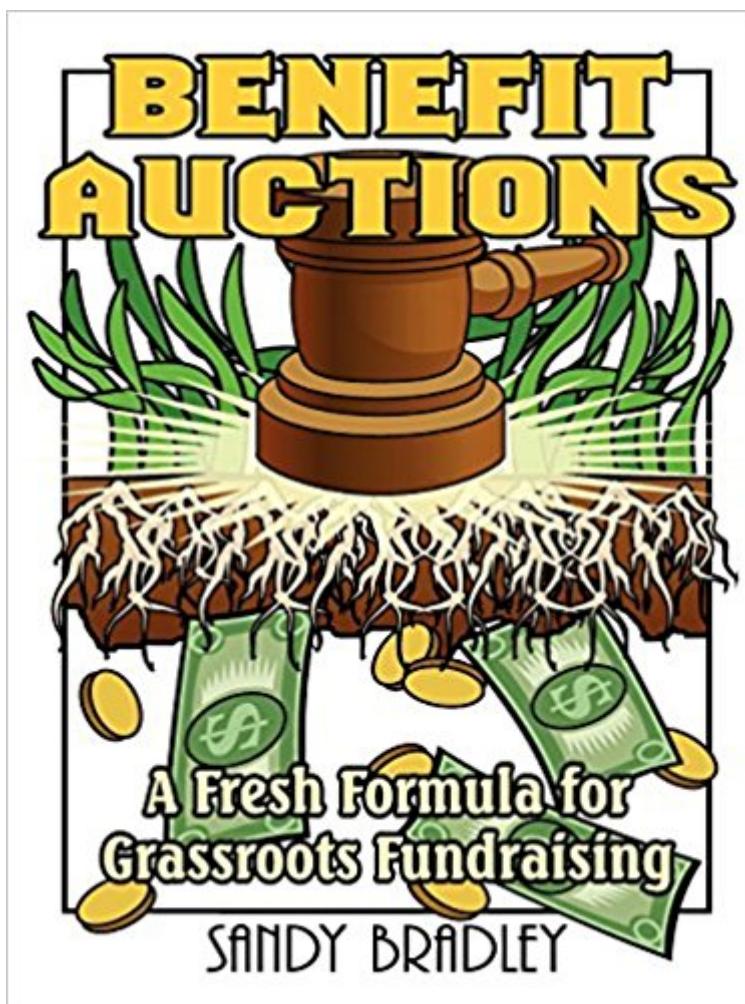


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# Benefit Auctions: A Fresh Formula For Grassroots Fundraising



## **Synopsis**

In a climate in which community services funding is more and more scarce and the causes are getting more and more urgent, grassroots fundraising is the brightest light at the end of the tunnel. The easiest grassroots fundraiser is a benefit auction, and this book offers tried-and-true methods for putting on a wildly successful event. In this comprehensive, step-by-step guide, author Sandy Bradley draws on her many years of experience as an organizer and auctioneer for nonprofits and arts organizations.

## **Book Information**

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## **Customer Reviews**

Sandy Bradley is an auctioneer for nonprofits and arts organizations. She is also a musician, writer, and, for thirteen years, host of the "Sandy Bradley's Potluck" on National Public Radio. She has served on the Seattle Arts Commission and the Bumbershoot Commission. In 1991, The Seattle Times named her one of ten "People of the Year" who make Seattle a better place to live. A licensed auctioneer since 1979, she is currently an oyster farmer on Willapa Bay.

This benefit auction book is not bad, but to be honest, there are more comprehensive books that go into far more detail on the subject. That being said, the book is clear and concise, and has some very good ideas and planning suggestions for your benefit auction. It is written primarily for the organization looking to raise funds, but as a Benefit Auctioneer Specialist, I would highly recommend not relying on just books, and have some discussions with an Auctioneer who can help you plan, and execute a successful event...well in advance. Benefit Auctioneers have the

experience, training, and background to help you reach your goals. The book is worth the cost as a reference.

As I read through this book I kept thinking to myself, "That's a GREAT idea, why didn't I think of that!". It's full of ideas for people at all levels of experience with Auction-planning. Even if you've been involved in many auction fundraisers, I'd almost guarantee you'll find a few fresh ideas in this book! Great resource, easy read.

I'm just getting started in fundraising auctions and I've read everything I can get my hands on. I should have started and stopped with this book. I've bought extra copies to give to the nonprofits I'm working with so they'll know how to do it right.

I wanted to drop you a note to tell you how extraordinarily impressed I am with "Benefit Auctions: A Fresh Formula for Grassroots Fundraising" by Sandy Bradley. In the past, I've had occasion to run auctions for several non-profit organizations, both church and professional. I did okay winging it, but it wasn't easy. I had a problem collecting donations, getting the auction publicized, and keeping things running smoothly. It worked, but I always felt that it'd be a lot smoother if I knew what I was doing. Then I read "Benefit Auctions: A Fresh Formula for Grassroots Fundraising." Within the first few chapters, I saw that one of my biggest problems with meeting my expected goals was that I hadn't set my goals correctly. The "times 2" rule explained it all. I also learned how to do much better solicitation of goods and services from donors (and how to find new donors!). The suggestions for how to set up processes also eliminated a major headache for the volunteers and--best of all--showed me how to speed up the payment and checkout procedures, which had been a real bottleneck in the past. I haven't yet had a chance to try all of these techniques yet, but I am confident that I'm going to be able to double the income through increased donations while spending slightly less effort to publicize and run the auction. On behalf of my customers and my volunteers, thank you!

Benefit Auctions: A Fresh Formula For Grassroots Fundraising by musician, author, and licensed auctioneer Sandy Bradley who draws upon her years of experience and expertise as an auctioneering fundraiser for nonprofits and arts organizations. Benefit Auctions is an invaluable step-by-step guide for determine the kind of even best for a particular organization; finding an ideal location; hiring an effective auctioneer; developing a strategy for attracting attendees and bidders;

soliciting donations of goods and services to sell; generating a catalog and bid sheets; training volunteers; setting up the event for maximum financial revenues; concluding an auction successfully while laying the groundwork of the next one. If you are responsible for developing a fundraising auction for your group or organization, then give a careful reading to Sandy Bradley's Benefit Auctions.

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