



bidding^{FOR}GOOD™
presents

6

Reasons
to run a

Holiday Auction

1 'Tis the Season of giving!



The holiday season is a time of giving to loved ones and charities. It is also one of the busiest times of the year and it can be easy for everyone to get behind on their holiday shopping and charitable giving.

That's why a holiday auction is such a great idea! It is the perfect way for your supporters to take care of both their shopping and donating at the same time. They can buy wonderful gifts for their friends and family while helping your cause. Your holiday auction gives them a unique opportunity to give twice with each and every item they win!

2 Popular auction items make popular holiday gifts

One of the biggest challenges of holiday shopping is trying to figure out what to get everyone on your list. Luckily, the most popular auction items also make the best gifts! Trips, get-a-ways, sports tickets, gift cards, entertainment tickets, and unique experiences are always sought after auction items and make for presents everyone can enjoy. Provide your supporters with a catalog full of these popular items, and they will be bidding up a storm.

[Broadway Cares/Equity Fights AIDS](#) auctions off all kinds of once in a lifetime Broadway experiences for theatre lovers. It is the nation's leading industry based HIV/AIDS fundraising and grant-making organization and offers an auction catalog that includes meet and greets with celebrities like Nathan Lane, Josh Groban, Frankie Valli



and Gloria Estefan. One of their most popular items was a “Wonderful Appearance in Broadway’s Biggest Blockbuster, *Wicked*” that sold for over \$10,000. This magical item would make the perfect gift for any Broadway fan!

Gifts like this one are even more meaningful because they also benefit a great cause. Your supporters will be able to give friends and family amazing gifts while letting them know they inspired a donation to your organization. Your holiday auction will create a special and memorable giving experience.

3 Fund-a-Need items are perfect for the holidays

So, what are fund-a-need items? They are a request for a bidder to fund a specific need for your organization.

For example, [The Guide Dogs of America](#) use fund-a-need items to help cover specific costs for their animals. Their organization trains guide dogs that will then be given to their blind partners free of charge. In order to provide this service, Guide Dogs of America must cover a range of costs for specialized items. Their annual holiday auction includes items like Microchip for a Puppy, Post-Op Dog Care, Bark’n Boots™ Grip Trex™ Dog Boots, and Puppy-Go-Home Kits. **In just one holiday auction, these items inspired over \$13,000 worth of donations!**

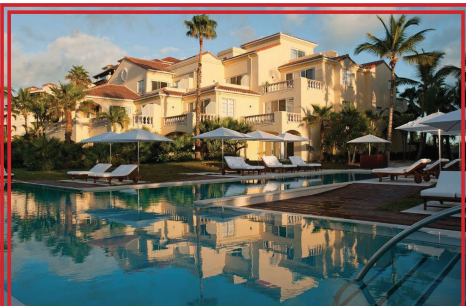
If you follow in the footprints (or paw prints!) of The Guide Dogs of America, you’re bound to be met with success!



4 Bidders are tuned in to holiday messages

During the holiday season your supporters will be paying more attention to their mail and email. They are looking forward to receiving greeting cards and holiday newsletters from friends and family. It's also when businesses are promoting all kinds of special deals, so your supporters will be keeping an eye out for the latest coupons and sales. They will need to stay on top of their email to ensure they don't miss out!

[The Food Network South Beach Wine and Food Festival](#) does an excellent job of keeping their supporters posted on their annual holiday auction. In each and every email they highlight unique dining and travel packages and describe how they will make beautiful gifts. They even include a special email on the final day of their auction to remind their bidders, "Times a tickin' so keep on clickin'!" **Their fun and thoughtful emails helped them raise over \$25,000 in their holiday auction!**



SOBEWFF Auction Items



A holiday auction gives you the perfect opportunity to join in the holiday promotion. You can get creative in how you invite your bidders to participate in your auction, too. Add a little sparkle to your emails to give your supporters a smile and inspire bids!

Remember to get creative along the way, too. Consider creating your own holiday video as a way to invite your supporters to your auction and encourage them to forward along your message to their family and friends!

5 Social media is all a glow during the holidays



In recent years, wishing everyone “Happy Holidays!” on social media has become one of the best ways to spread holiday cheer to friends, family, and colleagues.



It is also a perfect opportunity for you and your auction team to remind everyone about your auction. Whether it’s announcing that your auction is coming soon, opening, or about to close, social media gives you a great platform to keep the updates coming! You can also ask your supporters to share your posts and retweet your tweets to reach an even larger audience. The more the merrier when it comes to participating in your holiday auction!

6 Holiday shopping has never been more fun!

Holiday shopping can sometimes feel like a chore. Even with the convenience of shopping online, it can be time consuming when you are determined to give thoughtful gifts to all of your friends and family.



Putting your auction online allows your bidders to conveniently shop for the holidays while having fun. Bidding back and forth to win an amazing gift and help a great cause is sure to brighten your supporters’ holiday season!

Make your fundraising sparkle with a holiday auction

The holidays are a time of giving and shopping, and your holiday auction is the perfect combination of both. Your supporters will revel in good spirited bidding wars and in knowing their holiday shopping will be complete in no time. Your holiday auction will make for happier holidays all around and help you meet and exceed your fundraising goals before the year ends!

If you want to learn more about how to put your holiday auction online, [click here to schedule a call!](#)

