

# Love Your Sister Online Charity Auction



Help us vanquish cancer by donating an item to be sold during [Love Your Sister's Online Auction!](#)

The Love Your Sister Online Auction will be promoted later this year (Oct -Nov) and will consist of a myriad of high-value products and services provided by Australian companies that care, in support of Love Your Sister (LYS). The sale will attract visitors by offering a range of items to be bid on with the purchase price helping LYS keep the lights on so that we can continue to proudly pass on 100% of every donation received to scientific research. No skimming. No BS.

The 1M-strong LYS Villagers are highly engaged and we are very excited to share this campaign with them.

- The campaign will build awareness in the lead up to, and during the sale. This will consist of emails to 120,000 LYS subscribers and multiple posts on LYS social media platforms with over 1 million followers. Our emails returned an approximate 35% open rate for our 2023 campaign.
- Promotional correspondence will display the logos of all participating companies.
- At the point of sale, each item will be accompanied by up to 6 photos, a 400-word description and the item donor's logo.
- Select items may be highlighted in promotional materials to provide additional exposure and build interest in the campaign.
- The sale itself will be an auction event running for about 3 weeks with logos of highlighted items displayed prominently on our home page for the duration of the campaign.
- In 2023, our auction generated over 80,000 unique page views as we auctioned 46 donated items from over 300 bids and raised more than \$35,000 proudly supporting the work of LYS.

What are we looking for?

- Businesses who can supply a product or service to be sold by LYS during our LYS Online Auction.
- Products and Services with a RRP of \$500 or more.
- Companies who can deliver to any location nationally (as part of the sponsorship).
- The physical items to be retained by the sponsor organisation until shipped.
- Services (and gift cards/vouchers) that the purchaser can redeem from a range of locations (as this would broaden the audience for a particular item). Services with a minimum of 12-month redemption period.

Thanks for your consideration and we look forward to hearing from you.

If you have any questions, please contact [LYSauction@loveyoursister.org](mailto:LYSauction@loveyoursister.org)

Love Your Sister is Australia's hardest-working cancer vanquishing charity, and since its inception in 2012 has raised nearly \$20M for medical research.

Founded by Gold Logie-winning actor and Victorian Australian of the Year 2018, Samuel Johnson OAM, Love Your Sister is a million-strong village of everyday Aussies committed to vanquishing cancer with hard science and the best new technologies. Love Your Sister supports Precision Medicine for ALL cancer patients, whatever the cancer, regardless of location, age, income, or status. We strive for the right treatment for every cancer patient, first time, every time.

**LOVEYOURSISTER.org**

