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Two nonprofits raise thousands in fundraising competition

BOISE, ID - March 18, 2011 –Volunteers and bidders scooted closer and closer to their computer screens as the clock approached 7:00 p.m. At the top of the hour cheers broke out that overpowered the live music and chatter at the Hidden Springs Mercantile as the online auction clock ran out and bidding ended March 14. After the auctions, two volunteer teams spent several days collecting donations and each received a cash prize from sponsor Western Capital Bank raising a total of more than \$21,000 in just four weeks.

The end of the online silent auctions signified an exciting end to the Auction Frogs' Corporate Volunteer Challenge that paired two teams of volunteers head-to-head raising money for their nonprofit; the Fighting Craigs team raising a whopping \$13,000 for the Ronald McDonald House and Chai Yo! team raising a generous \$5,000 for Junior Achievement of Idaho. The challenge consisted of four weeks of challenges, with a winning team each week, culminating in a 10 day online benefit auction for each nonprofit.

“The most critical part of the competition was the way the teams came together, made a clear plan for their nonprofit’s benefit auction and executed it in just four weeks,” said Kristi Saucerman, Auction Frogs Founder. “These teams have laid a foundation that will help many organizations raise funds in the future.”

The Ronald McDonald House team was declared the overall winner of the Corporate Volunteer Challenge at a celebration on Friday. They were awarded a \$2,500 by Jeff Banks from Western Capital Bank and the Junior Achievement team was also presented with a \$500 award for their great work in the competition.

“The friends that the Ronald McDonald House has gained through the course of the volunteer challenge will be valuable for years to come,” said Ellie Pharis Director of Development, Ronald McDonald House. “I have to thank our team; without them we would have never been able to do this in such a short time.”

Proceeds from the Ronald McDonald House online benefit auction will benefit future operations of the Idaho Ronald McDonald House, a home-away-from-home for families of ill or injured children receiving medical treatment in Boise.

“Many organizations are timid about online auctions but it was the best way for us to get great results in such a short time. We developed business relations, networked, and engaged our board,” said Catie Wiseman President, Junior Achievement of Idaho. “We also increased our Facebook following by 30 percent.”

Proceeds from the Junior Achievement online benefit auction will support Junior Achievement programs that inspire students to dream big and reach their potential. Their focus is on entrepreneurship, work readiness, and financial literacy. Volunteers from the business

community teach the five, one-hour classroom sessions. To implement a program the cost is \$300 per elementary classroom, or roughly \$11 per student. They reach 2,500 students each year and have a waiting list of classrooms wanting the Junior Achievement services; the funds raised will help them reach these classrooms.

About The Corporate Volunteer Challenge

The Corporate Volunteer Challenge Spring 2011 is the first of many Auction Frogs sponsored events designed to help nonprofits overcome many common pitfalls normally experienced while fundraising and maximize their fundraising potential. While boasting some friendly competition, these events are all focused on helping good causes and putting the “FUN” back in FUNdraising.

Learn more about the Auction Frogs Corporate Volunteer Challenge at www.auctionfrogs.org

About Auction Frogs

Auction Frogs recognizes the challenges and pitfalls of “selling” donations at a fundraising event and has developed a web-based application that takes the silent auction efforts to a whole new level for the nonprofit organization. They provide a web-based tool for nonprofit organizations to upload their donated items for their audience to bid on through a customized and hosted site. As a result, the bidding audience increases and the time frame for bidding is much longer which results in higher revenue. For more information on Auction Frogs visit www.auctionfrogs.org or call 208.321.5515.