



The Auction Profit Blueprint™

 Charity Auctions Today



AUCTION PROFIT BLUEPRINT

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.

Making big money for your charity is easier and faster than ever.

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

Tom

Quick to Set Up, Easy to Manage

I want to show you how to build an effective online charity auction page that is easy to set up and is easy to manage.

Charity Auctions Today is the easiest online bidding platform for your bidders to use and it gets them excited to give to your organization.

You don't need to be a computer programmer to have an amazing auction. I'll show you how easy it is.

Welcome to the **FUTURE** of giving!



In 2020, online giving grew by **12.1%**



Two-thirds of the charity community is concerned they will miss out on the **HUGE** opportunities for digital fundraising. With Charity Auctions Today, you won't need to worry.

Online giving has seen consistent year on year growth - generating over **\$40.7 BILLION** in revenue in 2020 alone. Every sector has seen, *at minimum*, a 6% 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 for your cause*.

INCREASE YOUR DONATIONS IN 4 EASY STEPS:



STEP 1

Boost your bidder pool



STEP 2

Increase cash donations



STEP 3

Sell more sponsor ads



STEP 4

Re-engage with non-winners



STEP 1:

BOOST YOUR BIDDER POOL

**Everyone loves
an online auction.**

Here's our **BEST** advice: **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.**

STEP 2:



INCREASE CASH DONATIONS

Statistics show that over 50% of the people who receive an email about a crowdfunding campaign make a donation.

Give your guests an **easy** way to contribute cash donations to your cause, and they'll be more likely 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 encourages giving.

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

STEP 3:



SELL MORE SPONSOR ADS

Tap into your **local connections.**

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

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

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

With a sponsorship, you can 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.

STEP 4:



RE-ENGAGE WITH NON-WINNERS

Give non-winners
the opportunity
to donate.

Re-engaging with non-winners is **crucial** to going beyond your final auction totals. Your auction's success is directly related to how and how often you communicate with your 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 stay in touch with 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:

STEP 1

Boost your bidder pool

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

STEP 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

STEP 3

Sell more sponsor ads

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

STEP 4

Re-engage with non-winners

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

Want to start now?

BUILD MY AUCTION

[click here](#)

