



ACCOLA'S ONLINE AUCTION

From the Comfort of Your Home

Description:	<p>Accola will host a 10-day online auction from Wednesday, April 2 through Friday, April 11 on our bidding site, GiveSmart.</p> <p>There will be 50 – 75 items that people can bid on ranging from \$25 dollar gift cards to a \$2,500 private suite at Target Field.</p> <p>A Fund-a-Need tab where people can make a donation will also be an option for those who don't choose to bid or lost out on bids.</p>
Purpose:	<p>Since Accola will not be having a gala/celebration in 2025, this online auction will be one of our many fundraisers throughout the year.</p>
Sponsorships:	<p>We will reach out to sponsors who typically give to the live event to sponsor the online auction with levels and benefits that are in line with their donation.</p>
Target Audience:	<p>Current donors and supporters who receive our emails and social media posts, visit our website, or receive the internal Accola emails (staff, board members, CSJ community).</p>
Secondary Audience:	<p>New potential donors. People who receive our emails and social media posts from our current donors and supporters.</p> <p>The wider community. Announcements of the online auction will go into 20 – 25 parish bulletins and posters will be distributed throughout various neighborhoods.</p>
Goal:	<p>To raise \$20,000 – \$25,000 from the online auction and \$10,000 – \$20,000 from sponsorships.</p> <p>To increase people's awareness of Accola and get them to Accola's website.</p>