



Participate in our **ONLINE AUCTION** **March is Red Cross Month**

Dear Friends,

March is Red Cross Month, and this year we're planning to build excitement as never before by taking the American Red Cross of Central Texas in new directions. As part of the month's festivities, we're delighted to announce a cool new venture to reach out beyond Central Texas to the more than 309 Million registered eBay users worldwide—with an **ONLINE AUCTION!**

Did you know the American Red Cross of Central Texas responds to a house fire almost every other day and has responded to 20 incidents just since mid-October? Did you know we trained more than 20,000 individuals in water safety and CPR last year? Did you know we serve an average of six military families every day with emergency communications and support services? Did you also know we rely on local donations for 98% of our funding and to serve 9 counties?

Please join us in raising money to deliver these critical services to Central Texans by participating in our **Online Auction through eBay Giving Works**. We're asking local merchants, restaurants, service providers and private citizens to donate a fabulous auction item. Past auctions have featured a remarkable array of items and services, like a quail hunt, original artwork, designer jewelry, an autographed Rose Bowl football, airline tickets, restaurant certificates and personal services. Every year, we ensure that the auction offers something for everyone and every budget.



This year, we're leveraging the awesome power of eBay to get the word out and attract much more publicity and bidders to both the American Red Cross of Central Texas and to our donors. All auction items are available to view by anyone and everyone visiting eBay, and eBay users can search for the Ribbon (pictured at left) when they shop! Plus Giving Works items close with 40% higher prices, sell 50% more often, attract 20% more bids! It's a win-win!

As yet another benefit to all those participating, the American Red Cross of Central Texas is planning promotions of our **Online Auction** and all **March is Red Cross Month** programs through a wide variety of media, including print, television, radio and online. This publicity will highlight participating donors and provide valuable media exposure. We also invite our donors to help get the word out that one of your products or services is up for grabs and the great cause you're helping out!

To participate in our **Online Auction**, please feel free to contact me directly or complete the enclosed **Online Auction Donation Form**. We look forward to hearing from you soon and appreciate your support of the American Red Cross of Central Texas!

Sincerely,

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