

## Tips for Promoting Your Donations to the

### 2021 CIM Auction at the World of Concrete®



**THE NATIONAL STEERING COMMITTEE** of the Concrete Industry Management (CIM) program appreciates your support of the CIM Auction. The 2020 Auction was the largest ever and the 2021 Auction has potential to break more records!

To help get maximum value, may we ask you to help us promote your item to your customers and prospects? We are asking all companies that have donated an auction item to utilize their own internal marketing to help generate interest for the auction. This is important because:

- It helps raise awareness and interest in the auction.
- It ensures that the item you donated will generate a winning bid that is a fair value.
- It is an 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 also 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:

<https://www.concretedegree.com/auction/auction-resources>

#### 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, Pinterest and other social media sites
- Create a video about your donation
- Educate your WOC booth staff about the Auction and the item you donated

These are just a few of the many ideas that can help you leverage your CIM donation and ensure that it goes for maximum value.

#### 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, Pinterest, Instagram and other outlets. We strongly encourage you to post, like and share content on all of these outlets. These graphics can be found here: <https://www.concretedegree.com/social-media-downloads/>. In addition, make sure you use the hashtag #2021CIMAuction to help make your post easy to find and it will be gathered with all other social content about the auction.