

TIPS FOR PROMOTING YOUR DONATIONS TO THE 2024 CIM AUCTION AT WORLD OF CONCRETE



THE NATIONAL STEERING COMMITTEE (NSC) of the Concrete Industry Management (CIM) program appreciates your support of the CIM Auction. For the 2023 auction, the concrete industry donated more than 200 items, raising a record-breaking \$2.1 million in gross revenue for the CIM program.

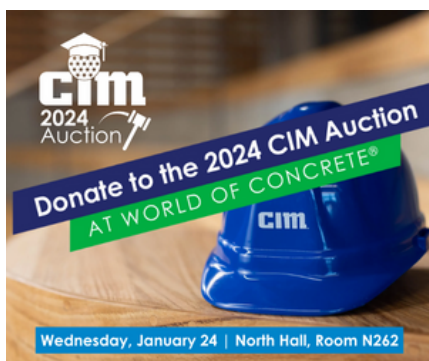
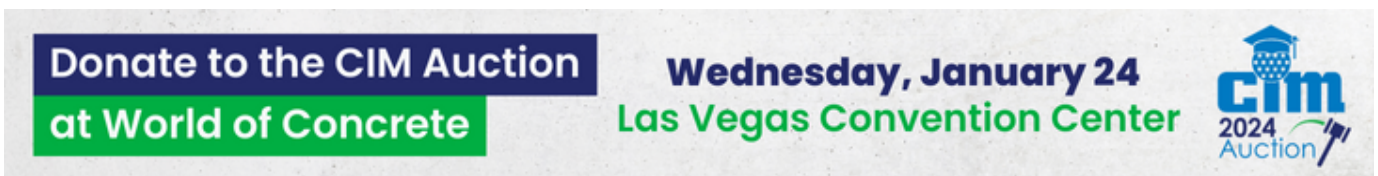
To get maximum value for your donation, we are asking your help with promoting your item to your customers and prospects.

WHY IS THIS IMPORTANT?

- Raises awareness and interest in the auction.
- Ensures that the item you donated will generate a winning bid that is a fair value.
- Excellent way to have your customers recognize that your company is helping to support a very important program for the entire concrete industry.

UTILIZE CIM AUCTION RESOURCES

The CIM Marketing Committee has developed a series of print and banner ads that can be used on your website or in company newsletters. These downloadable ads can be found on the CIM website [here](#):



HOW CAN YOU HELP?

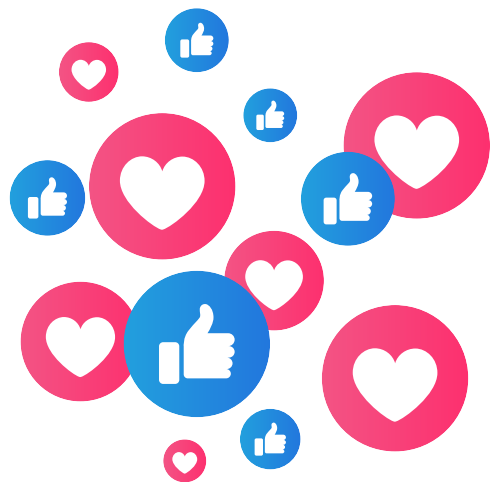
- Send an email blast to your customers and prospects
- Send out a press release
- Add content to your website promoting the donation
- Add the **Auction Donor logo** to your website and signature lines on your emails



- Inform your sales staff about the donation and ask them to tell your customers
- Send out a letter to your customer and prospect base
- Have a sign promoting your donation in your WOC booth
- Personally invite customers to the Auction or to participate online
- Create a flyer that promotes your donation
- Post information about your donation on LinkedIn, Facebook, Instagram and other social media sites
- Create a video about your donation
- Educate your WOC booth staff about the Auction and the item you donated

LEVERAGE SOCIAL MEDIA

Social media is an excellent forum to share information about your donation. We have developed a series of new social media graphics for you to share on LinkedIn, Facebook, Twitter and Instagram. We strongly encourage you to post, like and share content on all of these outlets. These graphics can be found [here](#).



In addition, make sure you use the hashtag **#2024CIMAuction** to help make your post easy to find. Using the hashtag will gather your post with all other social content about the auction.