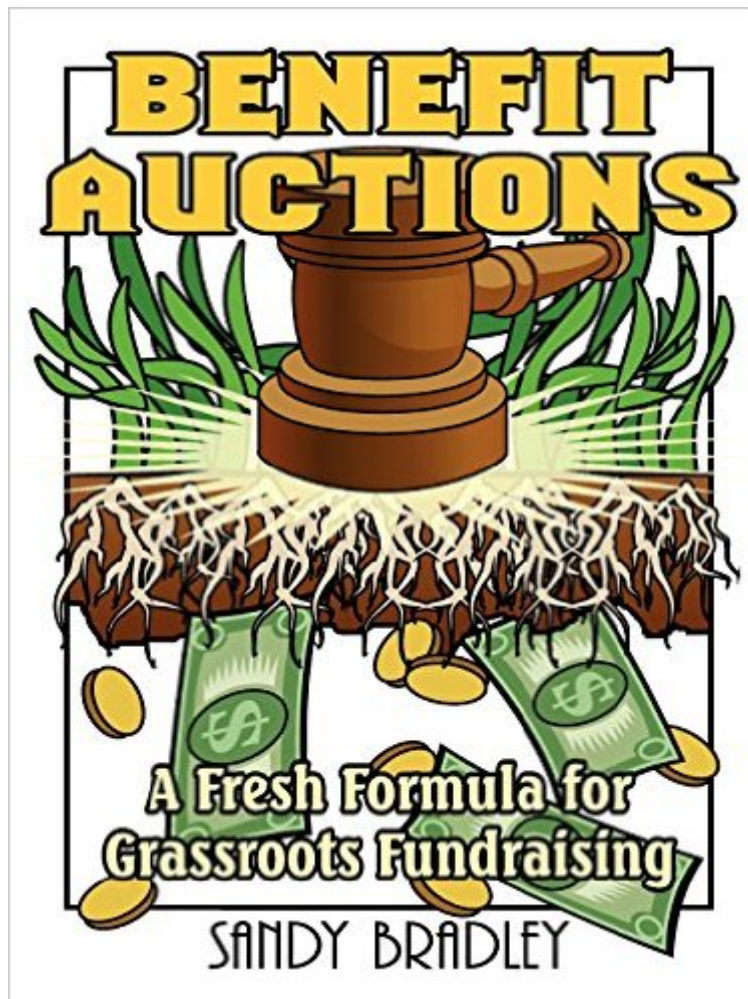


The book was found

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

Paperback: 161 pages

Publisher: Pineapple Press (June 1, 2004)

Language: English

ISBN-10: 1561643041

ISBN-13: 978-1561643042

Product Dimensions: 8.5 x 0.5 x 10.9 inches

Shipping Weight: 15.2 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars [See all reviews](#) (4 customer reviews)

Best Sellers Rank: #1,542,866 in Books (See Top 100 in Books) #132 in [Books > Business & Money > Finance > Crowdfunding](#) #1615 in [Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities](#)

Customer Reviews

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!

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.

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**.

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.

[Download to continue reading...](#)

Benefit Auctions: A Fresh Formula for Grassroots Fundraising Fundraising: Crash Course!
Fundraising Ideas & Strategies To Raise Money For Non-Profits & Businesses (Fundraising For Nonprofits, Fundraising For Business, ... Raise Money, Crowdfunding, Entrepreneur) Storage Unit
Auctions: A Practical Guide to Profiting with Storage Unit Auctions Tools & Techniques of Employee Benefit and Retirement Planning, 11th ed. (Tools and Techniques of Employee Benefit and Retirement Planning) Morphy **Auctions: Fall Sale 2004 I Brake for Yard Sales: and Flea Markets, Thrift Shops, Auctions, and the Occasional Dumpster** Fresh Wind, Fresh Fire: What Happens When God's Spirit Invades the Hearts of His People Fresh Wind, Fresh Fire Low salt. Low salt cooking. Low salt recipes.: Saltless: Fresh, Fast, Easy. (Saltless: NEW fresh, fast, easy low salt, low sodium

cookbook) (Volume 2) Cooking Fresh from the Bay Area (Eating Fresh Guides) Depression Folk: Grassroots Music and Left-Wing Politics in 1930s America Creative Schools: The Grassroots Revolution That's Transforming Education America's Social Arsonist: Fred Ross and Grassroots Organizing in the Twentieth Century Grassroots Fascism: The War Experience of the Japanese People (Weatherhead Books on Asia) Roots to Power: A Manual for Grassroots Organizing, 3rd Edition We Are Market Basket: The Story of the Unlikely Grassroots Movement That Saved a Beloved Business Amen - Grassroots Football Standing at Armageddon: A Grassroots History of the Progressive Era Activism, Inc.: How the Outsourcing of Grassroots Campaigns Is Strangling Progressive Politics in America Patagonia Tools for Grassroots Activists: Best Practices for Success in the Environmental Movement

[Dmca](#)