

charitybuzz

doGOOD liveWELL

Dedicated to helping charities prosper

There is nothing more important than the work non-profits undertake. At charitybuzz, we believe that cause marketing can be both effective and trend setting. Our innovative auctions reach millions on a global basis. Our growing community of bidders are driven to do well, affluent, well educated, well informed and brand loyal.

The charitybuzz approach

Our methods ensure successful results through a focus on value to consumers, collaborative marketing and unsurpassed white-glove service.

Focus on value:

As product development experts, we work with our partners to offer unique, high-end products and experiences that charitybuzz consumers want. Our team of auction experts will work with your charity to deliver sought-after celebrity experiences, luxury travel, unique memorabilia and specialty merchandise – offerings consumers won't find anywhere else.

Focus on collaborative marketing:

Here at charitybuzz, we work with non-profits founded by the most famous names on the planet, including Bette Midler, Andre Agassi, Rosie O'Donnell, Eddie Vedder, Petra Nemcova, Mrs. Robert F. Kennedy and Denis Leary, as well as with smaller charities that address particular needs in their local communities. While publicity efforts may logically focus on the big names, all charities – large and small – benefit from the increased traffic at our website generated by star power. Simply stated, great products partnered with celebrity causes creates “buzz” and generates sales and raises awareness for all our charity partners.

Focus on service:

From the day you begin working with charitybuzz, you will be assigned an auction specialist who is dedicated to ensuring that your auction is successful. Your specialist is your auction expert. She or he will supervise your auction from beginning to end, consult with you on strategic issues, provide you with timely updates and be there to address your questions or concerns. If your plans include a gala live event, our team will work with you to create all necessary marketing materials, plus we'll be on hand to answer questions from potential bidders in the room.



Chevy Chase's Green Schools
have lunch with President Clinton
and Chevy Chase



Bette Midler's NYRP Auction
celebrate Las Vegas opening night
with Bette Midler



Pearl Jam Guitar Auction
Eddie Vedder's personal
guitar and case



Mark Wahlberg's Walk This Way
have a batting lesson
with David Ortiz



Elton John AIDS Foundation
the Ultimate Diamond inlayed in
18K white gold cell phone



Robert F. Kennedy Memorial
have breakfast with Alan Greenspan
and Andrea Mitchell



The G&P Foundation's Angel Ball
join Howard Stern on the set of his
radio show



The Joe Torre
Safe at Home Foundation
play golf with Joe Torre in Maui

charitybuzz streamlines the process.

We strive to make sure auctions are as straight-forward and as stress free as possible for our charity partners and for our bidders. We assume all of the labor-intensive tasks so that your auction process will be efficient and effective.

Online auctions

Our services are “all inclusive” and span the entire lifecycle of the auction, including:

Overall account production, project and auction management including all auction execution details.

Procurement of lots with key celebrities and top corporate sponsors.

Catalog creation (lot titles, descriptions and images, pricing, category placement, search optimization).

Creative design and production of auction shell and comprehensive website consultation.

Credit card authorization, payment collection, fund transfer and bidder qualifications to ensure lots close quickly and comprehensively.

Near real-time auction metrics and full closing reports and analysis.

Marketing blitz including targeted email blasts to charitybuzz and charity email subscribers, search engine key words, and submissions to appropriate blogs, fan sites and other new media outlets.

Public relations: coordinate appearances on nationally broadcast television shows such as The Today Show, and The View, submissions to well established print and on-air media outlets.

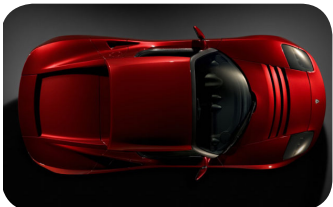
Lot fulfillment, shipment and complete follow up of all tasks so labor intensive post auction activities are not assumed by the charity.

Long term corporate cause marketing strategies to build relationships past the auction lifecycle.

No up front fees: we charge a percentage of revenue raised deducted from the amount we remit to the charity after the auction is closed.

Live auctions

We can bring our extensive community of global upscale bidders to your live event! We strategize how to generate as much excitement as possible by closing key high profile lots that will generate buzz at live galas in addition to lots that close only online. Many of our premium online bidders ask that we bid for them at our live auctions that they cannot attend. In this way, we actually bring these upscale bidders to your event. If a live auction is in your plans, let us prepare a strategy that will allow you to maximize the potential of your live auction by utilizing the amazing reach of the Internet and the thousands of upscale global bidders that are part of the charitybuzz community.



Petra Nemcova's Happy Hearts Fund
drive home a Tesla

liveBID



Samuel Waxman
Collaborating for a Cure
VIP Bruce Springsteen concert package

liveBID



Andre Agassi Foundation
tennis lesson with Andre Agassi

liveBID



Denis Leary's
Firefighters' Foundation
fly with the Boston Celtics on their private team jet

liveBID