

AMERICAN TRAFFIC SAFETY SERVICES FOUNDATION

PLANNING

- Choose a product with high demand in the industry
- Hold auction during peak product demand to attract more bids
- Profits to be donated to The Foundation in the name of your company and the high bidder

PROMOTION

- Market the auction on your own website – blog posts, banners, pop-ups, etc.
- Regular and frequent social media posts weekly leading up to the event
- Frequent social media updates during the auction
- Email marketing / newsletters to your customers
- Grassroots marketing: phone calls, meetings to help spread the word

IMPLEMENTATION

- Auction should be conducted via auction-style website, preferably hosted on your company's site. Participating companies have conducted the auction via a section of their website that required a login and active account. This way, you know exactly who is bidding.
- Prospective bidders should be required to register and create a password to bid. This helps prevent anonymous / fraudulent bids.
- Provide a detailed description of the product being auctioned, as well as the cause. Provide links to The Foundation, ATSSA, and the product you have chosen for the auction.
- Work with The Foundation to promote your auction. (Article, newsletters, etc.). The Foundation has supported previous participants by including short promotions in ATSSA's The Signal magazine, as well as social media posts, and newsletters. Recommended contact: Lori Diaz (lori.diaz@atssa.com).
- Suggested auction duration of 30-45 days
- Your company's sales team is vital to promotion of your auction, and getting bids in. Word of mouth helps to create excitement around the auction, and helps make it more competitive.

AFTER THE AUCTION

- Provide recognition to the auction winner. Reach out personally and thank them.
- Publicly, social media posts are a good way to recognize the winner, and thank everyone who placed a bid.
- If possible, make some small customization to the product to further recognize the winner. Ex: add a decal or note stating "the purchase of this product supported the ATSS Foundation."
- Previous auction hosts have further recognized the winner of the auction with a plaque presentation at the ATSSA Expo. This is another good opportunity to thank the winner face-to-face, as well as get a photo together.