

**mycharity**services.com

*Helping Charities Raise Money Through Online Auctions*

## **CHARITY FUNDRAISING OVERVIEW:**

**Current economic climate adversely affecting fundraising efforts**

**Budget constraints in expansion of fundraising operations**

**This means greater competition for limited funding...so how do you remain competitive?**

**“Reach a wider giving community cost effectively through mycharitywins.com’s online charity auctions”**

A quick and simple way to create your own online charity auction with no upfront fees



Mar 29th, 2011 17:47:04

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War Child - MINI Cooper - Personalised by Paul Weller

BID NOW

## FUNDRAISING THROUGH ONLINE AUCTIONS

Our online charity auction platform that hosts multiple auctions on behalf of charities and non-profits.

Our auctions enable charities to directly raise money, improving traffic to your own website and increasing donations.

 **mycharitywins.com**  
helping you • help others

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## Demo - Gibson Les Paul Gold Top signed Rod Stewart and Faces



Gibson Les Paul  
Gold Top

Signed by  
Artistes

Starting Bid:	£ 100
Time left:	01/12/2010 18:30
Bid increment:	£ 10
Estimated value:	£ 3,000
Delivery cost:	£ 20
No of bids:	0

Your maximum bid: [GBP] £  ?

[Place bid](#)

- ▶ [Learn about how to bid?](#)
- ▶ [Learn about max bid?](#)
- ▶ [Learn about reserve bid?](#)

**Description**

"A truly magnificent instrument with its natural mahogany back and neck, while the top is in gleaming gold with contrasting ivory trim" - Original Gibson advertisement, circa 1955

**charity INFO**

[About](#)

[Princes Trust](#)

## Why should charities use online auctions?

- **Helps raise funds directly and indirectly**
- **Capitalise on in-kind donations**
- **Increases profile & brand awareness of the organisation**
- **Provides an avenue for continuous, cost effective and sustainable fundraising including for core costs**
- **Complements existing fundraising efforts**

## Some benefits of the “online” auction experience:

- Enhances “giving experiences” and enables individuals unable to attend live auctions to take part
- Enables spirited bidding between friends or groups
- A winning online bid can be used as the starting price for a live auction
- Ensures that items placed for bidding goes for the best price
- Capitalise items are unique/special/celebrity endorsed, and not readily available in the open market
- Allows cause-minded consumers the opportunity to support a charity while receiving a good value for their donation

## Why are our services unique?

- 1. Part of a long established computer and internet services company**
- 2. Specialising in internet marketing for the charity sector**
- 3. Comprehensive and integrated range of services to meet the requirements of the charitable sector**
- 4. Our service is seamless and integrated but is provided under a number of our brands (see individual websites for details):**

mycharityservices.com is our informational site that specialises in bespoke charity auctions.

Here you can find all you need to know about how we create creating your own auction, personalising it to suit your needs.

### Auction Services

Our 'no risk' online charity auction service offers a flexible, exciting new way to raise funds online. Quick, simple, effective...



FUNDRAISING

**AUCTION SERVICES**

MARKETING

GRANT GRANT

PRICING

Check out some of the past auctions we have run

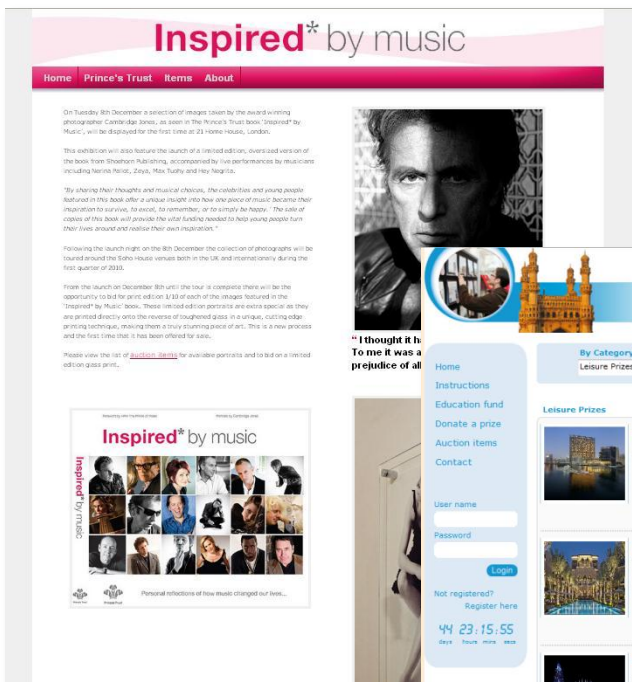
The screenshot shows a grid of auction listings. The main focus is on a 'MINI Cooper - Personalised By Paul Weller' auction. The listing includes a photo of the car and a man standing next to it. To the right of the photo are details: 'Place bid', 'Shipping & Handling', 'Terms', 'Current bid', 'Next minimum bid', 'Time left', 'Bid increment', and 'No. of bids'. Below these details are two links: 'Learn about how to...' and 'Learn about more...'. To the right of the main listing are several smaller thumbnails for other auctions, including one for 'HEART OF MUSIC' and another for 'Inspired by music'.

War Child & Nordoff Robbins  
Paul Weller Mini Auction  
£21,000

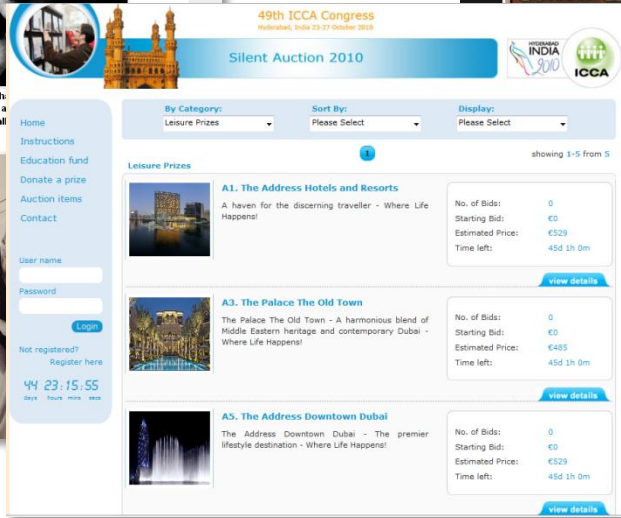
1 / 3

Next

## Here you can see examples of some of our recent bespoke sites:



The Prince's Trust



ICCA World Auction



Meeting Industry Meeting Needs

## Testimonials:

*"I would like to thank mycharitywins.com for the amazing service we received. We set out with a great idea but needed someone to do all of the hard work, pull it together and guide us through. What we ended up with far exceeded our expectations. The level of service was first class, whatever time of day or night (sometimes we got instant help at midnight!) and it became a lot less stressful than we thought it would be.*

*The amount raised was more than we had hoped for and so disadvantaged communities in Uganda will now get that extra help we were so keen to give to them."*

Haileybury Youth Trust - 2011

*"McGrath Estate Agents recently competed in a 500km charity bike ride and, to help our fund raising efforts, planned to hold a live charity auction at a company sales conference. Very late in the day the conference was cancelled and this was no longer possible.*

*Just a few days before the start of the ride we had thousands of dollars worth of prizes and, suddenly, no forum to auction them. I contacted mycharitywins.com and gave them what seemed at the time to be an impossible challenge. From the other side of the world, develop an online charity auction, for several high value items, within 48 hours!*

*Not only did mycharitywins.com succeed, they excelled in the challenge and exceeded all of our expectations. Despite the time zone difference communication was excellent and they delivered to us a fantastic online portal with time to spare.*

*Thanks to mycharitywins.com, we pedalled into the distance having raised over \$15,000 through our fantastic online auction."*

McGrath Estate Agents Auction on behalf of the Day of Difference Foundation – 2010

*"We were very pleased with the personal service provided by MyCharityWins. They were always on hand to customise our auction to our specific requirements and provided a very fast and high quality level of customer service."*

War Child - 2011

*"We were very pleased with the personal service provided by mycharitywins. They were always on hand to customise our auction to our specific requirements and provided a very fast and high quality level of customer service."*

War Child - 2011

*"Ellis Brigham Mountain Sports ran an auction in aid of Disability Snowsports from December 10 - Jan 11 and I was pleased with the ease and speed with which we managed to get the auction up and running. We had fantastic support from start to finish - an excellent site and it deserves to be very successful."*

Mark Brigham, Marketing Manager, Ellis Brigham Mountain Sports – 2011

## OUR BESPOKE AUCTIONS CAN BE COMPLETELY CUSTOMISED TO SUIT YOUR NEEDS:

### Functionality

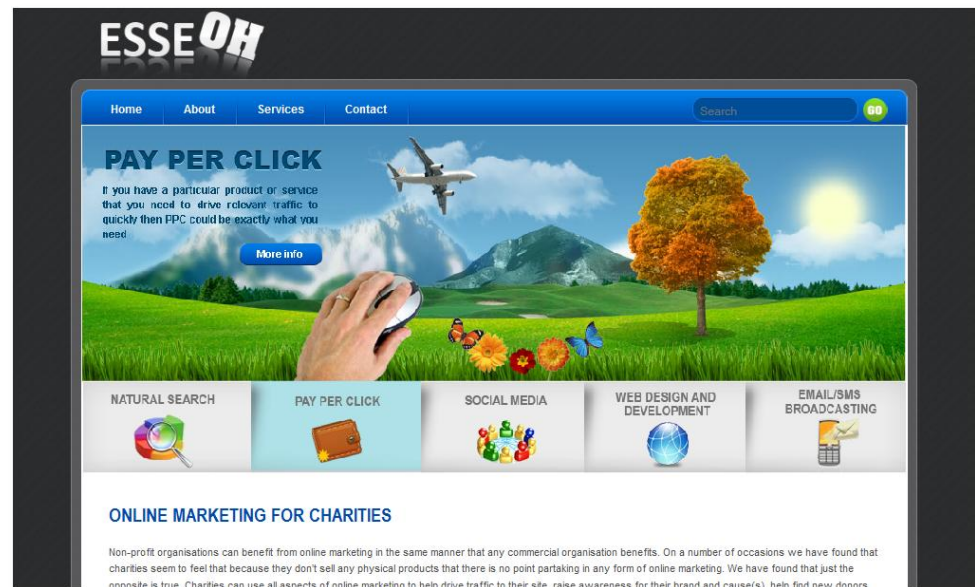
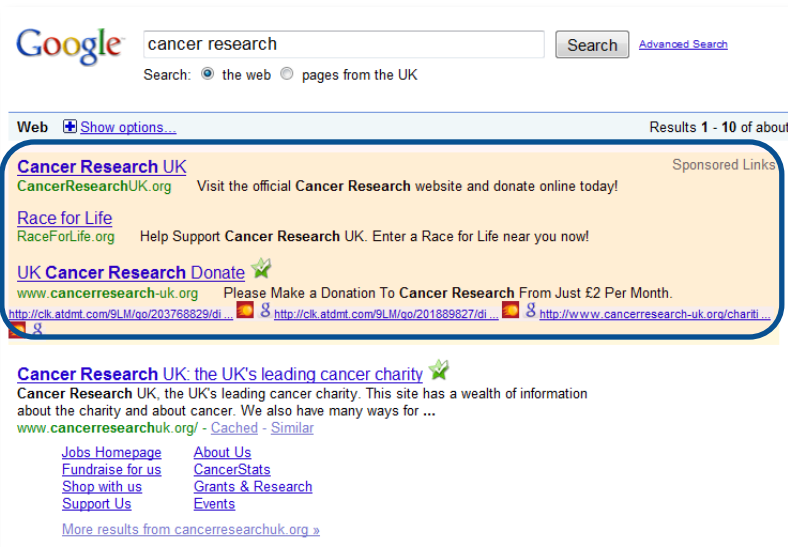
- Incremental bidding
- Auto-bidding / maximum bids
- Hidden identity / sealed bids
- Buy now bidding
- Reserve bidding
- Email alerts
- Custom reporting
- Custom T&C's
- Control management System (CMS)
- Multiple auction functionality
- Bid history

### Design

- Ability to fully customise auction design e.g. layout, colours, branding, sizes
- Ability to add custom pages e.g. news/images/general info/ticket details

As an integrated online fundraising auction company we can leverage your efforts by:

1. Item Procurement Advice/Consultation.
2. Google Grant Application
3. Use of in-house fundraising leverage tools
4. Search Engine Optimisation (SEO) & Management of Pay-Per-Click Advertising



If you would like more information regarding the above services please visit our dedicated [online charity marketing site](#)

## Online auctions are beneficial to a number of parties involved:

- **Non-profit organisations and charities** wanting to increase their funds through the use of online methods. This can be done all year round, or run in conjunction with specific events or live auctions (often the winning bid online can be used as the starting bid at a live auction event).
- **Bidders** have the enjoyment of participating in the excitement of an online auction, whilst at the same time acquiring a prized product or service as well as feeling the satisfaction of supporting a charitable cause in the process.
- **Donors, individuals, celebrities, corporates, event & venue providers** who fulfill their stated commitment to the charitable community by making specific donations of goods or services whilst simultaneously improving image and brand awareness.
- **Commercial organisations** looking to extend their reach by moving online. Our experience shows that online auction marketing provides a new route to market for almost all business sectors. This can be seen as complementary to their traditional marketing and selling strategies.
- **Individuals** who are potential buyers of goods or services who may be seeking an item unavailable in the open market. This overcomes the difficulty that some people may have in attending live auctions, whilst affording the opportunity to acquire items at competitive prices.

## Fees and Costs

- There are no up-front fees or charges
- mycharitywins.com (non-customised) will charge a fixed commission of 10% only on items hosted and successfully auctioned with no set-up fee
- Below is the commission structure for bespoke auction services:

Up-Front Cost	Commission (%)	No. auctions allowed	No. of lots per auction
Free	20% of first £10,000	Unlimited	Unlimited
	15% of next £20,000		
	10% of next £50,000		
	5% of any proceeds over £80,000		

## How does it all work in practice?

- Our service is totally integrated regardless of the package you choose
- Provides an additional income platform with no additional cost or personnel involved
- One point of contact to ensure a seamless provision of services
- Work closely with you and your team to identify your specific business objectives
- Ensure synchronicity with your existing fundraising, marketing strategy and brand image
- Comprehensive reporting package, allowing measurable performance analysis

## To Summarize...

[mycharitywins.com](http://mycharitywins.com)

– Our generic auction platform

[mycharityservices.com](http://mycharityservices.com)

– Our site that specialises in bespoke auctions for charities

[Esseoh.com](http://Esseoh.com)

– Provides online marketing services such as pay-per-click advertising and search engine optimisation for charity

**We hope this presentation shows that there is a way, in this competitive market, for you to improve your fundraising activity. It would be our pleasure to assist you in any way possible.**

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**[www.mycharitywins.com](http://www.mycharitywins.com)**

**[www.mycharityservices.com](http://www.mycharityservices.com)**

**[www.esseoh.com](http://www.esseoh.com)**