

AUCTION PROFIT BLUEPRINT



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Hi, my name is **Tom Kelly**, and I help **Non-profits and Schools** bring their charity auctions online to increase their exposure and profitability.

This **Auction Profit Blueprint** will help your organization bring your event into the 21st century, broadening your auction's reach to include anyone with a computer or smart phone.

The end result:
More bidders and MORE REVENUE

Easier and faster than ever.

The time is now – take your event to a whole new level.

QUICK TO SET UP, EASY TO MANAGE

I want to show you how to build an effective online charity auction page that doesn't take long to set up and isn't difficult to manage.

One that doesn't feel complicated for your bidders to use and that gets them excited to give to your organization.

Using technology should not work against you, it should work for you and I am going to show you how.

Welcome to the **FUTURE** of giving!



**OVERALL REVENUE FROM
ONLINE FUNDRAISING
GREW BY**

23%
IN 2017

If you are part of the two thirds of the charity community that is concerned you will miss out on the **HUGE** opportunities for digital fundraising, then we need to help welcome you to the future.

Online giving has seen consistent year on year growth – generating over **\$31 BILLION** in revenue in 2017 alone. Every sector has seen, *at minimum*, a 15% increase in their revenues last year by providing their donors with the opportunity to give online.

Putting your cause on your target audience's desktop, laptop, tablet – or at their fingertips on their mobile phones – is key to increasing your visibility and engagement.

By following this **Auction Profit Blueprint** and making the leap to going to where your bidders are, you will get the results that can really *make a difference*.

INCREASE YOUR DONATIONS IN 4 EASY STEPS:

1

–
***Boost
Your
Bidder Pool***

2

–
***Increase
Cash
Donations***

3

–
***Sell
More
Sponsor Ads***

4

–
***Re-engage
with
Non-Winners***



1 **BOOST YOUR BIDDER POOL**

If you take away one point from this guide, it should be this: **Boosting your bidder pool is essential for maximizing your earning potential.** The more your cause gains awareness, the more opportunities you provide for your audience to contribute.

When you're online, you can be where your bidders are *instantly* through the click of a button. Easily connect through social media, email and text message to expand your reach and opportunities to earn.

Going where your bidders are shows you know how they prefer to communicate and receive information. It keeps you in touch and relevant to your community.

Using technology to promote your auction is the single most cost effective and impactful way you can augment your earning potential. **It's simple, it works and it sets you up for success.**



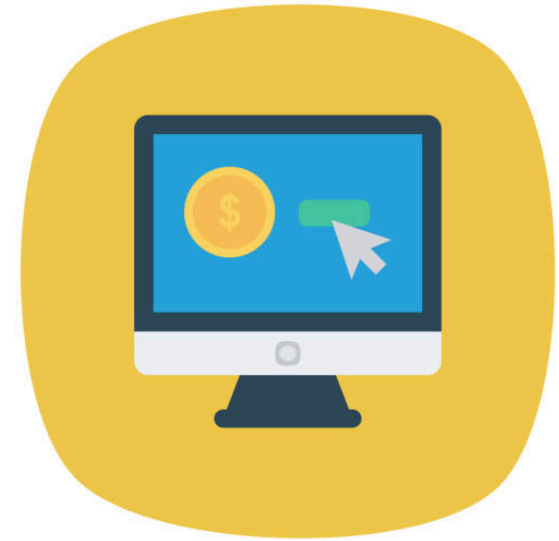
2 INCREASE CASH DONATIONS

Giving your guests an **easy** way to contribute cash donations to your cause greatly increases their likelihood to participate in your auction.

Not everyone wants or has the means to bid on items. Their top choices may have already been won. The bidding war may be accelerating past their reach – or – they want to donate **MORE**.

Providing the option of a cash donation allows for and encourages this alternative way giving. Statistics show that *over half* of the people who receive an email about a crowdfunding campaign make a donation.

Don't be left behind. Give donors choices. Expand your horizons and reap the rewards.



3 *SELL MORE SPONSOR ADS*

Local business are looking for new and innovative ways to make genuine **connections** with their customers.

By selling event sponsorship through your auction, you allow these local business to show their support and **gain exposure**.

This provides your charity with another income stream, connects you to their client base and vastly increases your community reach.

You are now able to create new avenues of support and long lasting, mutually beneficial professional **relationships**.

With a little creativity and initiative, you can turn that bidder pool from a puddle into an ocean of possibility.

4 RE-ENGAGE WITH NON-WINNERS

Re-engaging with non-winners is **crucial** to raising your final auction totals. An auction's success is directly related to how and *how often* it communicates with its donor pool.

In general, auction campaigns raise **5x more** and crowdfunding campaigns raise **126% more** with *consistent* donor contact. In the past year, mobile giving donations have increased **205%**.

The statistics speak for themselves when it comes to your maximizing potential. You need to be staying in touch your audience.

Look for ways to reach out to your bidders that lost an auction. Give them a chance to make a cash donation, highlight items with no bids, keep them informed of your progress. Text, email and social media are the perfect tools to stay connected.

Never miss an opportunity to engage and for your donors to give.



RECAP & CHECKLIST:

1

–
**Boost
Your
Bidder Pool**
–

- ☐ Bring your auction online as soon as possible
- ☐ Promote through social media
- ☐ Communicate through email and text

2

–
**Increase
Cash
Donations**
–

- ☐ Give your donors choices
- ☐ Set up a cash donation feature on your auction page
- ☐ Inform donors they can donate vs. bid

3

–
**Sell
More
Sponsor Ads**
–

- ☐ Contact local businesses
- ☐ Sell sponsorship ad space on your auction page
- ☐ Advertise your cause through their client list

4

–
**Re-engage
with
Non-Winners**
–

- ☐ Inform bidders through text/email when outbid
- ☐ Send auction updates through text/email/social media
- ☐ Allow participants to donate cash

*Like what you see and want to learn more?
Schedule a free call to see how we can do this for you:*

SCHEDULE A CALL



Charity**Auctions**Today