

# April Brown brings Passion and Profits to the Charity Auction World

Auctioneer, Philanthropist, Author and Consultant



## NEWS RELEASE

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### **Brown says charities can make more money at auction, but they don't know how.**

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For over a decade, April Brown's innovative methods have had a measurable impact on nonprofit funding. **"Annually, billions of dollars are raised at charity auctions. Money for services, that would otherwise be the burden of taxpayers,"** according to Brown.

Brown announces the first ever audio training for nonprofit organizations on how to put on a charity auction, [\*\*\*The Secrets to Conducting a Successful Auction\*\*\*](#), a How To for raising more money at auction. **"This series was developed to help volunteers avoid mistakes and feel supported. In just a few minutes of listening, they can save hours of time and create greater profits before, during and after the charity auction and have more fun doing it"**, says Brown.

As a professional auctioneer, Brown does more than just sell donated stuff at auction. She takes even the most apprehensive volunteer and gives them confidence. **"The auction coordinator is expected to cheerfully raise hundreds of thousands of dollars while confined to an unrealistic budget, with little if any guidance, and then work to exhaustion,"** said Brown. **"This training removes the mystery so they can create immediate results. They will be more likely to have a positive experience and return to volunteer with the auction year after year."**

Hundreds of organizations — including the [\*\*Families for Effective Autism Treatment\*\*](#), [\*\*Mitochondrial Research Foundation\*\*](#), [\*\*Ronald McDonald House\*\*](#), [\*\*Bellevue Rotary\*\*](#), [\*\*Campfire USA\*\*](#), [\*\*Whisker City\*\*](#), and [\*\*Global Support Mission\*\*](#) — have used [\*\*April Brown's products\*\*](#) and services for fundraising, relationship building, gift solicitations, marketing and consulting, and auctioneering.

### **About April Brown**

April Brown is a leader in the field of fundraising auctions. Since 1992, Brown has raised millions of dollars for charity and taught hundreds of charity auction workshops. She is a gifted auctioneer and passionate about creating alliances with business and nonprofits. Headquartered in Seattle, Brown also travels through the United States auctioneering and consulting. For more information, visit [\*\*www.aprilbrown.com\*\*](http://www.aprilbrown.com).