

Frequently Asked Questions: cMarket Network

- Who is cMarket?** cMarket Network is the Cambridge, MA-based creator of the leading online auction platform solely for organizations engaged in fundraising for nonprofit causes. Founded and led by a group of socially-conscious entrepreneurs, cMarket helps thousands of organizations raise millions of dollars for worthy causes each year.
- What does cMarket do?** We help fundraisers increase revenue through our easy-to-use online auction services. cMarket's auction management tools enhance auction performance by improving the supply and demand dynamics of your events.
- What are the benefits?** Nonprofit organizations can add a private branded online auction to their existing live auction with ease. This enables them to raise more funds by:
- expanding their auction catalog and receiving more donations by providing greater visibility to contributors and simplifying the donation process
 - growing their bidding pool beyond those who attend their event
 - creating new online sponsorship opportunities on their website and in email communications that give sponsors quantifiable visibility
- What else?** An online auction can be seamlessly integrated to an existing live, silent or gavelled auction event, and can help raise more funds while reducing the overall cost and effort involved.
- Who are cMarket's clients?** Close to 6,000 organizations that raise money for nonprofits have chosen to run auctions with cMarket. Our clients cross every sector of the nonprofit community—including schools (K-12 and higher education), arts and humanities, healthcare, and faith-based—and range in size from large national organizations to grassroots groups.
- What services does cMarket offer?** We offer a complete range of services enabling nonprofits and their supporting communities of bidders, donors, sponsors and supporters to engage in including:
- Auction Manager** - A web-based, online auction management tool that includes everything needed to create, promote and run an online auction fundraiser.
- cMarket Place** - Our online consignment store that provides a simple, risk-free way for fundraisers to expand their auction. This catalog booster offers a unique selection of appealing, hard-to-get items guaranteed to excite, entice and motivate bidders.
- BiddingForGood.com** – An online auction portal that enables cause-conscious consumers to quickly and easily bid on items in cMarket's online auction fundraisers. It's a great way to expand the demand for items in your auction.
- How much does it cost?** You can start to benefit from cMarket's services for just a single sign-up fee, and take advantage of our auction management tools for an entire year. When you run an auction, our costs are based directly on the performance of that auction. Contact our Sales Representatives for special pricing and promotional offers today.
- When should I start to plan?** We suggest you plan for your online auction when you begin to prepare for your live event. Our clients see a direct correlation between how early they start to prepare their auction and how profitable the online auction earnings are. Advanced planning also allows you to take full advantage of cMarket's services including additional fundraising resources and promotional tools that can complement your "Save the Date" cards and announcements.
- How can I learn more?** Contact cMarket by visiting us on the web at www.cmarket.com, or call toll free 866-621-0330.