

United Way and cMarket *How an Online Auction Enhances Your Fundraising for United Way*

Kris Wherry
Director, Business Development
cMarket, Inc.



cMarket Background

- Two-year old specialty e-commerce company serving the auction segment of the \$240 billion fundraising market
- Category leader: 600+ customers, 800+ signed events (50% in last 90 days), 400+ completed auctions, over 40 'live' today!
- National relationships: United Way, Network for Good, GetActive, Convio, Auctionpay, JCC Association, Junior Achievement
- 56 employees, headquartered in Cambridge, MA



Wide Range of Nonprofits Doing Online Auctions

Arts/Humanities

NATIONAL TRUST
for HISTORIC PRESERVATION

CARNEGIE MUSEUMS
OF PITTSBURGH
Four distinctive museums

GREATER
BOSTON
CONVENTION
& VISITORS
BUREAU
America's Walking City

Health/Human Services

MIAMI
CHILDREN'S
HOSPITAL FOUNDATION

Cancer Community Center
improving the quality of life

The Home
for Little
Wanderers

Illness/Advocacy

March
of Dimes
Saving babies, together™

UCP

NAR
National Alliance for Autism Research

Faith-Based

TRINITY
BOSTON

Bet Shira Congregation

Education

Yale SCHOOL of MANAGEMENT

CRMS
Colorado Rocky Mountain School

AUCTION FOR EDUCATION

Animal Services

LOUISIANA SPCA
WE BARK YOUR BARK!

Massachusetts
Animal Coalition

ROGER
WILLIAMS
PARK ZOO

Public/Society

American
Red Cross
of Massachusetts Bay

The Massachusetts
9/11 Fund

BOYS & GIRLS CLUBS
OF AMERICA

Corporate

STAPLES
that was easy.™

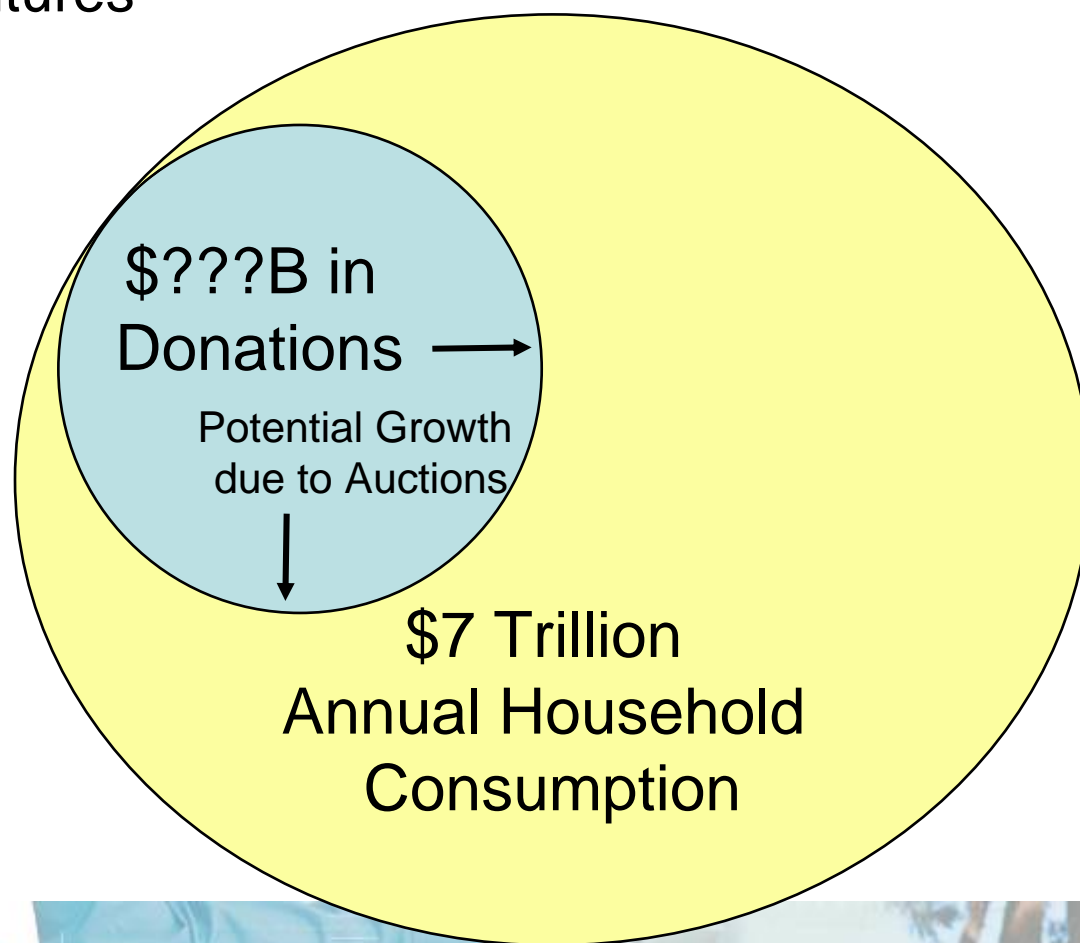
PEARSON

Charity Classic
CVS



Potential to Grow Overall Giving

- Auctions aren't limited to consumers' charitable spending: auctions reach through the giving budget to household expenditures



cMarket

- **Easy to use Web-based auction tools and services** designed for fundraising events:
 - Reach more employees: drive more bidders (demand) and increase items (supply)
 - Develop new fundraising streams: new auctions, sponsorships
- **cMarket Place™**, a virtual consignment store that eases, accelerates and enhances catalog development (supply)
 - Over 130 items, including travel packages, sports memorabilia, ocean adventures and spa gift certificates -- all just a mouse click away
- A growing menu of **services** built around best practices that drive up event yield



The Opportunity

By running an internal or external auction as part of your United Way fundraising, you will:

- Promote and build loyalty for the United Way giving initiative within your company
- Engage all employees (current and retired) in an exciting and fun way
- Have the ability to raise funds anytime throughout the year, (*i.e.* Campaign Auction, Holiday Auction, Spring Fling Auction)
- Bring your company, cause and community all together – doing good marketing while ‘doing good’ for your community



Auction Homepage

Information on Campaign and cause

Action buttons engage constituency

CMarket

Sign In Contact Us Help HOME CATALOG PREFERENCES MY WATCHES

This Auction Brought to You By **United Way**

Auction Ends: Oct 22, 2004 3:00 PM EST

Welcome to TFS/ModSpace United Way Online Auction

BROWSE Our Auction

- View All
- Collectibles
- Dining
- Electronics
- Entertainment/Leisure
- Flags
- Furnitures
- Household Items
- Lawn/Garden
- Photo
- SLT Interaction
- Services
- Sports

DONATE an ITEM
Do you have an item to donate to the auction?

Sign Our GUESTBOOK
We will keep you updated on the auction.

CMarket
Fundraising Auctions Made Easier
LEARN MORE

About United Way
The mission of United Way is to improve people's lives by mobilizing the caring power of communities.

United Ways across the country activate community resources to make the greatest possible human impact. The United Way system includes approximately 1,400 community-based United Way organizations. Each is independent, separately incorporated and governed by local volunteers.

NOTE: Winning bidder will be contacted by GE Equipment Services United Way team member to coordinate payment and receipt of the item. Any shipping and handling charges will be additional to the winning bid amount.
[View Auction Catalog](#)

AUCTION WATCH: Featured Items [View All 70 Items](#)

	Value	Current Bid
Desk and Hutch Desk 6'L x 25"H x 3' W & Hutch 5'11"L x 5'5"H x 18"W Donated by: Trailers Fleet Services	\$400.00	\$150.00
Reading Royals Ice Hockey Ticket Reading Royals Ice Hockey Ticket	Value \$40.00	Bid Now!
Credenza Credenza 5'10"L X 3'H X 13"W Donated by: Trailers Fleet Services	Value \$300.00	\$50.00
Lady Cobra's woods Driver Lady Cobra's woods Driver Donated by: Carol Price	Value \$150.00	Bid Now!

[View All 70 Items](#)

We would like to thank our sponsors...

Branding

Featured items

Sponsor logos & links



Auction Item

The screenshot shows the cMarket website interface. At the top left is the cMarket logo. Below it is a navigation bar with links for Sign In, Contact Us, Help, HOME, CATALOG, PREFERENCES, and MY WATCHES. A banner at the top right says 'This Auction Brought to You By United Way' with a photo of a woman. The main content area features a sidebar on the left with a 'BROWSE Our Auction' section and a list of categories including Collectibles, Dining, Electronics, Entertainment/Leisure, Flags, Furnitures, Household Items, Lawn/Garden, Photo, SLT Interaction, Services, and Sports. The main item listing is for '2 Tickets To Late Night with Conan O'Brien', with an auction end date of Oct 22, 2004 3:00 PM EST. The item details include an opening bid of \$80.00, 50 bids, and an estimated value of \$200.00. A description notes that the minimum age for attending a taping is 16 and that the certificate is redeemable one year from October 2004. Special instructions state that travel to/from events is not included. The item is donated by NBC, with the NBC peacock logo displayed. At the bottom of the page, there is a 'Back to Catalog' link and a copyright notice for 2003-2005.

Item details



Donor logos & links




HTML Email

Information on Campaign and cause


Featured items

This Auction Brought to You By



Come Visit TFS/ModSpace United Way Online Auction



GE Equipment Services TFS/ModSpace is holding an **ONLINE AUCTION!** Now, with the simple click of a mouse you can check out our entire auction catalog. It's filled with great donated items. So, **browse** through our catalog, **place watches** on your favorite items and then **bid** online!

All proceeds will benefit United Way. Shipping is NOT included in the price of the auction items unless otherwise noted in the item description. Please visit United Way web site at: <http://gein.tip.ge.com/unitedway/index.html>


NOTE: Winning bidder will be contacted by GE Equipment Services United Way team member to coordinate payment and receipt of the item. Any shipping and handling charges will be additional to the winning bid amount."

▶ [Check out our entire auction catalog!](#)

About United Way
The mission of United Way is to improve people's lives by mobilizing the caring power of communities.

United Ways across the country activate community resources to make the greatest possible human impact. The United Way system includes approximately 1,400 community-based United Way organizations. Each is independent, separately incorporated and governed by local volunteers.

Desk and Hutch




Desk 6'L x 25'H x 3' W & Hutch 5'11"L x 5'5"H x 18"W

Donated by:
Trailers Fleet Services

Value	Current Bid
\$400.00	\$150.00

2 Tickets To Late Night with Conan O'Brien




Late night with Conan O'Brien **Please note that the minimum age for attending a taping is 18. This certificate is redeemable one year from October 2004.

Donated by:
NBC

Value	Current Bid
\$200.00	\$253.00

Hot Air Balloon Ride for one person



Everyone dreams of taking a hot air balloon ride. This gift certificate can be used at 150 launch sites (included Valley Forge, PA) around the country anytime in the next two years. The bidders can take the rides themselves, or give them to loved one...

Value	Current Bid
\$200.00	\$120.00

GE Equipment Services TFS/Modspace
80 West Lancaster Avenue Devon, PA 19333
Ph: 610 225 1270
<http://gein.tip.ge.com/unitedway/index.html>




Please do not reply to this email. To unsubscribe use the following link.
[UNSUBSCRIBE](#)

© Copyright 2005. GE Equipment Services TFS/Modspace and CMarket, Inc. All Rights Reserved.

DONATE an ITEM
Do you have an item to donate to the auction?


Sign Our GUESTBOOK
We will keep you updated on the auction.

Special thanks to our sponsors...

Fundraising Auctions Made Easier
LEARN MORE

Sponsor logos & links



9

Welcome **aflaherty1**.
Your role: **Administrator**

Welcome to the cMarket Auction Tools

The steps below serve to guide you through the process or you can access tasks any time within each section.



View Auction Data

RESOURCE CENTER ▶

→ Auction Overview Guide

→ **TRAINING**

→ **MORE...**

SHOP cMARKET PLACE ▶

Step 1



- [Project Checklist](#)
- [Enroll for Training](#)
- [Assign Team Members](#)
- [Manage Organization](#)
- [Manage Auction](#)

Step 2



- [Auction Home Pages](#)
- [Auction Catalog](#)
- [Manage Sponsors and Donors](#)
- [Print Materials](#)

Step 3



- [Import Email Lists](#)
- [Export Email Lists](#)
- [Create Email Messages](#)
- [Send Email Messages](#)
- [Manage Email Lists](#)

Step 4



- [Get Ready](#)
- [Close Auction Items](#)
- [Process Payments](#)



Easy to use Templates

cMarket Auction Tools HOME | HELP | LOGOFF

SET UP BUILD EMAIL CLOSE REPORTS

Auction Home Page Auction Catalog Sponsors/Donors Print Materials cMarket Place

Welcome **ataharty1**
Your role: **Administrator**

You cMarket Staff working on United Way of Central Jersey, BE CAREFUL!!

View Auction Data

RESOURCE CENTER

- Donor/Sponsor Kit
- Auction Home Page Tip Sheet
- Your cMarket Auction Tool Overview
- HTML/Graphics Tip Sheet
- TRAINING
- MORE...

SHOP cMARKET PLACE

Build Home Page: Auction Open

Auction Open Template

Auction Open Layout

1	2/3			
	4			
11	5A	5B	6	
	7			
12	8			
13A	9			
13B	10	10	10	10
13C	10	10	10	10
13D	10	10	10	10

- Auction Op**
1. Logo
 2. Banner
 3. Optional
 4. Headline
 5. Main Art
 6. Call Out
 7. Coming
 8. Feature
 9. Second
 10. Sponsor
 11. Category
 12. Compet
 13. Features

- Donor/Sponsor Kit
- Auction Home Page Tip Sheet
- Your cMarket Auction Tool Overview
- HTML/Graphics Tip Sheet
- TRAINING
- MORE...

SHOP cMARKET PLACE

Document Title

Choose a title for your Auction Home Page Document. The title you choose is for your reference only. It will not be displayed on the publicly viewable version.

TITLE

1 Logo

Browse and upload your logo here. Your logo will appear in the top left corner of the Auction Home page.

Logo size: Maximum 170 pixels wide by 90 pixels high.



Delete

FILE LOCATION **Browse...**

2 Banner

Browse and upload your banner here. (If you do not have a banner you may enter a text banner in section [3] below.) Your banner will appear next to your logo along the top of the Auction Home page.

Banner size: Maximum 600 pixels wide by 90 pixels high.



Delete

FILE LOCATION **Browse...**

3 Optional Banner Text

Enter text here to display a text banner on your Auction Home page. Your banner will appear next to your logo along the top of the Auction Home page.

BANNER TEXT

4 Headline

Enter your Auction Home page headline here. The headline will appear directly under the masthead banner.

HEADLINE

5 Main Article Text

Enter text and upload a photo for your main article here. This text box will appear under the header and is the first block of text the user will read.

MAIN ARTICLE TEXT

MAIN ARTICLE IMAGE LOCATION **Browse...**

6 Call Out Box

Enter a headline and text for the call out text box here. The call out text box is a small box of text that will appear in the top right corner of the Auction Home page and runs along the right side of the main article text. You may want to use this text box for your mission statement.

CALL OUT HEADLINE

CALL OUT TEXT

	9			
13B	10	10	10	10
13C	10	10	10	10
13D	10	10	10	10

Document Title

Choose a title for your Auction Home Page Document. The title you choose is for your reference only. It will not be displayed on the publicly viewable version.

TITLE

1 Logo

Browse and upload your logo here. Your logo will appear in the top left corner of the Auction Home page.

Logo size: Maximum 170 pixels wide by 90 pixels high.



Delete

FILE LOCATION **Browse...**

PREVIEW →

2 Banner

Browse and upload your banner here. (If you do not have a banner you may enter a text banner in section [3] below.) Your banner will appear next to your logo along the top of the Auction Home page.

Banner size: Maximum 600 pixels wide by 90 pixels high.



Delete

FILE LOCATION **Browse...**

PREVIEW →

3 Optional Banner Text

Enter text here to display a text banner on your Auction Home page. Your banner will appear next to your logo along the top of the Auction Home page.

BANNER TEXT

PREVIEW →

4 Headline

Enter your Auction Home page headline here. The headline will appear directly under the masthead banner.

HEADLINE

PREVIEW →

5 Main Article Text

Enter text and upload a photo for your main article here. This text box will appear under the header and is the first block of text the user will read.

MAIN ARTICLE TEXT

MAIN ARTICLE IMAGE LOCATION **Browse...**

PREVIEW →

6 Call Out Box

Enter a headline and text for the call out text box here. The call out text box is a small box of text that will appear in the top right corner of the Auction Home page and runs along the right side of the main article text. You may want to use this text box for your mission statement.

CALL OUT HEADLINE

CALL OUT TEXT

PREVIEW →

Case Study: Online Auction



American Standard – United Way Auction

Goal

- Test their ability to run an online auction
- Involve and encourage their employees to participate in the spirit of giving
- Bring innovation to the fundraising program

What They Did

- Auctioned off 4 high end auction items
- Promoted and raised awareness of their gift giving by bringing the auction online
- Created a team building atmosphere by reaching out to their employees

Results

- Realized 89 total bids on only 4 items in a 1 week run
- **Raised over \$7,500 dollars – a very successful test!**
- Has already signed up to do another, larger auction in 2005



Case Study: Online Auction



cMarket's Holiday Online Auction

Goal

- Encourage employee participation in corporate auction
- Reach out and gain more exposure for their charitable giving
- Promote cMarket new version release by having several administrators from different departments work together to run the auction

What They Did

- **Inspired employees** to donate 37 out of the 41 items in the catalog
- Took advantage of the communications tools and realized over 34 unique family & friends referral participants
- Leveraged vendor participation in auction

Results

- Realized 296 total bids on only 41 items in 3 weeks
- Raised over \$3,500 dollars!
- Auctioned off a diverse number of items including a wine tasting with the CEO and a dining experience with the Founder, Greg McHale



Add an Online Auction and See the Results

Consider your options...

<p><i>"My company has never run an auction before."</i></p>	<p>You can create a new online auction event!</p> <ul style="list-style-type: none"> ▪ Create a brand new fundraising campaign that engages all employees and even vendors. ▪ Conduct a fundraising event entirely online, without the hassle and strain of a physical event. ▪ Add a fundraising campaign that allows for an 'exchange of value'—employees give, and they get something in return. ▪ Take advantage of the trend toward online auctions: engage more employees—especially younger employees, who understand what online auctions are all about.
<p><i>"My company holds a physical auction event."</i></p>	<p>You can complement your current auction with an online auction!</p> <ul style="list-style-type: none"> ▪ Add an online auction to allow anyone with an Internet connection to join your fundraiser and give to the program. ▪ Create more participation and more bidding, plus let those who might not attend your fundraiser (due to schedule conflict or geographic location) bid on items – and win! – through absentee bidding. ▪ Better promote your fundraising event through email, reaching all of your employees, vendors, and community members.
<p><i>"My company has considered or run an online auction before."</i></p>	<p>You can take your auction to the next level with the technology and value-added services available through cMarket's online auction!</p> <ul style="list-style-type: none"> ▪ Technology, hosting, and support are provided by cMarket auction experts. ▪ Virtual consignment services allow you to easily get popular items that appeal to your entire employee base. ▪ Reporting and community-building features enable you to run your online auction as a giving campaign versus a one-day event. ▪ Benefit from features such as Donate an Item, proxy bidding, auto bid and watch email alerts, Refer a Friend, catalog categories, and clickable links & logos.



cMarket's Workplace Giving Program

- To help you support your local United Way, cMarket offers the following program:
 - United Way workplace giving “Quick Start” auction package:
 - Custom designed United Way 2005 campaign banner with corporate logo
 - Homepage template that is ready to use or easily modify
 - cMarket Place Bundles – popular consignment items to get the auction catalog started
 - Customized web-based training that includes:
 - *Build an Exciting Catalog of Items for Your Company Auction*
 - *Promoting your Auction to Get the Most Participation*
 - Additional resources: Tips, Best Practices, Quick Guide
 - cMarket Support Specialist available via phone or email



Pricing

- No upfront or monthly fees
- Payment due after the close of the auction
- Sponsorship revenue is not included in fee calculation.
Offset the auction by selling sponsorships

\$695 base fee, plus
9% of net online auction proceeds
(up to a maximum of \$60,000)

Note: Net online auction proceeds do not include any direct item procurement costs (consignment costs).



Thank You!

For more information or
to get started on your auction, visit:

www.cmarket.com/partner/unitedway

866-621-0330

cMarket, Inc.
One Main Street
Cambridge, MA 02142
www.cmarket.com
617.621.1000

The logo for cMarket, featuring a stylized orange 'c' followed by the word 'Market' in a teal sans-serif font.

