

ONLINE AUCTIONS: A-Z

Presented by: Jim Wintner
Founder/President of BenefitEvents.com

The promotional power of broadcast radio, combined with the accessibility and interactivity of the Internet, represent a unique opportunity to add an online auction capability to your portfolio of fundraising tools. A small amount of on-air time can be leveraged to drive listeners to your website, and on to the auction catalog and bidding opportunities. Underwriting opportunities can embrace a pure in-kind donation option, combined with unrestricted online promotional copy and hyperlinks to donor websites. Auction sponsorships add to the potential income stream.

Rich visuals familiarize listeners with items details, and listeners outside your broadcast area and time zone can participate fully, without depending on your streaming capacity. In addition to the new revenue opportunities, you capture, and can easily integrate, the contact information for all registered bidders. An online auction will serve as an integral feature of your overall web/fundraising and development/marketing strategy, driving listeners to your website and introducing them to all your donation and support options.

You can create one, very special, yearly event, or online auctions can become part of your fundraising year round. The online auction capability is available at all times to create a community marketplace, a program-specific event, a seasonal celebration, or address any opportunity where an auction (or fixed price) sale would benefit your station. Multi-station cooperative events, or an ongoing national marketplace, can all be addressed within the same infrastructure.

The purpose of this workshop is to review the specific tasks necessary to set up an auction catalog, customize your registration and introduction pages, and integrate your graphic style. We will cover all aspects of the user and administrator interface, including data and image entry, and event management. We will use the hosted auction tools of BenefitEvents.com, which have been used to manage the online auctions for WAMU, KNPR and WGBY-TV, as well as a wide range of educational, community, arts and advocacy groups since 1999.

***To facilitate this workshop we invite you to visit <http://benefitevents.com> prior to the session and register for, and bid in, the **Demo Auction**. This is a mock auction and you can register using the dummy credit card already embedded in the registration form, and bid without obligation. In this way, everyone attending can have a base knowledge of the bidding process and user interface and come prepared with questions. We would like to devote as much time in the workshop to answering your specific interests with regard to creating and managing an online auction.

Please feel free to contact us prior to the session about any specific issues or questions you would like to see addressed.

See you in SF!

Jim Wintner

<http://BenefitEvents.com>
Online Fundraising for Non Profit Institutions
jhw@benefitevents.com