



Many charitable organisations do not realise how much revenue they are losing by not hiring a professional charity auctioneer for their fundraising event. Russ Williams has been a professional comedian for 20 years, combining this with his unique auction ability ensures maximum funds are raised time and time again.

From informal sports auctions on the golf course to a 1,000 seated gala black tie event, let Russ Williams make your event a success for you, your charity and your supporters.

Russ Williams will elevate your charity auction to the next level.

Testimonials

"Once again the auction combined with your comedy was the highlight of the evening. Again you raised thousands together with a million laughs. Just perfect."

[Camelot Group Plc](#)

"You are the first person I book when arranging our ball and next year will be no different. In five years you have raised over £120,000. Once again thank you for all your hard work."

[Colin Osborne MBE - Orchid Cancer Trust](#)

"What can I say? Fifty grand raised in two years! You will certainly be back for a third year."

[Mr Z Ahmed - National Cash & Carry Awards](#)

"Just wanted to drop you a note and say a really big thank you for last night, you were absolutely brilliant".

[Fiona McCarthy - PA to Head Franchise Operations KFC](#)

Portfolio – Here are a few past clients that have benefitted from Russ Williams

[Sparks](#)

[ChildLine](#)

[Orchid Cancer Trust](#)

[Lain Rennie](#)

[BUPA](#)

[Bardardos](#)

[Camelot group Plc](#)

[Sport England](#)

[Spina Bifida](#)

[Teenage Cancer Trust](#)

[Oxfam](#)

[Round Table](#)

[Rotary International](#)

[Wooden Spoon](#)

[Variety Club](#)

[BBC TV](#)

[Lords Taverners](#)

[Willow Foundation](#)

[Bobby Moore Fund](#)

[Sue Ryder care](#)

FAQ's

These are some commonly asked questions we hear when talking to potential clients for the first time. If you have others not covered here, drop us a line and Russ will be happy to give you an answer.

Q. Why hire a professional auctioneer? Our guy does it for FREE.

A. Just because they don't send you a bill, doesn't mean it is not costing you money. A bad auctioneer will cost you considerably more in lost revenues than a professional's fee. Your auction is very likely a major part of your annual fundraising goal. Whether the auction goal is £10,000 or £10,000,000 you can't afford to get it wrong. The saying is true, "You get what you pay for." Gambling on the performance, advice and overall effectiveness of someone who dabbles in auctions is risky to say the least. Just because someone is a "really charismatic person who knows everyone in the room" is not always the best approach.

Q. Will Russ help our committee with auction planning, in advance of the actual event?

A. Absolutely. Russ feels it is in everyone's best interest to make sure that you are on the right path to raising lots of needy funds for your charity. Without advance consultation you would leave too much to chance. Russ is available for client consultation on an unlimited basis. In person, by phone, email or fax, Russ will make sure you have the answers you need to best suit your auction needs.

Q. When is the best time of year to hold a charity auction?

A. Generally Russ books his auctions 8-12 months in advance. That's not to say you can't book him on 2 days notice. It has happened! The bottom line is if you are having a charity auction, get your auctioneer signed before most anything else you need that night. NOTE: The busiest months for charity auctions are February - May and September - November.

Q. How many items should we have in our auction?

A. Russ has over 20 years experience at charity auctions and has written an eBook which contains all the do's, don'ts and tips for a successful charity auction, you can get your FREE copy at. www.charityauctioneer.co.uk

Q. What do you think about using local TV celebrities and Radio DJ's as auctioneer?

A. It's the old "would you hire a lawyer to fix your plumbing problem?" issue. Most broadcast professionals will be happy to help with your auction. They generally do it out of professional courtesy and a genuine desire to help a given charity. They will also tell you, many times, that you are better off hiring someone that really knows what they are doing. A celebrity can be a great part of an event (maybe an emcee). Depending on their stature, they may even be an event draw and sell a few tickets. Just do not confuse their talent for reading the 6 o'clock news with the ability to get top dollar for your live auction items.

Q. What is the difference between a 'traditional' auctioneer and Russ Williams?

A. Traditional auctioneers are generally classified as those who do car auctions, livestock sales, antiques, artwork, corporate liquidations, real estate auctions, etc. Russ does not accept work in any of these areas. Those traditional professionals will do a great job selling Aunt Daisy's collection of china after she's passed away. Russ Williams combines his unique ability to have fun, make people laugh, keep the auction fast paced so it is not boring and generates maximum funds.

My Success Is Your Success!

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