

# 2015 Rotary Online Auction

## FREQUENTLY ASKED QUESTIONS

### *General:*

#### **1. When is this Rotary Online Auction?**

Bidding begins November 7, 2015 at 9:00 a.m. and concludes on Saturday, November 21 at 10:00 p.m. sharp!

#### **2. What do you need from me to make the Rotary Online Auction a success?**

The committee is hard at work assembling a terrific fundraiser to replace the Rotary Golf Tournament. Now we need your help! We are asking members to help us attract bidders to the auction, secure sponsors and item donors, and recruit volunteers to assist in the warehouse immediately following the auction to facilitate pick-ups.

#### **3. Is there a goal for product donations?**

Yes! To be successful will require \$35,000 worth of donated product (fair market value). We will update members on our progress toward this goal.

*Have additional questions? Contact Co-Chairs, Jim Phillips at [jamesphillips1@sympatico.ca](mailto:jamesphillips1@sympatico.ca) or Candi Harrington at [candi.harrington@gmail.com](mailto:candi.harrington@gmail.com).*

### *Marketing:*

#### **1. Where can I get more information about the Rotary Online Auction?**

Details are available on [KitchenerRotary.ca](http://KitchenerRotary.ca) or [RotaryOnlineAuction.ca](http://RotaryOnlineAuction.ca). as well as Facebook: [/RotaryOnlineAuction](https://www.facebook.com/RotaryOnlineAuction) or Twitter: [@RotaryOnlineAuc](https://twitter.com/RotaryOnlineAuc). Or, ask a committee member—we love talking about it!

#### **2. How will the Rotary Online Auction be promoted?**

We have initial promotion plans through post cards, Google Ads, Facebook Ads, and are currently looking into local media opportunities. We will keep you posted. In the meantime, our best advocates are our members who share this exciting event with their networks. Tell us about your ideas to promote this fun event.

#### **3. How can I promote to bidders in my circle?**

There are many ways! Add a poster to your office / community / church / electronic bulletin board. Do you have a web site, road sign, or event where the Rotary Online Auction can be promoted? See Candi for customized promotional pieces.

Want a super convenient way to help us get the message out? Share our social media messages on your own social networks, then ask your friends and followers to help share it with their networks.

*Have additional questions? Contact Marketing Lead, Candi Harrington at [candi.harrington@gmail.com](mailto:candi.harrington@gmail.com).*

## ***Sponsorships & Auction Item Procurement:***

### **1. What tools will be made available to help me solicit donations and sponsors for the Rotary Online Auction, and where can I get them?**

All members will be provided with an easily sharable solicitation package by email as well as on the Club Runner website (on main page under 'Site Pages' or 'Home Page Download Files'). Promotional post cards will be made available as well.

### **2. What items are the best items for the auction?**

Top items for last year were (in order of importance): sports tickets, grocery certificates, restaurants certificates, hardware & tools, children's toys & activities, hobbies & arts and crafts, and golf experiences. Items that fetched the least were: office equipment & accessories, jewelry, clothing & fashion accessories, household & appliances, and personal services.

### **3. How much is a sponsorship?**

Sponsorships are available at \$250 each.

### **4. Who can I ask?**

Anyone! Seriously, we all have a finite amount of contacts, and we don't want to approach them too often. The best way to decide which Rotary opportunity is best for your contact is to think about who they are, as well as what their needs are.

For example, do they want to have their product and/or advertising in front of an audience of 300 well-heeled professionals in Waterloo Region? Do they like to network with local 'movers and shakers'? Then, In Vino is the perfect opportunity for them. Do they want to have a chance to win a luxury automobile for themselves or their staff? The Car Draw is a great way to participate! Finally, would they like to have their product and/or advertising seen by a wide online audience of 5,000 unique visitors from Southern Ontario? Do they like to get a great deal AND want to support a great cause? Then the Rotary Online Auction is just the ticket!

Some people may be open to having their product or advertising seen by multiple audiences and will want to participate a unique combination of activities suited to their needs. Trust your instincts, and be sure to have fun sharing easy ways for your colleagues, contacts, and friends to support the great work you are doing on behalf of the charities we support.

### **5. How do I ask for a donation or sponsorship?**

The Rotary Online Auction committee is putting together an interactive training session on how to ask for donations. Stay tuned for details—it is not to be missed!

### **6. How will donors or sponsors be recognized for their donation?**

Sponsorships will receive an advertising tile on the auction website (name, logo, link to site). 5,000 unique visitors will see the rotating advertisers' logos. Item donors will be advertised (name only) on the site alongside the item they donate.

## **7. What happens if a donated item is worth more than a sponsorship?**

Items of significant value or interest will receive extra recognition through push advertising used to attract potential donors to the site.

## **8. Is there a minimum value for auction items?**

The minimum value for items to appear on the site is \$50.

*Have additional questions? Contact Solicitation Lead, Gary Parker at [sue.parker@sympatico.ca](mailto:sue.parker@sympatico.ca).*

### **Logistics:**

#### **1. Who do I give my item to?**

Firstly, congratulations! Once you have secured your donation contact Jim Brown to ensure the item makes its way into the items/sponsors database. He will inform you if the item will be stored at our warehouse space (address to be announced soon) or gift certificate vault.

#### **2. Why is completing the Auction Item Form important?**

It is important that the GIFT FORM is filled out completely to ensure accurate online information, donor recognition, and tracking. The web auction system requires complete information to input an item.

#### **3. What if it is a really large item? How do we get it to the warehouse?**

Arrangements can be made to pick up large items (dishwashers, etc.) and deliver them to the warehouse. Contact Jim for additional details.

#### **4. What are the volunteer opportunities with Logistics?**

The Logistics team will need some volunteer assistance to pick up items, manage storage at the warehouse, assist with inventory control, or do some light online data entry (training provided). If you have an hour or more to spare, be sure to let Jim and his team know!

#### **5. What if a buyer or donor are from a different community? How are the items transported?**

The Rotary Online Auction is a conjoined effort with the Rotary Clubs of Oakville Trafalgar, Milton, and Mississauga Lakeshore. As such, bidders and donors will come from various communities. For the ease of the successful bidder, arrangements have been made to ensure the transportation of items to the community of the successful bidder. The bidder can then pick up their item at a convenient location in their own community. Gift certificates will be sent by mail.

*Have additional questions? Contact Logistics Lead, Jim Brown at [brownjimmy74@gmail.com](mailto:brownjimmy74@gmail.com).*