

For Immediate Release
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Red Apple Auctions Release Free Resource for Nonprofit Auction Chairs
Free Resource Provides Insight into Procurement, One of the Toughest Auction Areas for Nonprofit Auction Chairs

(Alexandria, VA) – Benefit auctions are the largest fundraising event for many nonprofits and schools. Though these events involve more work than some other types of fundraisers, they are often more profitable.

Because many nonprofits and schools have grown to rely on the annual income from these auctions, volunteer auction chairs often feel pressure to produce a highly profitable gala.

Some of the most frequently asked questions about nonprofit auctions center on procurement, or how to get donated items to sell at the auction. Volunteers ask questions such as:

- Who donates?
- Which items sell well?
- How do I ask?
- What should I ask for?
- What should I avoid because it doesn't sell?

These questions are answered in a new resource released this week by Red Apple Auctions.

The auction item guide "What Sold Like Heaven in 2011" provides a peak into the world of more than 55 nonprofit auctions held in 2011.

Red Apple Auctions founder and lead auctioneer Sherry Truhlar compiled the 11-page guide after analyzing data from the events overseen by Red Apple Auctions auctioneers in 2011. Building an item guide that features item descriptions, categories of items and a calculation of over retail value requires hours of effort, but Truhlar knows the pay off.

"Procurement is a critical piece of an auction. Auctions are large, complex fundraisers, and they start with procurement. I've found that sharing the information I've gathered from these galas helps a committee focus on getting good acquisitions, regardless of

whether they live in a metro or rural area, or if they have a big or small auction. There are items in that Guide from all sizes and types of galas.”

Companion mp3

In addition to the free 11-page .pdf file of the auction item guide, auction chairs can purchase a 60-minute presentation by Sherry Truhlar where she provides more industry-insider information on securing the best items and marketing them for best results.

“When a committee has me spend an hour teaching them about procurement, they get enough ideas and inspiration to make real improvements in their revenue. My smallest auction is with a church and they traditionally raised \$2500. Last month, that auction surpassed \$16,000! The director commented that the auction was supposed to be a little event, just a small service project for these young adults to oversee. Now it’s become an embarrassment of riches because they don’t need all the money they raise. Last I heard, they were donating the excess to another nonprofit! That’s the power of getting procurement right.”

The free Auction Item Guide, *What Sold Like Heaven in 2011*” is available at www.RedAppleAuctions.com . The companion product, a digital recording by Sherry Truhlar on procurement is available for \$19.97 at www.AuctionItemIdeas.com .

About Sherry Truhlar

Fundraising auctioneer Sherry Truhlar, CMP, BAS, CAI is featured in national publications for her trend-setting work with auction fundraisers. She teaches auction chairs easy ways to improve an auction’s financial return. Start improving your auction today by getting her FREE Auction Item Guide™. The Guide lists the 100 top-selling items sold for over value in charity auctions last year. Claim your FREE copy at <http://www.RedAppleAuctions.com>.

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