



Kin Canada
Kinsmen • Kinettes • Kin

Fundraising Project Library



Auction

General Description:

One great benefit of hosting an auction is that people can give at the level they are comfortable with. Setting up an auction with a variety of items and services ranging in price will be the most beneficial to the event as there is something for everyone. Auctions can be run live, silent, or online each auction type has a set of pros and cons so it is important to determine which type of auction will work best for your type of event. If you want people to be engaged or you have some unique exciting items a live auction will help highlight that. If you have a large number of items and services to auction off and you want people to spend some time mingling around and enjoying other aspect of the event a silent auction may be best. Finally with technology being such a main focus many auctions are now being run online, using an idea like eBay you can raise money with little day of organizational efforts.

Resources Required:

- ◆ Auction items
- ◆ Venue for the auction
- ◆ Live auction: experienced auctioneer, sound system, stage
- ◆ A team to deliver the items to the venue
- ◆ Catalog of items being auctioned
- ◆ Way of identifying donors (i.e. catalog, bid sheets, via auctioneer, etc.)
- ◆ Tickets, posters, flyers, press release, and any other promotional materials
- ◆ Letters to potential donors
- ◆ Security personnel to keep an eye on silent auction items
- ◆ Silent Auction: bid sheets, pens, tables to display items, mock ups of gift certificates for the auction table
- ◆ Check out volunteers and runners to take larger items to cars
- ◆ Catering service
- ◆ Tables and chairs for guests
- ◆ Decorations
- ◆ Cash boxes and floats
- ◆ Credit/debit machines if available
- ◆ Liability and theft insurance
- ◆ Liquor license if you will be serving alcoholic beverages

Pre-Event Activities:

- Contact National to verify coverage



Kin Canada

Kinsmen • Kinettes • Kin

- Obtain a certificate of insurance from National if required
- Select a date and book the venue
- Book your auctioneer
- Delegate people to tasks of securing donations, event day set up, auction material prep, etc.
- Create letters to send to potential donors and deliver
- Pick up donations and store
- Create a list of auction items and develop a program/catalog with the info about each item
- Make bid sheets with item descriptions, lot numbers, approximate value, starting bid and minimum bid increase. If you are doing a live auction make sure that the auctioneer has all of this information for each item.
- For live auction book a stage and AV equipment, make sure you have someone who can run the equipment.
- Draft a floor plan (live auction should include staging and seats, silent auction should include tables for items and where the items will be placed on the table)
- Make sure donations are numbered to match the bid sheets and floor plan
- Book a catering or organize food
- Set admission price and sell tickets
- Organize who will be doing what on auction day (ie. taking tickets, security, check out, etc.)
- Print catalog/program
- Deliver auction items to the venue
- Set up décor

Event Activities:

- Make sure all volunteers and committee members are in place
- Hand out catalog/program to each guest
- Welcome guests and highlight and key items
- Go over any auction rules
- Security roaming silent auction tables
- As the auction is coming to a close set up check out area
- Have runners take large items to the winners car

Post Event Activities:

- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Tear down of venue
- Return any rented items
- Issue a press release thanking donors and announcing money raised
- Send thank you letters to donors
- Do a post event evaluation to make note of things that went well and what can be improved for next time
- Thank all volunteers for their help

National Headquarters, 1920 Rogers Drive, Box 3460, Cambridge, ON N3H 5C6

519-653-1920 - Toll Free: 1-800-742-5546 - Fax: 519-650-1091

www.kincanada.ca



Kin Canada

Kinsmen • Kinettes • Kin

Tips for Success:

- ◆ Make sure you select an auctioneer for a live auction that will keep guests engaged.
- ◆ Prep work is very important for auctions to make sure that you have sufficient auction items and that they are organized properly.
- ◆ Try and make the check out process as smooth as possible but remember that there will be a line and people expect this at an auction.
- ◆ With a live auction you can have the winners pay right after they have won the bidding or wait until the end and do a check out process
- ◆ **If doing a telephone auction make sure there are enough lines for people to place their bids**
- ◆ Don't forget Thank-you's this will keep donors, volunteers, and guests coming back

Auction website to look at is www.32auctions.com