

# Tourism Cares Auction 2020

## Details & Talking Points

**Auction Website:** <https://www.tourismcares.org/auction>

**Where to submit donation information:** <https://www.jotform.com/form/200345965077156>

### **Auction Dates:**

November 24- December 9 hosted on [Charitybuzz](#)

Starting November 24<sup>th</sup> bidding will take place here: <http://charitybuzz.com/support/tourismcares>

### **Donation Requirements:**

- All items must be submitted to Tourism Cares by **Monday, November 9, 2020**
- Donations must have an estimated minimum fair market value of \$1,000 USD
- All items must be valid until 12/31/2021 or later (6/30/2022 preferred) with very limited (or no) blackout dates
- No hidden fees, restrictions or additional booking fees.
- All donations are subject to approval by Tourism Cares and Charitybuzz

### **Benefits of donating:**

- Exposure to [Charitybuzz's](#) global consumer audience through their premier online auction site
- Promotion across leading travel industry associations and our Tourism Cares networks
- Supporting programs that directly benefit tourism communities and the future of our industry

### **Item Ideas:**

We are seeking donations of travel packages, physical items, unique virtual experiences, partner-built packages, technology, consulting services and more. We are available to brainstorm ideas highlight your product or service.

**Suggested Donation Request Letter:** *Please CC Lauren ([lauren.tilton@tourismcares.org](mailto:lauren.tilton@tourismcares.org)) on all auction requests and she will complete the follow-up. Please edit to your liking.*

Dear **[FIRST NAME/Partner in Travel]**,

[Tourism Cares](#), our non-profit partner with a mission to advance the positive impact of the travel industry, will once again host its annual online auction this November– a campaign that directly funds Tourism Cares efforts to make our industry more resilient.

We know the global pandemic has put a hard and unplanned halt to travel – and our normal lives. And we know our recovery will not be an easy one. The Tourism Cares online auction will help to support programming that will strengthen our industry and directly support our greatest tourism assets – people and planet. And putting your product out to a global audience *ensures* the rebounding of our industry.

**Our members can help to make it all possible. We are seeking donations of items by November 9, 2021 with donation considerations and requirements outlined on the Tourism Cares website, [here](#) (<https://www.tourismcares.org/auction>).** Donated items will be showcased through the premier online auction site [Charitybuzz](#) to a global consumer audience of more than 250k+, as well as through Tourism Cares trade networks.

Thanks to auction sponsors USTOA, Aon Affinity | Travel Practice and donors like you, Tourism Cares is able to fund projects throughout the year that have a direct impact on tourism destinations. Visit their [grants page](#) to learn more about the changemakers around the world that Tourism Cares has funded with the support of our industry.

If you have any questions at all or wish to discuss our auction and making a donation, Lauren Tilton on the Tourism Cares team is happy to find a time to connect. Do not hesitate to reach out. ([Lauren.Tilton@tourismcares.org](mailto:Lauren.Tilton@tourismcares.org))

**Promotion on Social Media:**

Link to [www.tourismcares.org/auction](http://www.tourismcares.org/auction)

**Suggested post (October – November 5):** **[Association Name]** members can help give back to travel! Tourism Cares is hosting its online auction, and we encourage you to get involved. Your donation directly benefits tourism's greatest assets – people and planet. #WhenTourismCares **LINK TO:** [www.tourismcares.org/auction](http://www.tourismcares.org/auction)

**Suggested post (starting November 24):** It's time to bid to benefit travel! The Tourism Cares online auction is now available. Visit [www.tourismcares.org/auction](http://www.tourismcares.org/auction) to view packages and products that fund programs to protect our greatest tourism assets: people and the planet. #WhenTourismCares  
Please tag: @TourismCares  
**(Facebook Image attached.)**