planning for future success
  - Post event check-out support with chasing for 21 days post event

	Platform Access Only Support	Dedicated Project Management
No. of campaigns included	Unlimited	Unlimited
Access to the Givergy Community	✓	✓
Training guides and videos	✓	✓
24/7 support team via phone, WhatsApp, SMS & case creation	✓	✓
Client Account Manager for quarterly check-ins, & upgrades	✓	✓
Personalised CMS training	✗ Can be booked as an upgrade	✓ Unlimited
CMS edits/updates	✗ Actioned yourself	✓ Assistance from DPM
Volunteer training	✗ Can be booked as an upgrade	✗ Can be booked as an upgrade
1-2-1 point of contact	✗	✓
Fundraising & Event Consulting focusing on the platform to advise on raising more	✗ Can be booked as an upgrade	✓ 1-hour consultation is included. Additional time can be booked as an upgrade
Bulk auction item uploads Bulk guest list uploads	✗ Actioned yourself	✓ DPM will action for client
Event logistics and collaborative event preparation	✗ Actioned yourself	✓ DPM will share collaborative event summary form with the client
Standard leaderboards & totalizers	✓	✓
Bespoke totalizer creation	✗ Not available without a DPM	✓ Can be booked as an upgrade if a DPM is included
Post event/campaign checkout assistance	✗ Actioned yourself	✓ Payment chasing for 21 days post event/campaign
Debrief meeting	✗	✓ DPM to host full debrief with planning for future success



## EVENT SERVICES

### EVENT MANAGER

Our Event Managers have a wealth of experience to ensure your fundraising runs seamlessly. • Volunteer training on site on the Givergy platform

- Event monitoring
- Bid / donation corrections
- System updates
- Fundraising updates and suggestions
- Guest messaging including payment alerts
- Auction close

Our onsite team are booked as standard for the below working hours and times, if you require the team to work more hours, this will be charged at HK\$500 per hour, per team member: Event Manager 4:30 pm – midnight, Event Support 5 pm – midnight.

### EVENT ASSISTANTS

If you would like our team to support with on-hand customer service, this is a great option to consider. Our team can support guest check-in and ensure your guests get the support needed throughout the event. Please note that an Event Manager must be confirmed to have event assistants on site. • Check-in\*\*

- Guest platform customer service/support
- Live auction support alongside your team
- Place bids, donations and sell raffle tickets for guests
- Auction close Our onsite team are booked as standard for the below working hours and times, if you require the team to work more hours, this will be charged at HK\$500 per hour, per team member: Event Manager 4:30 pm – midnight, Event Support 5 pm – midnight.

*\*\* We highly recommend when running check-in that 1 person is confirmed per 100 guests to check-in. This is to avoid large queues for your guests.*

### REMOTE SUPPORT

You may have an in-person event or campaign that needs that extra level of support but may not require our team on site. Our Remote Support Specialists are here to help, they have a wealth of experience using our platform on site or remotely.

Your Remote Support Specialist will be on call for up to 5 hours via phone or text; the hours will be pre agreed in the planning call. • Welcome call at the start of their shift

- Event monitoring
- Bid / donation corrections
- System updates
- Fundraising updates
- Guest messaging including payment alerts
- Auction close



### LIVE AUCTION SUPPORT

Elevate your fundraising events to extraordinary levels with The Fundraising Agency's Live Auction services. Our team of seasoned Professional Auctioneers guarantees a captivating and engaging auction experience that sparks excitement and maximizes bids among attendees. We assist you with preparation of Live auction forms & Creation of Live Auction Screen Display Power Point Presentations.

With expert Bid Spotters seamlessly facilitating interactions and enhancing auction flow, you can rest assured that your live auction will be a resounding success. Enhance the professionalism and customization of your event with our Custom Bid Paddles, which not only boost branding but also create a cohesive visual identity.

Bid farewell to the complexities of payment collection with our streamlined system, ensuring a hassle-free experience for both organizers and guests. Moreover, our consignment items open doors to multi-selling opportunities, significantly amplifying your fundraising potential.



**Live Auction Forms & Display Presentations**



**Custom Bidding Paddles & Bid Spotters**



**Professional Auctioneers**



**Multi-Selling Opportunities**



**Live Auction Strategy & Amazing Auction Items**

## HOST, AUCTIONEER & EMCEE

Enrich your fundraising journey and elevate your campaign with our professional Fundraising Host, Auctioneer & Emcee Services.

Our Fundraising Host Service (specially designed for your Pledge Drive moment) guarantees a captivating and engaging atmosphere, with skilled professionals adept at using the Givergy platform's features seamlessly, energizing the crowd and keeping the event flowing smoothly.

# EVENT SERVICES

## Fundraising Host

### OUR SERVICE

The Fundraising Agency’s (TFA) Fundraising Host will help you develop and deliver a fundraising strategy to boost giving and maximize engagement at a live fundraising event.

Including a fundraising host into your event can have a dramatic impact on funds raised on the night. The Fundraising Host will work with you pre-event to design a statistically driven strategy to achieve your campaign goals. During the event, they will drive the pledge drive / donation moment and live auction. With our tailored fundraising strategies and programs, we can have an amazing impact on funds raised. During an event, your fundraising host will maintain the tempo of the night, clearly communicating your message and explaining exactly how to give. To learn more about our Fundraising Host service [please see the video](#).

### OUR SOLUTION

TFA Fundraising Hosts will support you pre-event, including consultation meetings to provide expert advice on how you can potentially raise more at your fundraising event.

Based on your goals for the event (target amount, increase guests or tables participation, fund a specific project, etc.), we will provide insights, strategies and a special tailored program to make the pledge drive one of the highlights of the event. Our fundraising host service and strategies have a proven track record in helping nonprofits smash their fundraising targets, and we would be delighted to add your organization to the list.

**Peyami Kalyoncu**  
Co-Founder & Managing Partner  
Fundraising Host and Charity Auctioneer



“Connect with the cause, design an impactful strategy, plan the Pledge Drive moment and use Givergy’s amazing features during the event. These are my 4 essentials.

I love enriching the Pledge Drive ceremony with creativity and entertainment.

Let’s cheer up the crowd, transform giving into a fun experience and make your event unforgettable.”

## Key Features of our Fundraising Host Service



**Guest Communication**



**Run Live Fundraising Initiatives**



**Expert Knowledge**



**Fundraising Strategies**





## EVENT SERVICES

### Tailored Event Packages

Essential	Premium	Signature	Tailored
starting at <b>HK\$9,888*</b>	starting at <b>HK\$19,888*</b>	starting at <b>HK\$39,888*</b>	starting at <b>HK\$0</b>
Unlimited Fundraising with Givergy	<b>Essential +</b>	<b>Essential +</b>	Our services are customizable to meet your unique fundraising requirements.
3 X Campaign Management System Logins	Dedicated Project Management (DPM)	2 x Onsite Event Assistants (in total)	DPM and event staffing (tech, manager, assistants), Pledge Drive Host, Emcee, DPM, tablet solutions, Live auctions support, auctioneer, auction items, custom bidding paddles, CRM integration, custom URL, consulting, volunteer training, pre-event system check, as well as communication and design services and more...
24/7 Online Technical Support	1 x Onsite Event Assistant	Live Auction Bid Spotting	
Access to Givergy Community		Bespoke Pledge Totaliser	
Fundraising and Event Consulting (up to 1 hour)	<i>Perfect for your annual dinner.</i>	1 x TFA Host**	
1 x Onsite Event Manager	<a href="#">Let's Talk</a>	<i>Dedicated support for your silent &amp; live auctions, and pledge drive.</i>	<i>Every detail is tailored for your specific needs</i>
<i>Perfect for smaller fundraisers.</i>		<a href="#">Let's Talk</a>	<a href="#">Let's Talk</a>

\* Terms and conditions apply. All packages include Givergy Unlimited 12-month platform access license at discounted prices. For the Essential Package, Givergy Unlimited License fee is discounted to HK\$5,888 and for the Premium and Signature packages, the license fee is discounted to HK\$0 (RRP for Givergy Unlimited License is at HK\$24,888). Discounts are applied based on the inclusion of 35 TFA auction / prize draw items into at least one campaign / event. For more details on special discounts applying for listing TFA Auction / Prize Items into your fundraising events & campaigns, please see the [next page \(Auction Items Special Discounts\)](#).

\*\* The Host is provided in-house by The Fundraising Agency.

Whether it's a fundraiser, gala, conference, or corporate event, The Fundraising Agency is committed to delivering unparalleled service and exceeding your expectations every step of the way at your charity events.





## AUCTION ITEMS

A charity auction can significantly increase the profitability of fundraising campaigns. We specialize in sourcing and providing consignment items for our clients' auctions and prize draws, assisting them in reaching their fundraising goals.

We have a selection of enticing consignment items designed to appeal to your donors. Our service is transparent, modern, and focused on helping nonprofits succeed, ensuring your organization benefits the most.

In a charity auction, the selection of consignment items plays a pivotal role in driving revenue. Ranging from captivating travel experiences to prized signed memorabilia, these consignment items serve as catalysts for donor engagement and can significantly elevate fundraising efforts.

**A charity auction can raise much more by choosing the right items for their events. We offer a range of exciting items like travel packages and signed memorabilia to encourage donor participation and boost fundraising revenue.**

- ✓ **Silent & Live Auctions**
- ✓ **Prize Draws Raffles**
- ✓ **Buy It Now & Multi-Sell**
- ✓ **Market Leading & Localized Solutions**
- ✓ **Voucher Management System**

**Special discounts apply for listing TFA Auction / Prize Items into your fundraising events & campaigns**



**GIVERGY UNLIMITED<sup>1</sup>**  
**12-Month Access**  
Platform Only or  
with Essential Event Package

**GIVERGY UNLIMITED**  
**12-Month Access**  
Premium or Signature Event Package  
or any tailored solution including  
Dedicated Project Management<sup>2</sup>

**GIVERGY UNLIMITED**  
**HK\$0 Upfront Fee<sup>3</sup>**  
Any Event Package for min. 1  
event/campaign is mandatory for  
reduced rate

<b>Givergy platform access with unlimited fundraising campaigns</b> <b>35 TFA auction / prize items included</b> Which include 5 items from Premium range	<b>HK\$5,888*</b>	<b>HK\$0*</b>	<b>4%</b>
<b>Givergy platform access with unlimited fundraising campaigns</b> <b>25 TFA auction / prize items included</b> Which include 4 items from Premium Range	<b>HK\$10,888*</b>	<b>HK\$5,888*</b>	<b>4%</b>
<b>Givergy platform access with unlimited fundraising campaigns</b> <b>15 TFA auction / prize items included</b> Which include 3 items from Premium Range	<b>HK\$14,888*</b>	<b>HK\$10,888*</b>	<b>4%</b>
<b>Givergy platform access with unlimited fundraising campaigns</b> <b>10 TFA auction / prize items included</b> Which include 3 items from Premium Range	<b>HK\$16,888*</b>	<b>HK\$14,888*</b>	<b>4%</b>
<b>Givergy platform access with unlimited fundraising campaigns</b> <b>5 TFA auction / prize items included</b> Which include 2 items from Premium Range	<b>HK\$19,888*</b>	<b>HK\$16,888*</b>	<b>4%</b>
<b>Givergy platform access with unlimited fundraising campaigns</b> <b>TFA auction / prize item is not included in the campaign</b>	<b>HK\$24,888 (RRP)</b>	<b>HK\$19,888*</b>	<b>6%</b>

**1** Givergy Unlimited provides 12-month platform access with unlimited online and onsite fundraising campaigns, 24/7 online technical support, 3 Logins for the Campaign Management System and Givergy Community access. We offer onsite event packages with various levels of support for your events.

\* The discounted prices reflect the license fee for Givergy Unlimited 12-month access.

\*\* In order to obtain the Givergy Unlimited 12-month access license for the discounted prices detailed in this section, purchase of onsite event package (Premium or Signature) is mandatory.

\*\*\* When customers choose HK\$0 Upfront Fee platform access, they agree to a 4% Platform Fee (commission), in addition to the payment processing fee (which is HK\$0.0395 per HK\$1 for all cards and HK\$0.045 per HK\$1 for Amex), in order to utilize Givergy's award-winning platform for unlimited number of campaigns. 5 best-selling TFA / Givergy Auction & Prize Draw items will be included in your first campaign. These are 0 risk as you will be paid the profit after the supply costs only if they sell and this is automatically managed by the platform. With this model, all payments must be made through the Givergy platform, any payments made outside of the platform will have the commission fee applied. There are no minimum donation requirements. If no auction is taking place, or the organisation cannot add TFA / Givergy auction items into their campaign, the Platform Fee is updated as 6%.

# FUNDRAISING & EVENT CONSULTING

Whether you're organizing a fundraising gala, lunch, cocktail, auction, or any other fundraising campaigns and initiatives, our experienced consultants are here to assist you every step of the way.

From conceptualization to execution, our team collaborates closely with you to develop customized strategies aligned with your organization's mission and objectives. We offer expert advice on event planning, fundraising strategy, donor engagement, gamification, marketing tactics, and more, ensuring your events leave a lasting impact.

In addition to our expertise in fundraising, we also offer consulting services in Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) practices for corporates. We understand the importance of corporate philanthropy in today's business landscape and help organizations navigate the complexities of CSR and ESG to create meaningful social impact while aligning with their business objectives.

Whether you're a charity looking to enhance your fundraising capabilities or a corporate entity seeking to integrate philanthropy into your business strategy, The Fundraising Agency is here to guide you every step of the way.

**Maud Glemot**  
Co-Founder & Managing Partner  
Head of Fundraising Services



“  
*As a dedicated industry expert, I am committed to making every event you host not just successful, but truly impactful.*

*Whether it's a gala, auction, or any fundraising initiative, our team is here to provide you with expert guidance and tailored strategies.*

*We'll work closely with you to maximize the benefits of Givergy's cutting-edge technology, elevating your fundraising potential and leaving a lasting legacy of generosity and positive change.*  
”

## Key Features of our Fundraising & Event Consulting Service



Strategic Fundraising Consulting



Events & Campaign Consulting



Raise More with Platform Consulting



CSR & ESG Consulting

With our client-focused approach and commitment to delivering personalized, high-quality services, we strive to empower organizations to make a lasting difference in their communities and beyond.

## DESIGN

We partner with top-notch creative agencies to bring you a range of creative solutions tailored to your needs and to ensure your campaign visuals are strategically aligned with your fundraising goals and aesthetically pleasing.

We create your campaign key visuals that resonate with your cause and engage your audience. We design impactful graphics, illustrations, and visuals for various campaign materials. Our content creation services encompass a wide range of offerings, including campaign videos, promotional/informative videos, 2D/3D motion graphics, 3D animation, logo animations, as well as videography and photography services. Our team excels at crafting engaging visuals tailored specifically for your campaign, suitable for dissemination across social media, email campaigns, as well as online and traditional publicity channels. We optimize designs for digital platforms to maximize audience reach and engagement.

## COMMUNICATION

We recognize the crucial role that effective communication plays in driving successful fundraising campaigns. Our Communication Strategy services are meticulously crafted to empower charities, corporations, and individuals running charitable campaigns to connect meaningfully with their audience and maximize fundraising outcomes.

Our Communication Strategy services are tailored to the unique needs and goals of each client. We understand that every campaign has its distinct audience, message, and objectives. Therefore, our approach begins with a thorough understanding of your organization, campaign goals, target audience, and brand identity.

We work closely with you to develop clear, impactful, and emotionally resonant messages that effectively communicate your campaign's purpose and value proposition.

### Let's Transform Your Campaign's Visual Impact

-  **Expertise & Creative Innovation**
-  **Customized Solutions**
-  **Efficiency & Quality**
-  **Campaign Message Enhancement**

### Let's Elevate Your Communication Strategy

-  **Audience Analysis & Message Creation**
-  **Channel Selection & Campaign Integration**
-  **Measurement & Optimization**
-  **Expertise & Impactful Result**



**We have an idea!**

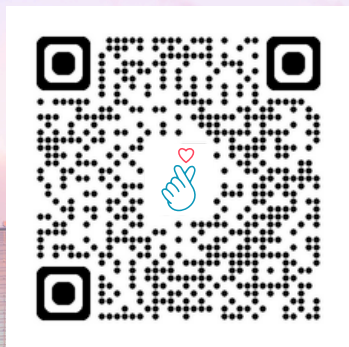




## CONTACT

Please visit our website:

[www.fundraisingagency.co](http://www.fundraisingagency.co)



 +852 9546 9381

 [info@fundraisingagency.co](mailto:info@fundraisingagency.co)



Unit 2A, 17/F, Glenealy Tower,  
No. 1 Glenealy, Central, Hong  
Kong S.A.R.