



QuickStart Kit: Successful Auction Promotion *Beyond* Emails



Table of Contents

Step 1: Prepare and Share Your Plan

Step 2: Reach Out to Your Community Using cMarket System E-mails

Step 3: Reach Out – Beyond E-mails to Your Community and Beyond

Part 1: Your Upcoming Events, Meetings, Communications and Promoting the Online

Auction

- A. Use Promotional Flyers
- B. Spread the Word with Promotional Cards
- C. Speak Out!
- D. Make Sure Board Members and Volunteers Support the Auction and Refer Friends
- E. Make Sure Board Members and Volunteers Support the Auction and Refer Friends

WORKSHEETS

PRE-WRITTEN TEMPLATES

Part 2: Your Media Contacts and Promoting the Online Auction

- A. Get Your Auction Listed in Local Newspapers
- B. Generate Newspaper Articles About the Auction
- C. Place a Small Advertisement in Local Newspapers
- D. Partner with Local Media

WORKSHEET

PRE-WRITTEN TEMPLATES

Part 3: Corporate and Organization Contacts—Promoting Your Online Auction

WORKSHEET

PRE-WRITTEN TEMPLATES



Spread the Word!

Congratulations! You've made the smart decision to leverage the tools and expertise of cMarket to reach for new levels of fundraising success. What makes your cMarket Online Auction so much more effective? It's the opportunity to reach beyond your traditional in-room auction audience through your existing e-mail lists into a much more extensive community that wants to support your cause.

Of course, you'll probably want to kick off your promotional activities by reaching out to your own members – that's where the e-mail features of your cMarket Auction Tools come in handy. This kit, however, makes it easy for you to reach beyond the people for whom you have email addresses by providing you step-by-step how-to advice and a range of important promotional materials and templates that your team can quickly and easily use, from flyers that can be distributed within your community, to advertisements and announcements.

You Don't Have To Do It All!

The following guide is packed with tips and templates to help you and your committee more effectively promote every aspect of your auction and increase the success of your fundraising efforts. We invite you to take advantage of these materials to better understand promotion techniques that can dramatically improve your auction. But, remember, you don't need to do all of these steps to have a successful cMarket fundraising auction! Pick and choose the tips, templates, and techniques that fit your organization and your unique style.

Step 1: Prepare and Share Your Plan

The first and smartest step you can take to promote your auction is to involve as many members of your organization as possible – from volunteers to board members. But it's equally important to identify other supporters in the community through media outreach and your corporate contacts. Developing a plan that involves the cMarket system e-mails and outreach activities is an important step. You may even want to share the draft of your promotional plan with your team at your kick-off meeting to get the ideas flowing.

cMarket makes it easy for you to create your promotional plan. Just take a few moments to review and complete the following worksheets.

Step 2: Reach Out to Your Community Using cMarket System E-mails

- Send several e-mails before your auction opens
- Weekly email updates while your auction is open
- Special "About to Close" emails
- Thank you e-mail once your auction closes

Step 3: Reach Out – Beyond E-mail to Your Community and Beyond

As mentioned in the introduction, this kit includes expert advice and a range of promotional materials and templates for you to use in promoting your auction to broader audiences (people whose e-mail addresses you don't currently have).



When you reach out to audiences beyond your e-mail lists, you will find that two types of people will “opt in” and adding their e-mail addresses to your cMarket Auction:

- 1) Members of your current community for whom you may not have had an e-mail address previously.
- 2) Entirely new people who heard/saw your promotional message and were interested in your auction and/or your organization.

Remember, the people who decide to opt in to your auction will also become new members of your organization’s community. Simply download the “interested persons” and “auction participants” lists from your cMarket auction after bidding closes and add these people to your mailing list, development databases, etc.

The next pages will cover the three key parts of this outreach:

Part 1: Your Upcoming Events, Meetings, and Communications, & Promoting the Online Auction

Part 2: Your Media Contacts and Promoting the Online Auction

Part 3: Your Corporate and Organization Contacts and Promoting the Online Auction

***Hint:** Remember, when sending e-mails, to click on the “interested persons” and “auction participants” checkboxes as well as on your own e-mail lists. This will insure that people who have added their e-mail addresses during your auction will receive your auction e-mails.*

Part 1: Your Upcoming Events, Meetings, and Communications & Promoting the Online Auction

Your own events and meetings and existing communications are among the best ways to promote your online auction. Make sure you get the schedule for your organizational events, meetings, mailings, and newsletters between now and the time that your online auction ends.

Save time and effort -- Just customize our pre-written templates that follow this section.

A. Use Promotional Flyers

One of the simplest -- yet most effective -- promotional tools available to you is the basic flyer. Use promotional flyers in numerous ways – as mailing inserts, on retail counters, on local bulletin boards, and more. Once you've created the wording and design for your flyer, you can use it repeatedly as a hand-out at meetings and events. You can mail it to member lists. And you can even insert it into newsletters.

B. Spread the Word with Promotional Cards

Promotional cards are simply smaller versions of your flyers. Anytime your organization holds a meeting of any type between the kick-off and ending of your Online Auction, simply hand out these cards to drive more people to your auction Web site. For example, if your organization is hosting an event with a registration table, ask people to add their e-mail addresses to your guest book so that they can get involved in your upcoming auction. Then, hand them a promotional card, encouraging them to check the online auction Web site. Or, maybe your organization is hosting a golf tournament or other fundraiser in the weeks leading to the auction. The promotional cards are another communication opportunity; tuck them into thank-you/SWAG bags or give them with awards.

C. Speak Out!

Another great way to promote your organization's Online Auction is to use every opportunity to talk about it. So if there's an event prior to or during the auction, why not have a speaker encourage participation in the auction? On the following worksheet, we've suggested a few "talking points" that you can customize and use when the moment is right.

D. Make Sure Board Members and Volunteers Support the Auction and Refer Friends

The following pages have pre-written e-mail templates that you can customize and send out to volunteers within your organization, Board Members, and even your staff, encouraging them to spread the word about the auction through e-mail, or even using the "Refer a Friend" link on your site.

These e-mails can be especially effective if they come from your Director. We've even suggested e-mail text that you can use internally, to make sure that the logo and link to your auction gets the kind of placement and treatment from your Webmaster that will be sure to drive the most traffic.

E. Use Your Organization's Existing Communications Tools

Make the most of your own regular communications tools and correspondence such as monthly newsletters and e-mails. In addition to your events and meetings, these communications are excellent opportunities for promoting your online auction. Use Worksheet #3 to identify and list all of your organization's upcoming printed, Web, and e-mail communications that will be sent to your community.

YOUR NEXT STEPS ARE SIMPLE!

1. Take a moment to complete worksheets 1-3 on the following pages. These will help you focus on your organization's many events, meetings, and communications where you can easily promote your upcoming auction.
2. Customize pre-written templates that follow these worksheets. These templates will help you promote your auction without having to write your own materials from scratch.

Worksheet #3: Your Upcoming Communications

Try to leverage your regular correspondence such as monthly newsletters and e-mails. These communication vehicles are excellent opportunities for promoting your online auction. Use this worksheet to list all of your organization's upcoming printed, Web, and e-mail communications that will be sent to your community. Complete all but the last column for every communication your organization is issuing between now and the end of your online auction. Then, use the last column to form your promotional plan.

Scheduled Mailing or E-mailing Date	Communication Name	Group or Dept. In Charge	Contact Person Name	Your Plans for Promoting the Online Auction through This Communication
	Your Website			Auction link on front pg.
	Monthly Newsletter			Auction promo and auction homepage URL
	E-Newsletter			Auction promo and auction homepage URL
	Staff Newsletter			Auction promo and auction homepage URL
	Appeal Letter			Auction promo and auction homepage URL

Template #1: Sample Flyer

Support [Org Name]'s [Auction Name] Online Auction:

Your Logo!

What: The (name of auction)

When: (open date – close date)**

Where: In Email Inboxes and on the Internet.

Why Get Involved?

- Because it's fun!!!
- Because participating in [Auction Name] is a great way to show your support for [CHARITY] and [cause].
- Because the money we raise will help [cause].
- [Your additional reasons]
- Because you could take home all kinds of fantastic things!

What's Up for Grabs?

We've got over [# of items in catalog] items up for bid – so you're sure to find something great to take home, or give as a gift, like ...

Item #1

Item #2

Item #3

... and much, much more!

Visit our website today to find out more about these and all the unique items you could win!

[\[http://auctionname/cmarket.com\]](http://auctionname/cmarket.com)

We hope you'll tell your friends and family about [Auction Name] Online Auction too. It's as simple as clicking on the "Tell a Friend" button on the website's front page!

You can help make the (Auction Name) Online Auction a success! Get Involved and Start Bidding NOW!

Have a question? A suggestion? Want to become more involved? Contact [\(your email address here\)](#)

**Starting on (date), you'll be able to reach (auction name) from the (CHARITY) homepage and (any other places). Details and links will also be sent to you by email.



Template #2: Sample Promotional Card

Going Once, Going Twice...SOLD!

Visit the [\[Auction Name\]](#) Online Auction today:

<http://www.INSERT-URL.com>

[replicate button from site] BID NOW!

Great gift ideas ... or just shop for yourself! Your generosity will help [\[cause\]](#).

Auction runs from: [\[start time/date\]](#) – [\[end time/date\]](#).

Want to make a donation? It's not too late – just click on the "Donate Now" button on our website: <http://www.INSERT-URL.com>. You can also click on the Tell-A-Friend button on the front page to help get others involved.



Template #3: Sample Talking Points

Talking Points to promote the online auction:

- I'd like to take this opportunity to announce that the [Auction Name] Online Auction [is now open/will soon begin].
- The auction will run from [start time/date] through [end time/date].

3 ways you can help:

1. Bid Now! [or soon]: Your generosity will help [cause].
2. Tell Friends: Use the "Tell-A-Friend" button on our front page to tell us about others who might like to be "invited" to the auction.
3. Donate Now! Maybe you or someone you know would like to donate items or services such as [give examples, or dollar values if appropriate]. The easiest way to make it happen is to use the "Donate Now" button on our front page.

- Emphasize the URL – <http://www.INSERT-URL.com> – urge listeners to browse, place a bid, shop for themselves, purchase items as gifts, etc. It's truly guilt-free shopping!!

- You'll find items like [item], [item], and [item], [item], and [item]
- [List and emphasize any high-profile/marquis items, such as trips].
- You can shop for yourself, or buy something for a friend.

Thanks for your attention/consideration, and thanks in advance for your participation.



Template #4: Email to Volunteers

Subject:

[Auction Name] Online Auction

Text:

I'm excited to announce the kick-off of this [year's/season's] fundraiser: the [Auction Name] Online Auction!

As you may already know, the auction will take place [entirely] online, from [open date – close date] at [<http://auctionname/cmarket.com>]. [If appropriate, add a sentence here about a live event: The auction will conclude with a gala event at "location," on "date". Include how to get tickets, or reserve your place.]

Buy something for yourself, family, or a friend, there's truly something for everyone in this auction – from [item] and [item], to [item], [item], and [item]. Its truly guilt-free shopping!

The funds we raise will benefit [recipients], and help [cause]. I'm especially counting on you to help make this event a success in two ways: First, by "bringing" as many people as possible to the auction, and second, by helping us with donations.

Tell-A-Friend

Please fill out at least 2 of the "Tell a Friend" forms, using the button that's right on the auction's homepage, [<http://auctionname/cmarket.com>], to get as many people as possible involved.

Donate Now

Of course, we're still accepting items for our auction – we're especially looking for items such as [item, item, and item – over \$value amount]. If you know of anyone who would like to make this kind of a donation, simply tell them to use the "Donate Now" button on the auction website – [<http://auctionname/cmarket.com>].

Thanks in advance for your generosity, as well as your enthusiastic involvement and support – without you, events such as these would not be possible!

Happy bidding!

[Your Director's name]



Template #5: Email to Board Members

Subject:

[Auction Name] Online Auction

Text:

Usually when ask for your organization's assistance, we're talking about financial support. This time, however, we're happy

to say that our request is a far simpler one: We'd like your help promoting our [Name of Auction] Online Auction.

As you may already know, the auction will take place [entirely] online from [open date – close date] at [<http://auctionname/cmarket.com>]. [If appropriate, add a sentence here about a live event: The auction will conclude with a gala event at "location," on "date". Include how to get tickets, or reserve your place.]

The auction has something for everyone ... great gift ideas too, from [item] and [item], to [item], [item], and [item]. Its truly guilt-free shopping!

The funds we raise will benefit [recipients], and help [cause]. We're especially counting on you to help make this event a success! We hope that you will take this opportunity to let others who may be interested in supporting our cause know about the auction.

There are three specific ways you can help:

1. **Tell-A-Friend.** Use this button right on the auction's homepage – [<http://auctionname/cmarket.com>] to list as many people as possible who we can invite to participate in this event.
2. **Donate Now.** We're still accepting donations of items such as [item, item, and item – over \$value amount]. If you, your organization, or others you know would like to make this kind of a donation, simply use the "Donate Now" button on the auction website – [<http://auctionname/cmarket.com>].
3. **Build Momentum!** We hope you will help us promote this important cause by contacting your business affiliates, forwarding the URL for this event, [<http://auctionname/cmarket.com>], and asking for their support.

I'd like to thank you in advance for your enthusiastic involvement and support – without you, events such as these would truly not be possible!

Sincerely,

[Your Director's name]



Template #6: Internal Email to Your Webmaster

Subject:

[Auction Name] Online Auction is Ready for Launch!

Text:

As you know, our organization is about to launch its [Name of Auction] Online Auction. When it goes live, we'd like to make sure that there's a link directly to the auction from our homepage – that way visitors to our site can click right through, even if they haven't yet gotten word about this event.

[I/we] have attached an [icon/logo/graphic] that should be placed prominently on our homepage – definitely above the fold to try to drive as much traffic as possible.

From [promotion start date] through [auction start date], the text should read:

“Online Auction Coming Soon!”

The URL that this graphic should link to is [http://auctionname/cmarket.com]. While the auction won't go live until [auction start date], we will be using pre-opening promotion to gather donations, as well as names of interested persons, and need to direct early visitors to the site.

On [Auction Start Date], the text below the graphic should change to:

“Let the Bidding Begin – Visit our Online Auction Now!”

Ideally, [I/we] would like to update this text periodically to keep it fresh. Please let [me/us] know how frequently [I/we] can send you new teasers. The auction will run through [Auction End Date], at which time you can remove the graphic and link from our homepage.

In the meantime, please let [me/us] know if there are any additional materials or information you need from us.

Thanks again!

Committee Member Name(s)
Title(s)

Copy: Executive Director

Part 2: Your Media Contacts and Promoting the Online Auction

The media are one of your best sources for promoting the online auction. A feature story about a local charity's online auction, is certain to create excitement throughout the community -- especially if your auction catalog contains unique items and experiences. In fact, announcing the start of your online auction through the media not only creates more interest, it also generates new sources of e-mail addresses from visitors to your auction site.

Save time and effort -- Just customize our templates that follow this section.

A. Get Your Auction Listed in Local Newspapers

Many local newspapers and Web sites publish Calendar-type sections that list events and activities for free. This is a great way to get publicity and promote your cause. Simply contact local media outlets to find out how they want submissions to be made, and send in your listing.

B. Generate Newspaper Articles About The Auction

In addition to a listing in the Calendar section of local newspapers, you can seek to have articles written about your online auction. Use the templates we've included (for a letter and news release) to send to local newspapers. If you have a relationship with the paper, it's a great idea to follow up with phone calls, be available for interviews, or even offer graphics or a photo opportunity.

C. Place a Small Advertisement in Local Newspapers

Some cMarket clients find they attract more bidders by placing simple "line ads" in the classified sections of local newspapers-- in "Auctions" or "Yard Sales," for example. This is a great, low-cost way to increase exposure and draw the kind of people with a real interest in auctions and your cause. You could also use this same wording to post announcements on local Web sites -- many of them offer free listings. Ask around, or search the Internet for ideas of where you could post.

D. Partner with Local Media

Local media can play a critical role in driving traffic to your auction Web site. Perhaps your organization has relationships with key managers or executives at local radio or TV stations or newspapers who can help promote your cMarket Online Auction. On the following page, you'll find a simple template for a letter you can send to your contacts, asking them to feature your event on their high-traffic Web sites using a link and logo to your cMarket Online Auction. It won't cost them any money and it gives them the opportunity to align themselves with your organization and show their support for a worthy cause.

YOUR NEXT STEPS ARE SIMPLE!

1. Take a moment to complete Worksheet 4 on the following page. This will help you focus on your organization's media options for promoting your auction.
2. Customize the pre-written templates that follow this worksheet. They will help your promote your auction without requiring you to write your own materials from scratch.

Worksheet #4: Your Media Contacts and Promoting the Online Auction



The media will always be one of your best sources for promoting the online auction. A feature story such as a local charity auction being held online is bound to create excitement throughout the community, especially if your auction catalog contains unique items and experiences -- the interest will be that much higher! In fact, by announcing the opening of your online auction through the media, you will not only generate more interest about the auction, but when they visit the online auction to sign the Guest Book, or bid on an item, you will gain a new source of email addresses from individuals who otherwise, may never have known about the online auction.



Use this Planning Sheet to list all of your organization's media contacts. Complete all but the last column for each contact your organization has. Then, use the last column to form your promotional plan.

Media Type	Media Name	Your Organization's Contact with this Media	Media's Contact Person's Name	Your Plans for Promoting the Online Auction through this Media
Local or Trade Papers/Journals				Editorial Desk AND Events Calendar
				Auction ad
Regional/National Papers/Web Guides				Auction promo and auction homepage URL
Television				Auction promo and auction homepage URL
Radio				Auction promo and auction homepage URL



Template #7: Auction Announcement for Local Newspapers

Name

Title

Address 1

Address 2

City/State/Zip

Dear (),

Please include the following listing in your calendar section for an online charity auction that will run from [auction opening date] through [closing date]:

[CHARITY] kicks off its [Auction Name] Online Auction [auction opening date] at [Auction URL]! You can bid on exciting items like [item], [item], and [item] through [Auction End Date] – shop for yourself, or a friend! The money we raise will help [cause], so stop by our website to browse, shop, or just show your support: [Auction URL]. (... There's still time to make a donation to the auction. Just visit us online to find out how you can help out!)

[CHARITY] would appreciate it if you could print this announcement in your Calendar, along with any other appropriate sections as frequently as possible for the duration of the auction: [dates auction will be open].

We would also be grateful for any additional ideas you might have for getting the word out about the [Auction Name]

Online Auction.

Thank you in advance for your help and support.

Sincerely,

< INSERT CORRECT SIGNATURE(S)>

Committee Member Name(s)

Title(s)



Template #8: Auction News Release

<Print the Following On Your Organization's Letterhead>

FOR IMMEDIATE RELEASE

CONTACT:

[Contact Person]

[Company Name]

[Voice Phone Number]

[FAX Number]

[Email Address]

GOING ONCE ... GOING TWICE ... GOING ONLINE!

Online Bidding Opens Today For [CHARITY]'s [Auction Name] Online Auction

[City], [State], [Date] – [CHARITY] introduces a whole new way to show support for [Charity Beneficiaries]: At [Time] today, the “doors” will open to [Auction Name], an auction that takes place on the Internet at <http://www.INSERT-URL.com>.

The auction will run from [start time/date] through [end time/date] and promises to have a major impact on the community. [CHARITY] members will be receiving emails about the auction, and can forward those emails to invite an unlimited number of guests to virtually “attend” and take part in the auction. Members of the public can also participate by going to <http://www.INSERT-URL.com>. Using exciting new software provided by cMarket, Inc., an organization with a focus on serving non-profit organizations, and thanks to the generosity of donors such as [Sponsor/Donor], [Sponsor/Donor], [Sponsor/Donor], [CHARITY] has assembled an exciting catalog of auction items to get people bidding.

Items up for bid include: [Item]; [Item]; [Item]; [Item]; and [Item].

[Insert quote from the President of your Organization about the auction, and how being online will open the event up and allow more people to show their support for the cause.]

“We’re extremely honored that [CHARITY] has chosen cMarket to help raise money for such an important cause,” said Jon Carson, Chief Executive Officer and Co-founder of cMarket. “We understand how challenging it is for nonprofits to raise funds solely through live auctions, since such not all of their supporters are able to attend and place bids. This is a wonderful example of how nonprofit organizations such as [CHARITY] can use technology to reach out to their supporters on a much larger scale, and raise the funds they need to truly make a difference.”

Money raised by the auction will go toward [describe purpose]. [If appropriate, add a sentence here about a live event: The auction will conclude with a gala event at “location,” on “date”. Include how to get tickets, or reserve your place.]

Everyone is welcome to browse, shop, or just drop by and sign our guest book to show their support for [CHARITY] at <http://www.INSERT-URL.com>. Donations are still being accepted – simply log on to the site and click on the “Donate Now” button. Users can also contribute to



the auction's success by using the "Tell A Friend" button on the website.

For more information about getting involved, contact [\[contact name, email and phone number\]](#).



Template #8: Auction Press Release (continued)

About [CHARITY]

[Insert brief paragraph describing your organization.]

About cMarket, Inc.

cMarket, Inc., of Cambridge, Massachusetts, enables nonprofits to easily create, extend, market, and manage their fundraising auctions online. With the ability to reach the inboxes of their community or target customer set, cMarket helps nonprofits to maximize auction revenue through increased bidding, auction sponsors, and added donor value. cMarket's solution has helped numerous nonprofits nationwide in the arts, healthcare, faith-based and education sectors raise significant funds. For more information about cMarket, including the most current running auctions, visit www.cMarket.com. For further information, please contact:

Contacts:

[CHARITY]

Name

Phone

Email

cMarket Inc.

Chris Payne-Taylor

617-252-6406

cpaynetaylor@cmarket.com



Template #9: Letter to Accompany Press Release

Name

Title

Address 1

Address 2

City/State/Zip

Dear (),

Of all the letters that come across your desk, I hope this is one that captures your heart as well as your mind: [CHARITY] organization with a unique approach to [what the auction is about] invites you to take a closer look at this very unique fundraising event, [Auction Name].

Our plan is to host an Online Auction – in other words, we’ll be collecting items from donors and putting those items up for bid on our auction website, [URL]. What makes this event so powerful is that its reach is virtually unlimited ... we expect all of our visitors to spread the word about this event using email as well as word of mouth! It’s a powerful example of the “viral” nature of the Internet, and how people can come together online to support a cause. Our organization will be using exciting online software from cMarket, Inc., a Cambridge, MA, organization focused on supporting non-profit organizations.

The auction will run from [start time/date] through [end time/date], and promises to have a major impact on our community.

Since everyone will be talking about this event and bidding on items like [list item], [list item], and [list item], we thought your [newspaper/radio station/other media outlet] might want to take this opportunity to feature the changing face of fundraising on the Internet and drawing attention to a very worthy cause.

We look forward to introducing you to our organization’s Online Auction, and appreciate your consideration.

Sincerely,

< INSERT CORRECT SIGNATURE(S)>

Committee Member Name(s)

Title(s)



Template #10: Line Ad for Local Newspaper

Going Once, Going Twice ... Going Online! [CHARITY] Kicks off its [Auction Name] cMarket Online Auction today to benefit [recipients]. Visit us on the Internet at <http://www.INSERT-URL.com>. There's truly something for everyone in this auction – from [item] and [item], to [item], [item], and [item]. Buy something for yourself, family, or a friend! The money will be going to a great cause: [cause]. Auction runs from [start time/date] through [end time/date], so BID NOW!! Want to make a donation? It's not too late – look for the "Donate Now" button on our website: <http://www.INSERT-URL.com>.



Template #11: Letter to Potential Media Partners

Name

Title

Address 1

Address 2

City/State/Zip

Dear (),

Of all the requests for support that come across your desk, I hope this is one that captures your heart as well as your mind: [CHARITY] organization with a unique approach to [what the auction is about] invites you to help make our very unique fundraising event, [Auction Name] a success by joining us as a Premier Media Partner.

In return for your support, we will feature your logo along with a link to your website on our auction's website. What we would like from you is a logo and link to our Online Auction from your website's homepage as well as public announcements reminding your [listeners/readers] to visit your homepage and look for that link. This would increase traffic to your site and ours, while helping our organization to reach our fundraising goals.

Our plan is to host an Online Auction using specialized, but simple software from cMarket, Inc. – in other words, we'll be collecting items from donors and putting those items up for bid on our website, [URL]. What makes this event so powerful is that its reach is virtually unlimited ... we expect all of our visitors to spread the word about this event. It's a powerful example of the "viral" nature of the Internet and how people can come together on the Internet to support a cause.

The auction will run from [start time/date] through [end time/date] and promises to have a major impact on our community. Since everyone will be talking about this event, as well as bidding on items like [list item], [list item], and [list item], we thought your [newspaper/radio station/other media outlet] might want to be involved.

Please contact us to discuss this exciting opportunity in more detail. We look forward to working with you to promote this worthy cause!

Sincerely,

< INSERT CORRECT SIGNATURE(S) >

Committee Member Name(s)

Title(s)

Part 3: Your Corporate and Organization Contacts and Promoting the Online Auction

Your corporate contacts are another powerful, yet often overlooked way to create significant publicity for your online auction. Contact your partners or other businesses and organizations that share common values and ask them to support your cause. An ideal business contact will have a large number of employees, a Web site, and an intranet on which a link to your online auction can be inserted. Many organizations also have member or employee e-mail newsletters, and other means for promoting the auction. (And, compared to asking an organization for donations or sponsorships, asking for inclusion in their newsletters, Web site(s) and e-mails is easy.)

Organizations who are allied with you are also a valuable means of promotion. Example, a non-profit that focuses on preservation of marine wetlands may send auction promotion notices to the marine biology departments.....

Consider soliciting area retail stores to promote your online auction through checkout flyers and promotional mailings (and e-mails) to their customers. Sometimes, even other charitable organizations may be willing to spread the news about your online auction.

Save time and effort -- Just customize our pre-written corporate partner e-mail template. See Template 12 that follows this section.

YOUR NEXT STEPS ARE SIMPLE!

1. Take a moment to complete Worksheet 5 on the following page. This will help you focus on your organization's corporate contacts and allied organizations—both of which are powerful means to promoting your auction.
2. Customize the pre-written template that follows this worksheet. This template will help you promote your auction without having to write your own material from scratch.



Worksheet #5: Corporate Contacts and Allied Organizations—Promoting Your Online Auction

Your corporate contacts are another powerful, yet often forgotten way to create a lot of publicity for your online auction.

You can always contact your current partners, or target other businesses and organizations that share a common belief system for supporting your organizational cause, or an affiliation. An ideal business contact will house a large number of employees, have an internet site, and an internal corporate web site in which a link to your online auction can be inserted. Such organizations usually have member or employee email newsletters, and other means by which you can promote the auction. Compared to having to ask an organization for money, asking it to promote your online auction by including a link

to your auction website in newsletters and emails is easy.

You can also solicit area retail stores to promote the online auction through checkout flyers, and promotional mailings (e-mailings) to their customers. Sometimes, other charitable organizations may even be willing to spread the news about your online auction.

List all of your corporate and organizational relationships, including major sponsors, affiliated institutions, larger employers, retail stores with a substantial or targeted customer base, etc. Complete all but the last column for every corporate contact your organization has. Then, use the last column to form your promotional plan.

Company or Organization	Contact Person's Name	Your Plans for Promoting the Online Auction through this Media Partner
		Send cMarket's pre-written template for corporate and organization partners.



Template #12: Email to Corporate Partners

Subject:

[CHARITY] [Auction Name] Online Auction

Text:

Dear [Contact Name],

Usually when ask for your organization's assistance, we're talking about financial support. This time, however, we're happy to say that our request is a far simpler one: We'd like your help promoting our [Name of Auction] Online Auction, from [open date – close date].

The auction has something for everyone ... great gift ideas too, from [item] and [item], to [item], [item], and [item]. The funds we raise will benefit [recipients], and help [cause]. That makes this true guilt-free shopping!

All we ask from you is that you send your employees and associates an email promoting this event (we've even provided suggested wording for the email below), or you may want to let any of your associate's know about the auction by using the "Tell a Friend" button right on the auction's homepage – [http://auctionname/cmarket.com].

We would also appreciate it if you could place our auction's logo and link to our site from your company's homepage (graphic Is attached, and should point to the auction website, [http://auctionname/cmarket.com]).

Of course, we're still accepting items for our auction [and looking for sponsors]. Look for the "Donate Now" link on the auction website – [http://auctionname/cmarket.com]–[or you can contact us for more information about sponsorship opportunities/opportunities to show your support]!

Thanks in advance for your continued support of our organization.

Sincerely,

[Your Name]



Suggested wording for an email to your employees:

Subject:

Check Out [\[Auction Name\]](#) Online Auction

Text:

As many of you know, [\[Company Name\]](#) is a proud supporter of [\[CHARITY\]](#). That's why we're pleased to tell you about an exciting the [\[Auction Name\]](#) Online Auction to benefit [\[recipients\]](#). You can visit the auction on the Internet at [\[http://www.INSERT-URL.com\]](http://www.INSERT-URL.com). Whether making a purchase for yourself, or as a gift, there's truly something for everyone in this auction – from [\[item\]](#) and [\[item\]](#), to [\[item\]](#), [\[item\]](#), and [\[item\]](#). Plus, the money will be going to a great cause: [\[cause\]](#). Auction runs from [\[start time/date\]](#) through [\[end time/date\]](#).

Know someone who'd also like to support this worthy cause? Look for the "Tell a Friend" button on their website: [\[http://www.INSERT-URL.com\]](http://www.INSERT-URL.com) and help spread the word!

Have fun at the auction, and thanks for your support!

[Your Name]