



7 Reasons Not to Run an Online Auction

You believe online fundraising auctions are an expense. However, online auctions actually increase Revenues! Here are the 7 Reasons explaining why you think online auctions are an expense.

You don't want to maximize your number of bidders

- Traditional fundraising auctions reach only those members attending the physical auction event.
- These are the same members and donors that are constantly being solicited for financial support.
- Online fundraising auctions allow you to expand your auction donor base.

You don't want to add more items to your auction catalog

- Organizations like to use the same predictable auction items year after year.
- Expanding your auction catalog allows your community of supporters more options when bidding.

You believe online sponsorship recognition can't be profitable

- Unfortunately, some organizations only like to recognize sponsors at the physical fundraising event.
- Adding an online component allows organizations to barter sponsorship ads in exchange for donated goods and services, as well as increase revenue by selling highly coveted sponsorship ads.

You would rather not sell more tickets to your event

- Tickets sales to fundraising events have decreased in the past year and are always a challenge.
- We constantly hear organizations tell us how "a competing organization has a fundraiser the same night and we can't sell more tickets."

You don't want to build your online community and web presence

- Our constituents don't use the Internet, so we don't need an online auction or to build our web presence.
- Online community building is the hottest topic in philanthropy these days. However, some organizations think that they can always have auction events strictly in the room.
- They don't need to build a community of supporters online.

You and your volunteers enjoy spending hours setting up silent auction events

- We constantly hear, "our volunteers and staff are overtaxed with current projects and don't have enough time to set up and run the silent auction event."
- We understand that setting up and running a silent auction is not the focal point of your organization. Executing the mission of the organization is!

You simply don't care about maximizing your auction net income

- Hey, times change and innovation allows us to do something better!
- But, it's easier to do the same thing we did at our fundraising auction last year and not raise any more money.

Sadly, many organizations are alike. We're not. And if you have read this far, you're not either. Maybe it's time we work together.

What can we do for you?

We have designed an online auction solution specifically designed to meet the fundraising needs of nonprofit organizations and schools. Our online auctions create opportunities to increase revenue and awareness by reaching out to new donors and opening fundraisers up to a wider audience.

To learn more about all of our online auction services call us at (305) 788-1849.