



For Immediate Release
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Volunteers Offered Tips for Honoring Mother Earth in Gala Preparations

Benefit Auctioneer shares ideas to move galas towards sustainability

(Alexandria, VA) – Many schools and nonprofits have a tradition of raising money through fundraising galas. Yet galas tend to consume natural resources and generate enormous waste. What is a sustainability-minded volunteer to do?

Benefit Auctioneer Sherry Truhlar offers tips for those planning galas.

“Printing has traditionally been the second most expensive line item in a charity auction budget,” Truhlar said. “Steps like eliminating a printed catalog and restricting signage cuts down on the amount of natural resources used and reduces the expense to schools and nonprofits.”

“There are so many items that are printed in support of a charity auction, and a good 90% of those can be eliminated. Eliminated but not missed. Groups can still invite guests, market items and collect silent auction bids without paper.”

Truhlar also offers ideas on “greening” a fundraising auction’s centerpieces. Cut flowers can be replaced with potted plants for a more sustainable alternative. Often the workhorses of events, centerpieces can set the mood, carry out a theme and provide an attractive table. The key is to minimize waste and one-time-use items in centerpieces.

Truhlar is seeing more auctions consider sustainability during their planning, looking at food, beverages, and even items as areas to target. In the last 12 months, Truhlar has worked two auctions that included sustainability practices during event planning.

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About Sherry Truhlar, CMP, BAS, CAI

Charity auctioneer Sherry Truhlar teaches volunteers, auction and event planners how to hit new fundraising records in their nonprofit and school auctions. Her expertise has been tapped by national publications (e.g. *Town & Country*, *The Washington Post Magazine*, *AUCTIONEER*, *The Eleusis*) and heard on television (e.g. E! Style, TLC). Learn more about her and her company, Red Apple Auctions, at <http://www.RedAppleAuctions.com>.