

Auction Based Fundraising

Here is an hypothetical question ... pretend it's real ... how do you respond?

Someone comes to you and says, "I would love to make a contribution to your initiative. Here is the deal ... I inherited a house near Cleveland from my great aunt, who spent the last five years of her life in a nursing home. It is a small house ... worth only about \$100K. It is sort of in a bad part of town, though ... truth be told, I think the last tenants were dealing drugs, producing Meth, running a brothel or all of the above. No matter. They are gone. The house is mine. And I want it to benefit what you are doing. Here is the title?"

What do you do?

- a) Respond, "Hey, thanks ... this is great!"
- b) Respond, "That is really not in our wheelhouse ... perhaps you should find another initiative to support."
- c) Respond, "No thanks," knowing that you do not want to deal with the potential liability and/or stigma the situation could do to your brand.
- d) None Of The Above

The answer is d). I was at an event this week and I met an auctioneer who shared with me how they deal with these situations all the time for charities. They have a program, where they come in, get the asset liquidated (whether a house, bulldozer, or eclectic art collection), and remit the net proceeds to the charity while at the same time get the donor the deduction (and the charity is never official associated with the asset). Through this, a charity can literally accept any asset and convert it into cash with minimal hassle.

Interested? Know of another charity that might be? Contact John Rogers, Auctioneer ... Innovative Revenue Solutions ... he is copied on this. His phone number is (614) 499-5257.

Thanks,