

MARCH MISSION MADNESS

Regional Online Auction

March 24–30, 2023

Dear Friend and Community Member,

To help support the essential programs and services the American Red Cross of Western New York Region provides to your community, we ask that you consider donating an item or gift certificate to be featured in our regional auction next spring, 2023.

The American Red Cross of Western New York Region spans 27 counties, all the way from Erie County in the Western New York Area to Sullivan County in the Southern Tier. In our most recently concluded fiscal year alone, the American Red Cross of Western New York supported communities across our footprint by,

- Collecting **113,038** units of blood donations at **5,257** different blood drives
- Providing support to **881** different disaster operations
- Installing **2,663** smoke alarms
- Provided support to Armed Forces members in **2,065** different cases
- Carrying out the Red Cross Mission with the help of **1,807** volunteers across the region

To help support these life-saving efforts in your community, please fill out the enclosed form and email it to WNYRegionEvents@redcross.org or mail it to the address at the end of the auction donation form. We kindly ask that all experiences/certificates donated have a **minimum expiration date of one year following the auction's close** to ensure our winners have time to claim their winnings. Most of our items will be mailed out to our winners, so do not feel the need to arrange your donation in a presentation basket. **Additional information on the marketing benefits of donating an item can be found on the following page.**

Confirmation of auction donation items must be received by January 31, 2023, to ensure ample time for review and processing in our online auction system. **Receipt of physical auction donation items are due by February 28, 2023.** For questions or to arrange item pick up, please reach out to WNYRegionEvents@redcross.org or your committee-member contact.

In supporting our auction, you help the Red Cross provide essential support to the individuals and families we serve in their darkest hours. Thank you for your consideration.

Sincerely,

Carolyn Ellinger

American Red Cross WNY Regional Auction Committee Chair

Federal Tax ID #53-0196605

Email: WNYRegionEvents@redcross.org



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DONATION VALUE MARKETING BENEFITS

	Help Can't Wait Donor	Mission Moment Donor	Friend of the Red Cross
Item Value (\$)	\$1,000	\$500-\$999	\$499 & below
Listing as Item Donor on the auction item's webpage	✓	✓	✓
Auction Website Recognition	Logo under "Help Can't Wait Donor" list	Logo under "Mission Moment Donor" list	Company name under "Friend of the Red Cross" List
Recognition in Digital Program	½ page digital ad	¼ page digital ad	Company name under "Friend of the Red Cross" List
Group Donor Thank You post on Red Cross social media	✓	✓	n/a
Item featured on Red Cross Instagram and Facebook Stories with your business tagged	✓	n/a	n/a

OTHER IMPORTANT INFORMATION

American Red Cross Tax ID #53-0196605

Important Dates Regarding Your Donation

1. January 31, 2023: Notification of donation commitment due to your Red Cross representative. For intangible items and digital certificates, we recommend these to be provided along with your commitment notification via email to WNYRegionEvents@redcross.org. This provides us with ample time to fulfill your marketing benefits outlined above and to coordinate the pick-up/drop-off of items from your business.
2. February 21, 2023: Have a plan in place with your Red Cross representative to have the item picked up/dropped off.
3. February 28, 2023: All tangible/intangible items due to the American Red Cross.
4. March 24 – 30, 2023: The online auction is live! Keep an eye out for communications ahead of the auction regarding ways your business can promote its donation and tune in during the auction to see those bids tick up.



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Thank you for pledging a donation to our auction! The American Red Cross truly appreciates your support. Please fill out the details below regarding your business, the donated item(s), how they will be picked up, and email the completed form to WNYRegionEvents@redcross.org.

DONOR INFORMATION

Company/Individual Name: _____

Company Contact Name: _____

Donor Name (as you wish to appear on print recognition): _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email Address: _____

ITEM INFORMATION *Unless otherwise noted, donation may be packaged with other items.

Item Donated: _____ Donor Stated Retail Value: \$ _____

Item Description (i.e., color, quantity, size, number of people, etc.): _____

Restrictions: Must state any limitations or special restrictions. If field is blank, the American Red Cross will assume there are no limitations or special restrictions. _____

Expiration Date, if applicable (DD/MM/YY): _____

PICK-UP INFORMATION (please select one)

For Tangible Items:

- Item accompanies donation form
- Donor/Contact will coordinate drop-off by February 21, 2023

For Intangible Items/Paper Certificates:

- Certificate accompanies donation form
- Donor will provide a certificate by January 31, 2023, via mail/email
- The Red Cross has permission to create a gift certificate for this (a copy will be sent to the donor).

SUBMIT FORM

Submit form no later than January 31, 2023 to ensure timely processing and packaging online. Auction donation(s) should be received by the Red Cross, no later than February 28, 2023. Mail completed form to American Red Cross, Attn: Auction, 825 John St., Suite 209, West Henrietta, NY 14586 or email to WNYRegionEvents@redcross.org.



American Red Cross
of Western New York