



Fundraising Event Management

with Michelle French

Auctions



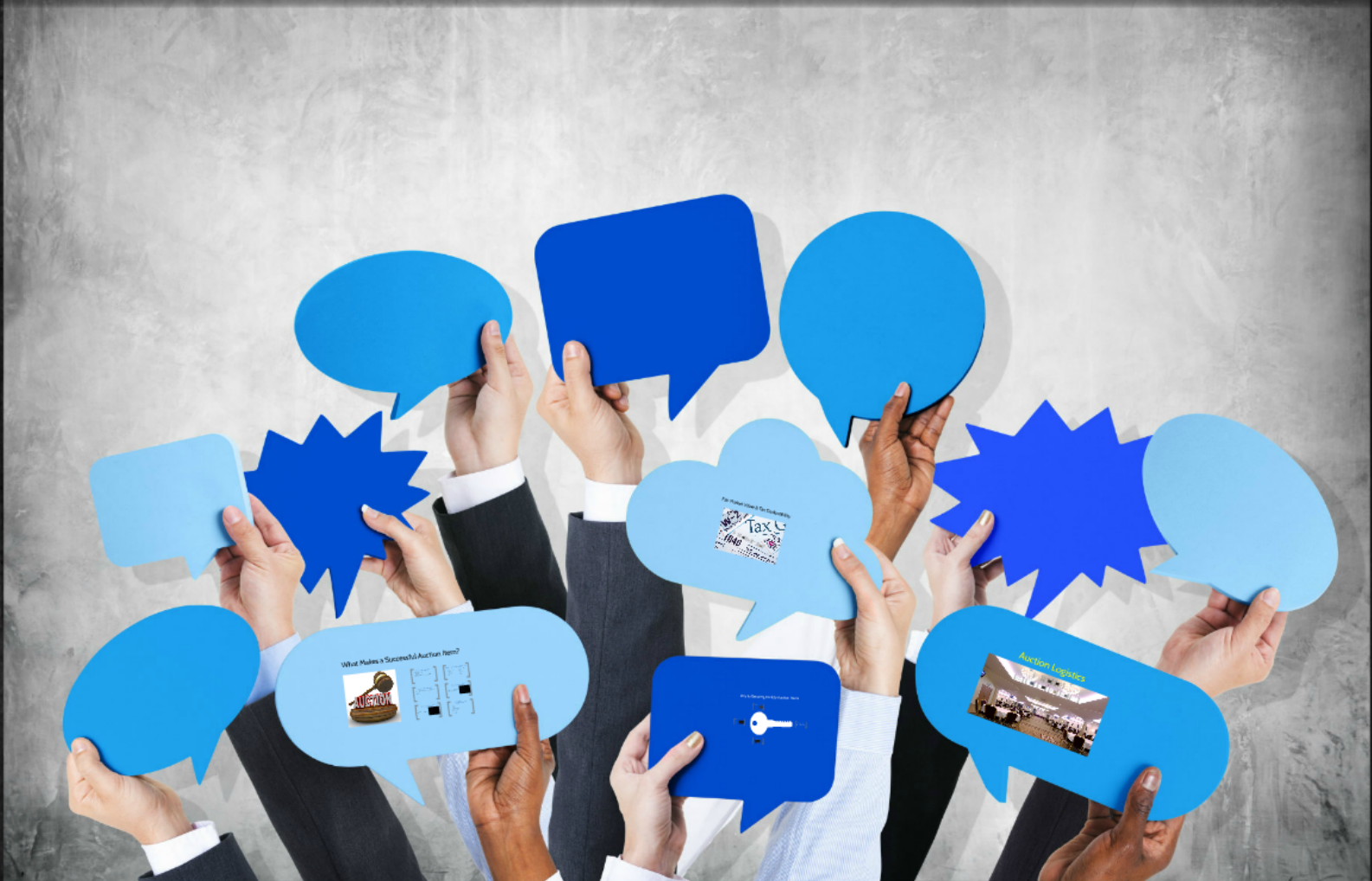
Thank you



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What Makes a Successful Auction Item?



Identifying & Procuring Items

- Unique Experience Items
 - "Priceless"
- Experiences that fit the guests' demographic profile

What categories of items should you have?

- Travel
- Culinary & Wine
- Golf
- Entertainment
- Retail
- Sports & Memorabilia
- Art
- Jewelry
- Just For Kids
- Electronics

Identifying & Procuring Items

- Items that can open relationships with potential donors / sponsors
- Multiples

Identifying & Procuring Items

- How many items should you have?
- What categories of items?



Identifying & Procuring Items

- How many items should you have?



How many auction items should you have?

- Time
- Space
- Quality over Quantity
- Minimum Value
- Exclusivity
- Packaging

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Auctions



Key to Securing Quality Auction Items

Solicitation of Auction Items

- Single Item**
 - Do not place in separate envelope
 - Mark it
- Sealed**
 - Label the envelope with the correct number
 - Signature of the Donor



Procurement: Donation Request Letter

- Personalized
- Show the Reach
- Tell a Story
- Specific Request



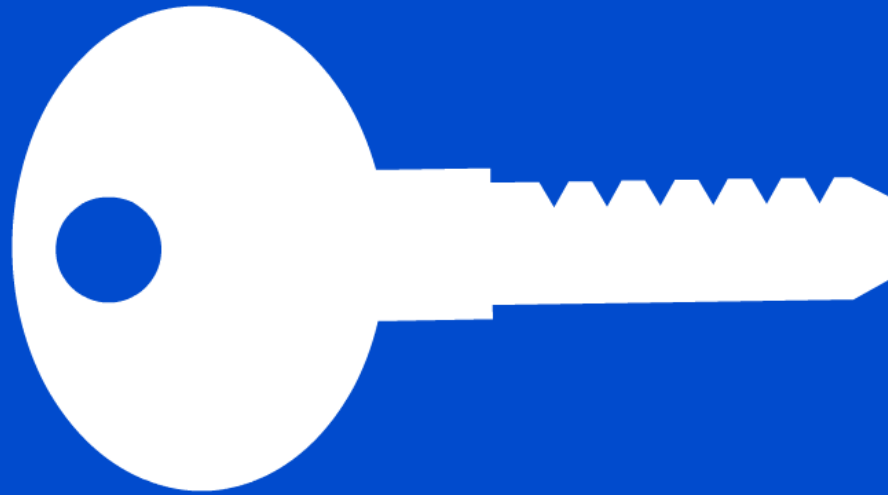
Procurement: Peer to Peer Solicitation



The link between the two distinctly different

Procurement: Peer to Peer Solicitation

Your 501(c)(3) doesn't "work" in many ways to assist in support the 501(c)(3) efforts and the thousands of children this program serves will support. As part of this program we are looking for individuals to make your part of this program.



Solicitation of Auction Items

- **Staple Items**
 - This list will be given to all Committee Members
- **Vendors**
 - Leverage your vendors and your committee's vendors
- **Sponsors of the Event**



Procurement: Donation Request Letter

- Personalized
- Show the Reach
- Tell a Story
- Specific Request



Procurement: Peer to Peer Solicitation

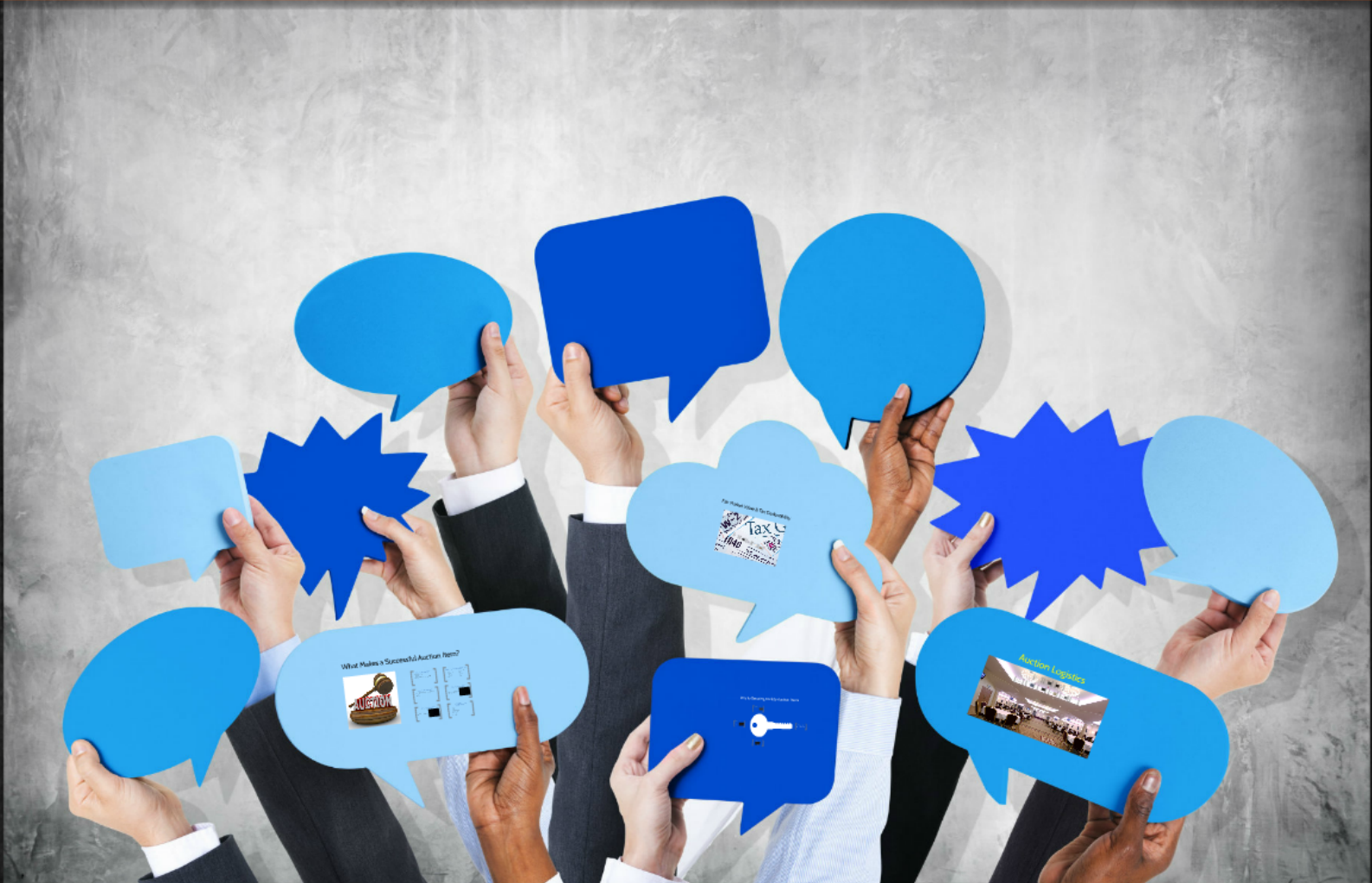


This technique can increase your donations by a large %

Procurement: Peer to Peer Solicitation

“Our XXX (Marriott, Hyatt, Hilton) property is proud to support the XXX Charity Classic and the thousands of children this prestigious event will support. As part of this partnership, we are sending you this letter to make you aware of this exciting event.”

Auctions



Fair Market Value & Tax Deductibility



Auction Items: Tax Deductibility

- Understanding Fair Market Value (FMV)
 - On a Bid Sheet, or in Auction Text, you will want to disclose the Fair Market Value of the item
- Value of the item
- Tax deductibility for Donors of Items
- Tax deductibility for Purchasers / Winning Bidders

Auction Items: Minimum Bids & Increments

- Minimum Bid
 - 20% of value
- Increment
- Can Vary by Category
- Buy It Now



Bidders



Auction Items: Consignment Items

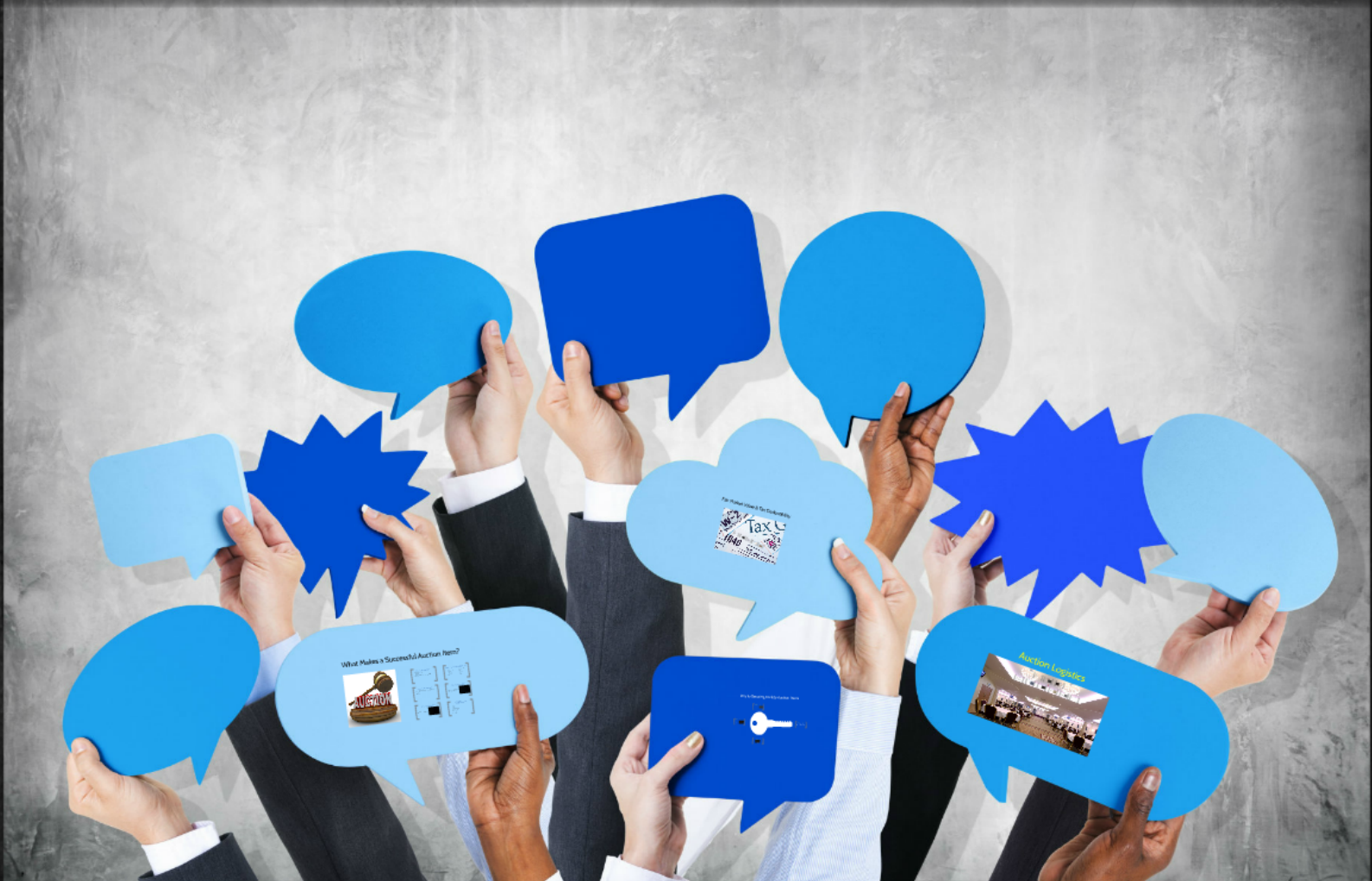
- How do Consignment items work?
- What types of items are ideal for consignment?
- Pros
- Cons



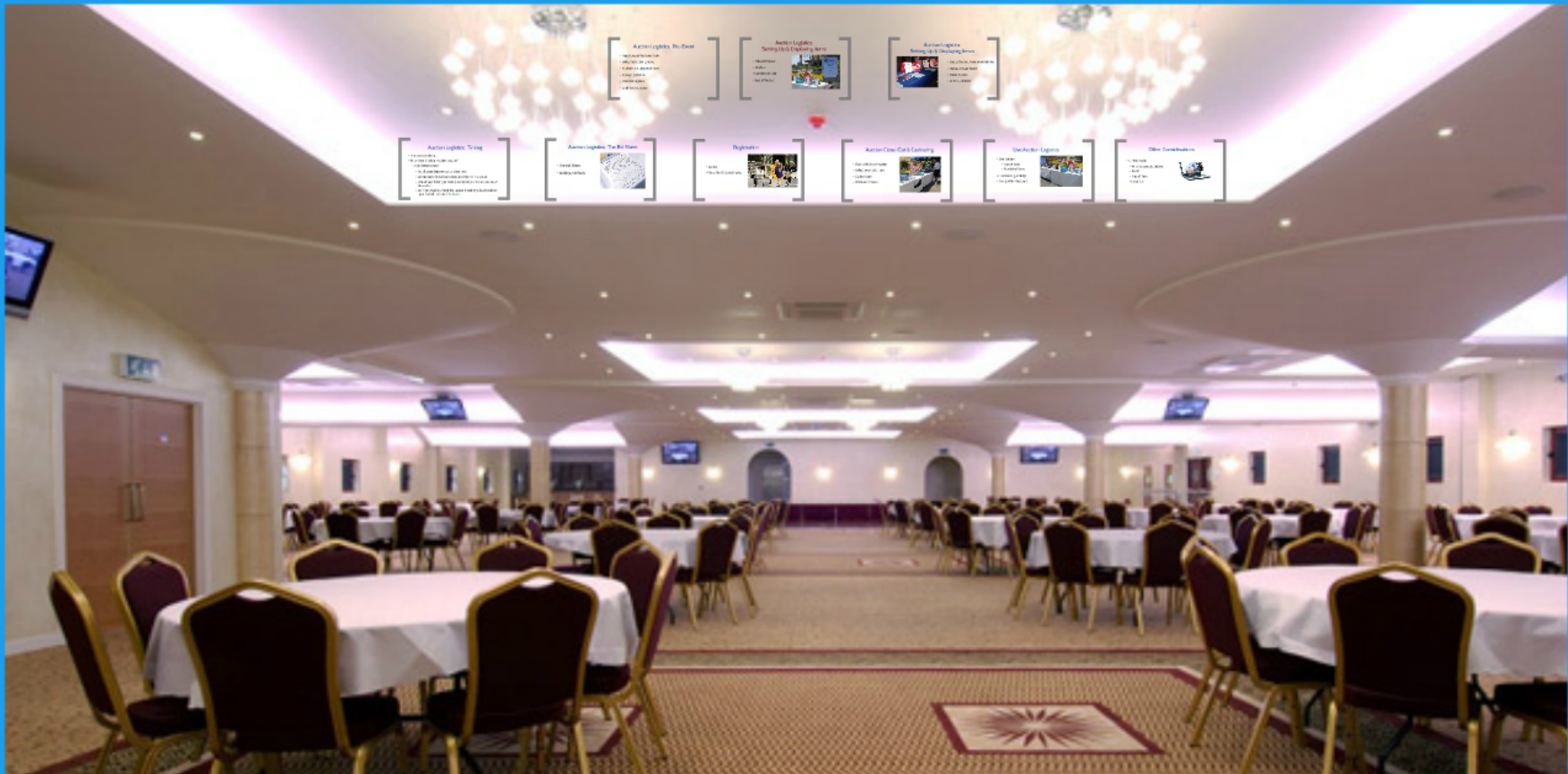
Live Auctioneer



Auctions



Auction Logistics



Auction Logistics: Pre-Event

- Importance of the Donor Form
- Collecting & Storing items
- Numbering & Logging of items
- Packaging of items
- Transporting items
- Liability & Insurance

Auction Logistics: Setting Up & Displaying Items

- Allocating Space
- Displays
- Category Signage
- Best of the Best



Auction Logistics: Setting Up & Displaying Items



- Ensure that you have ample lighting
- Consider Power Needs
- Sound System
- Wireless Internet

Auction Logistics: Timing

- Timing is Everything...
- When should I close my silent auction?
 - Right before dinner
 - It's all about bidding wars and not time
 - Do not open the ballroom doors until the silent is closed
 - 25% of your bidding will take place during the last 25 minutes of the auction
 - Don't be afraid to extend the auction if bidding is low but do not open the ballroom until it's closed.

Auction Logistics: The Bid Sheet

- The Bid Sheet
- Bidding Methods

UNITED BY: JOE TOMLINSON

United Way
Orange County United Way

Amount Bidder
\$ 1,272

ORANGE COUNTY UNITED WAY
REAL ESTATE & BIDDING
INDUSTRY MEET

Item Number: 101

CONVICT LAKE-MAMMOTH LAKES

You will take in the amazing scenery and enjoy fun activities with the Three Peaks Lodge in a Spee Cabin for 4 our County's 4th Senior Care in Lake Mammoth. Located in CA. Repairs are done with the best materials. Includes a full kitchen, living area, and a full bathroom. The cabin is fully furnished with a TV, stereo, and DVD player. Also included is a full set of dishes, a microwave, a toaster, and a coffee maker. The cabin is located in a beautiful area with a view of the lake and mountains. The cabin is a great place to stay for a family or a group of friends. The cabin is a great place to stay for a family or a group of friends. The cabin is a great place to stay for a family or a group of friends.

Please write your name, phone number, and email next to the amount you wish to bid. You may skip lines and go to any amount! Any disputes will be settled by bid-off.

Name - PLEASE PRINT	Phone #	Email Address	Amount
			\$ 600
			\$ 700
			\$ 800
			\$ 900
			\$ 1,000
			\$ 1,100
			\$ 1,200
			\$ 1,300
			\$ 1,400
			\$ 1,500

Items are sold "as-is". All sales are final. The amount you bid here is your responsibility. Orange County United Way is not responsible for any restrictions or conditions otherwise indicated by the donor. Prices are listed within the scope of restrictions or conditions.

Registration

- Layout
- Pre-authorizing credit cards



Auction Close-Out & Cashiering

- Closing the Silent Auction
- Collection of Bid Sheets
- Cashier Room
- Check-out Process



Live Auction Logistics

- Live Auction
 - Type of items
 - Number of items
- Incorporating a Pledge
- Timing within the Event



Other Considerations

- On-line Auction
 - When to consider adding
 - Reach
 - Type of items
 - E-mail list





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Thank you