

Auctions

AUCTION

A great way to raise money but this requires a very organized plan. Start Early. You will need a group of volunteers, a good location and you advertising. With a little thought and planning, auctions can be terrific fund-raisers, building events.

Items to auction:

Go to local businesses and nearby popular shops/eateries/places of interest for auction items – facial/manicure/pedicure from the local beauty salon; NFL Football tickets, MLB baseball tickets from season ticket holders in the community; gift certificates, shopping sprees; gift baskets of cheese/crackers, sports items, chocolates, cakes.....stamps, coins, attic items. You can even set up to sell cookies and cokes as people come through.

Advertise:

You must get the word and early and from as many sources as you can. Place ads in your local schools and newspapers, flyers wherever allowed. Radio stations and community announcements often give free advertising. In fact invite the radio station to set up a live feed outside the auction area.

Inform:

Have some information and brochures on the home. Pictures, and posters to let them know that auction donations are going to feed and house hungry children. Contacts and phone numbers as well as website information allow continued contact and possible help for the children. Be prepared to support you reason to help. If you show you are excited and believe in this need then people will see that and be quicker to help.

Make giving easy:

Some people may not purchase anything but will still give. Have an easy way they can donate. Again clear advertising will make help. Pictures over a donation plate or bucket help show the reason you want to help.

TIPS AND HINTS:

Planning:

Planning should start early to make sure there's enough time to recruit volunteers, procure items, and organize and publicize a unique event. While many things can be donated, there will still be hard costs involved.

School auction:

Attract the latest computer or entertainment systems, family ski or raft trip, mother/daughter outing, or vacation to Disneyland. Put kids' artwork or class projects up for bid. Parents can't resist bidding on artwork made by their own children!

Spread the word:

Make sure to publicize your event well in advance. Target vehicles that reach your key audience, whether it's a school flyer, local newspaper or wine trade publication. Consider recruiting a local television or radio station to help sponsor and promote the event in exchange for benefits.