

Fill in the blanks with correct options given

REPORT ON CHARITY AUCTION

Summary:

On December 15, we held a [] to raise money for the local hospital. The auction raised less money than []. This report explores what we did wrong.

[]:

We asked 24 local [] (e.g. sportspeople, TV presenters) to donate [] for our auction. We received 55 gifts, including many [] items (e.g. a signed soccer ball, a beautiful painting). We expected to raise around \$5,000. 720 people attended our auction event. The auction only raised \$322. Many of the [] were not sold.

[]:

- 1 [] of choice: There were too many items, so people could not decide. If we had limited the auction to around ten items, we would probably have made more money.
- 2 [] numbers: We wanted to attract large numbers of people to the auction, so in our [] materials, we showed pictures of the best items with low starting prices, e.g. \$2 for the signed soccer ball. We shouldn't have done this because it [] people to make offers of a few dollars, not hundreds of dollars.



[]:

- For future auctions, limit the number of items to around ten.
- In marketing materials, show the value of the items (e.g. *Worth over \$500*) rather than the starting price.

Glossary

auction (n) a public occasion when things are sold to the people who offer the most money for them

donate (v) to give something such as money or goods to an organization, especially to a school, hospital, political party or charity

gifts	expected
Hook	marketing
items	celebrities
charity	encouraged
auction	Background
valuable	Recommendations
Analysis	Paradox