



NEWS RELEASE

National Ski Patrol

New Fundraising Tool Brings in Greater Fundraising Opportunity for National Ski Patrol

Online Auction will expand fundraising opportunities to the greater skiing public

For Immediate Release

November 11, 2009—Lakewood, Colorado— The National Ski Patrol and AuctionFrogs announced today that it is launching an online auction to enhance fundraising efforts. The online auction is available now and will run through December 9th and can be found at <http://nsp.auctionfrogs.org>. National Ski Patrol expects to add significant funds to supplement its program and education development essential to the creed of the National Ski Patrol – “Service and Safety since 1938.”

The National Ski Patrol programs provide crucial skills through credentialed education and training in outdoor emergency care, transportation, avalanche and mountain travel and rescue services to more than 23,000 volunteer and 3,000 paid ski patrollers in the United States and abroad.

"Auction Frogs will allow the general public to bid on some great ski items and encourage more people to contribute towards our fundraising efforts. The public support to the future of our organization by creating financial stability through fundraising, will help us continue our goals and mission of the NSP to the skiing public." – Norris Woody, NSP Fundraising Committee Chairman

The NSP has been searching for new and innovative ways to raise funds for its programs without adding staff or volunteer time or relying on member donations

The NSP turned to AuctionFrogs, an Idaho-based start-up that specializes in online auctions for fundraising organizations, to create a simple, yet effective web based tool. By hosting an auction online, organizations are able to lengthen the bidding period, increase the pool of bidders, and earn more revenue for their fundraising efforts, find out more at www.auctionfrogs.org.

“NSP came to us with the desire to raise more funds for their ever expanding commitment to increasing public awareness about slope safety and skiing and snowboarding responsibility,” says Kristi Saucerman, founder of AuctionFrogs. “National Ski Patrol has a large support base, both locally and nationwide, and an online auction allows them to tap into audiences that otherwise wouldn't have a chance to support the organization at their annual fundraiser.”

About the National Ski Patrol

The National Ski Patrol is a Federally Chartered nonprofit membership association dedicated to serving the public and the mountain recreation industry. For more than 65 years, the NSP has been at the forefront of safety and emergency care education programs. The association's 28,500 members represent 98 percent of the nation's patrollers. For more information access www.nsp.org.

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