

# Report to Board Members

## For your consideration:

**Why CharityAuctionsToday.com should be your online auction provider.**

If you've been researching online auction sites for a while, you're probably familiar with what the default online auction offers:

- **The software program is generally frustrating to manage and there is little or no technical support when you need it**
- **You owe a significant percentage-of-profits to the service provider for every auction you hold**
- **You have to track donors using a separate software program**

In a nutshell, most online auctions are time-consuming, user-stressful, and less rewarding (both emotionally and monetarily) than they should be for the time and attention that dedicated, good-hearted people devote to them. They certainly leave users feeling more tired and less rewarded than they should.

**In contrast, CharityAuctionsToday.com stands out like a red rose on black velvet.**

At Charity Auctions Today

- **Setup is a snap. You can be up and running in under 10 minutes**
- **A dedicated charity auction account manager gets to know you, answers your questions, and is available 24/7/365 to help if the user-friendly interface ever halts or hiccups**
- **You get to keep every cent you raise. You manage and control the proceeds. You never pay percentage-of-profit fees to us**
- **You get a 100% free Learning Center Account that gives you instant access to hundreds of fundraising ideas and videos.**
- **You use the power of three software programs to hold online auctions, host live events and track donors, all from a single account.**

## ACCOUNT OPTIONS

**PLATINUM ACCOUNT** List unlimited items per auction; hold as many as you want every year; GREAT for large organizations and schools. Keep 100% of the proceeds. **\$597/year**

**GOLD ACCOUNT** List up to 100 items per auction; hold as many as you want every year. Keep 100% of the proceeds. Perfect for small and medium size organizations, businesses and schools. Keep 100% of the proceeds. **\$497/year**

**SILVER ACCOUNT** List up to 25 items per auction. Hold as many as you want every year. Keep 100% of the proceeds. Perfect for small organizations and individuals. **\$297/year**

**ADD ON ACCOUNT** Brand your auction to look like your website. **Add to any existing auction plan for an additional \$397/year**

**FREE ACCOUNT** This is our "starter kit." You'll get a free Fundraising Learning Center Account to set up mock auctions, tour the software, and discover hundreds of reliable fundraising ideas. Familiarize yourself with the speed and ease of setup at CharityAuctionsToday.com.

With CharityAuctionsToday.com, you'll realize savings of 9% to 20% as compared to percentage-of-profits online auctions

EXAMPLES: Raise \$50K, save between \$4500 and \$10,000 as compared to percentage-of-profits online auctions. Raise 100K, save between \$9K and \$20K. Raise more, save more.

## USER TESTIMONIALS

*"The Auction is complete and very successful. We now have enough money for an outdoor playground for the children at the school. HOORAY!!!"* - Holy Spirit Auction Fete

*"I am so happy I found you. Last year we used a different auction site and with all the fees they charge, it really cut into our profits."* - Joan C., Texas

*"WOW!! Our school was able to raise over 80K with our online auction this year and we saved 16K in fees over the company we used last year."* - Terry, Austin, Texas

You're eligible for an account at CharityAuctionsToday.com. Please consider taking advantage of the our software, auction and fundraising knowledge and our desire to save you every Ben Franklin you will otherwise be paying in percentage-of-profit fees.

For a full list of features, visit <http://www.charityauctionstoday.com/auction-tour.php>.

For more information, please contact me. My phone number is 630-366-6021

Sincerely,

Tom Kelly