



## **Nonprofits: How to Choose a Charity Fundraising Company**

With a tough economic climate, nonprofits face enormous pressure to raise money. They need to support their missions that range from cancer awareness and physical disabilities to environmental causes and poverty.

And yet, they're struggling financially.

The Nonprofit Finance Fund's "2018 State of the Nonprofit Sector" survey of nearly 3,400 nonprofit leaders found that:

- 62% of respondents indicated that financial sustainability is a top challenge.
- 1 in 4 nonprofits do not raise enough funds that cover full-costs.
- 39% of nonprofits only has enough cash to last up to 30-60 days
- 86% of respondents see an increase in demand for services, and most can't meet it, prompting 63% of respondents to plan to increase services.

In the United States alone, there are an estimated 2.3 million nonprofit organizations that depend on donations, grants, government funding and other sources of revenue.

Their efforts to raise money include everything from the Kiss-A-Pig Contest for the Olivet Boys & Girls Club in Reading, PA to local celebrities who take part in "Iron Chef" style cooking contests.

Nonprofits can also bring in thousands of dollars through their silent and live auctions by turning to charity fundraising companies that supply unique VIP travel packages and autographed memorabilia.

However, not all of the fundraising companies operate the same way or come through with what they advertise.

With this guide, "Nonprofits: How to Choose a Charity Fundraising Company," we'll help you review key questions and outline what to expect from the best vendors.

### **1. How Much It Costs**

The cost varies depending on the company, item or package. Many providers operate on a consignment basis. As with other types of businesses, look for them to be willing to beat out a competitor's fee.

## **2. Learn About the Risks**

Ideally, there shouldn't be any risks because you don't need to buy the items or packages with the hope that someone will bid on them. In fact, the best companies will ship auction items for free and even pay the cost of shipping anything that's left over.

Unfortunately, some companies fall short when it comes to their promises to send an autographed item. They also have pledged to have tickets for popular events like the Academy Awards. But at the last minute, they embarrass the nonprofits when they admit they couldn't get their hands on any tickets.

## **3. Look for Testimonials**

It's one thing to look at partial quotes from anonymous nonprofit executives who apparently appreciated the fine work of a charity company. But make a point to look for actual names, organizations and letters that can provide peace of mind.

## **4. Make Sure Items are Timely and Relevant**

Sure, an autograph can be a great draw. But some charity fundraising companies stand apart in their ability to plan ahead. They can line up auction items that coincide with the latest news, events and movies. If you're having a silent or live auction, you might have more success by displaying a movie poster that was recently signed by one of the stars of the film that's still playing in theaters.

## **5. Check Out the Operations**

The vendors may have a decent set of offerings, but their capacity to get more depends on how they operate. Although celebrities may be in a variety of cities, New York City and Los Angeles are popular for performances, movie sets and the social scene. A charity fundraising company will have on-site teams who can constantly get the autographs that will impress your supporters.

## **6. Decide Whether You Will Let the Vendor Attend**

Although vendors will likely have many insights about how to make sure silent or live auction better, you may prefer that they don't attend. You may not want a company to mingle with your supporters and encourage them to buy additional items through them. Otherwise, that interaction could possibly cut into your fundraising potential for the event featuring a variety of items from diverse sources.

## **7. Keep Things in Perspective**

Items you get from a charity fundraising company should be viewed as supplements to your event's overall appeal that can range from the venue and food to entertainment and assorted fundraising activities.

## **8. Understand What Sells**

Although interests may vary, some notable items include guitars, sheet music and photos autographed by celebrities. Everything may not sell, but you can simply tally how much your organization will take in from the items that your supporters do buy.

## **9. Get an Authenticity Guarantee**

Every item should come with a 100% authenticity guarantee, including a certificate of authenticity that matches numbered authentication holograms. The vendor should have their autographed items examined and certified by a credible independent 3rd party authentication firm.

## **10. Plan for the Best Event**

Expect charity fundraising companies to learn about your organization. They should be asking questions like:

How many people are expected to attend?

How much are tickets?

How much did you raise last year at your silent or live auction?

What is your goal this year?

Your nonprofit has many options for raising money. When carefully selected, a charity fundraising company can deliver the celebrity items that can be a hit with your supporters. Take the proper safeguards to ensure that what expect to offer is available before your event even begins. Your organization's reputation needs to be in the right hands.

## **About Charity Fundraising**

Since 2008, Charity Fundraising has served over 10,000 charities, schools and non-profits worldwide, providing fundraising ideas and charity auction items to help them exceed their fundraising goals.

Charity Fundraising will assist your organization in every way, providing helpful tips and data for each auction item selected including suggested opening bids for your items. Our goal is to make your silent and live auctions a success, for your cause and for your guests. Our commitment to your cause is showcased in our zero-risk auction item policy, all of our auction items are provided on a zero-risk consignment basis. We ship your auction items to you completely free of charge and ready for display. If after your event you have any items that didn't sell, we'll cover the cost for returning the items. It's really that simple!

Questions?

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OR

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