



Easton Lions Club

We Serve

CHARITY ONLINE AUCTION AND CELEBRATION OF EASTON COMMUNITY SERVICE !

www.EastonLionsAuction.org

Email: auction@eastonlions.org

The Easton Lions Club will be conducting our **34th Annual Charity Auction!** We hope you will be as excited about the new format as we are!

In lieu of live telephone bidding, we will be having a **one week online Charity Auction** starting on February 29 and culminating in an exciting **televised Celebration of Easton Community Service dinner event** on Saturday, March 7 at the Richardson Olmsted café (101 Lothrop St.).

Why are we so excited and energized about our new format ?

- We are partnering with many incredible community service organizations in Easton, including Friends of Yardley Wood Rink, HUGS, We Do Care, House of Possibilities, Ames Free Library, Diabetes Awareness Camp, Raising Multicultural Kids, YMCA, Oliver Ames Robotics Team, Boy Scouts, and Easton Citizens Emergency Response Team, to celebrate all the good that is being done right here in Easton with your generous support.
- Our community partners bring a new energy and a new audience for our Auction.
- We will be giving our community service partners the opportunity to get the word out through live interviews and recorded videos about how they are using the support of the Lions and our donors to make Easton a better place to live and work.
- In addition to the thousands of Easton residents who receive our Auction email blasts, we are expecting hundreds of attendees for the dinner event (tickets are \$35 each to cover the costs of the dinner; available online at EastonLionsAuction.org).
- And yes, ECAT will be broadcasting and streaming the event live! So, our usual audience can watch from home and share in the fun by bidding online throughout the event.
- We are also pleased that the elimination of live bidding by telephone will keep our costs even lower, meaning that much more support for the good causes supported by your generous donations!

How will the auction be run ?

- Make your donations in the same manner as you have in the past (see below)
- We will be promoting the donations through multiple email blasts to thousands of Easton residents, as well as through print and social media. (We also expect to promote as many of our donors as possible during the live event.)

(SEE REVERSE SIDE)

The Lions Club of Easton Foundation is exempt under Section 501(c)(3) of the Internal Revenue Code, and contributions to the Foundation are tax deductible. Any cash donations should be made payable to "Lions Club of Easton Foundation".

- All items will be available for viewing and bidding online from February 29 through March 7 through the same auction website that we have successfully used for years.
- All donated items will be posted on our auction website, which includes a description of your business and your donation, item photo, business logo, and contact information (including a link to your website if desired).
- Our audience, including those participating online, attending the event, or watching from home, join in the fun by competing for their favorite items by submitting their bids online (through their own computer, their own cell phone, or with one of the laptops at the event).
- We will be closing the bidding by groups of items every half hour during the March 7th dinner event (smaller value items first, leading up to the exciting close out of our traditional “Big Board” items at the end).
- We will have an “auctioneer” who will be keeping our live and television audience updated and energized throughout!

Please Join Us !

This is one of our biggest fundraisers, and we ask that you please consider partnering with us and our Easton Community Service organizations to help others by donating a product or service and/or by becoming a Sponsor (with a cash donation of \$100 or more). In the past we have received a variety of donated items, including products, services, gift certificates, and cash donations. Whatever the item, be assured that your generosity will be recognized. Even better, come join us at the Easton Community Service Celebration dinner on March 7 as well!

How Do I Help ?

- **Item Donation Form:** Download a donation form at www.EastonLionsAuction.org, fill it out, and email to auction@eastonlions.org, give to your solicitor (with the item or certificate) as usual, or mail it to Easton Lions Club Auction, P.O. Box 1032, Easton, MA 02334-1032.
- **Email Photos and Logos:** Photos of items or business logos for use on the Auction website may be submitted by email to auction@eastonlions.org.
- **Deadline:** Deadline to make sure item donation is included in the auction is February 29.

If you desire further information, please feel free to contact us at the email address listed above or through your solicitor. Thank you for your support!

Cordially,

Lori Maver

President

Steve Hoffman

Donation Coordinator

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