



### ***Online Auction Fundraiser for International Projects*** (Fundraising Committee)

Online Auction is a viable means to sell items to a wider base, including Southern Ontario and raise funds for Rotary. Rapisell.ca is an online Auction Company based in Guelph, Ontario that has been in business for decades as a traditional Auction Company and for a few years as an Online Auctioneer at [www.rapid-sell.ca](http://www.rapid-sell.ca).

Online Auction Sales conducted by Rapid\_Sell.ca have been utilized successfully by a number of Ontario Charities. An organization in Orillia has been doing this for a few years with this Company and raises more than \$40,000 annually.

#### **AUCTION CONTENT:**

A wide variety of goods and services can be auctioned:

1. Vacation Packages or Hotel Rooms	8. Automobiles
2. Cottage Rentals	9. Recreational Vehicles
3. Antiques, Collectibles	10. Campers
4. Appliances and Electronics	11. Boats
5. Artwork	12. ATV's and Snowmobiles
6. Machinery of All Types	13. Services - almost anything can be sold online
7. Farm Equipment	

#### **MARKETING:**

All of the regular marketing channels will be utilized to attract local and non-local buyers. Rapid-Sell.ca has a database of over 6000 buyers from Southern Ontario and Northern States (U.S.) and the sale catalogue will be distributed to their existing customers.

#### **VOLUNTEERS:**

1. Volunteers are needed to canvas individuals and businesses for donations of items in any of the above categories. For each item, a full description of the item and numerous digital images are required to create a catalogue entry. Images are very important for a successful online sale. In the case of hotel, vacation or cottage rentals, any blackout periods should be identified.
2. Businesses making donations will benefit for exposure of their products and services.
3. Tax receipts for charitable donations will also be available to individuals and businesses.
4. Any individual donating a stay at a private rental property (e.g. cottage) can apply conditions typical of tenant selection such as references, credit rating and employment history before finalizing the sale.

#### **DATE OF SALE:**

The date of the sale will determined after we have a minimum number of items to build the catalogue - 50 items with an average value of \$200. The target is to build a catalogue with more than 100 items.