

THE AUCTION CHAIR CHECKLIST



a playbook for success

The Auction Chair Checklist: a playbook for success

Every auction fundraiser knows they want to succeed!

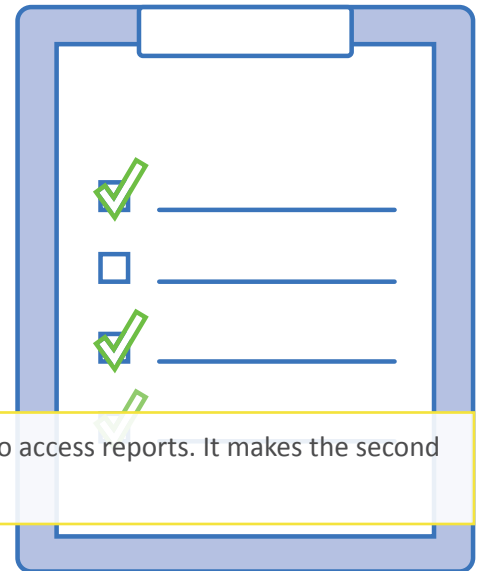
What they don't always know...is how to do it.

Well, we've got answers! We'll send you down the road to success from start to finish with The Ultimate Auction Checklist. Starting now!

Getting Organized

Start with a review of the past year's auction results:

- Contact the person who handled the auction last year
- See what you can learn about what worked and what didn't
- Build on the success of previous years wherever possible
- Are there reports available with auction results?
- Is there a list of donors and their contact information?
- Is there a list of items sold and how much they sold for?
- Decide if you want to use Mobile Bidding for your Event*



FYI BiddingForGood captures all of your donor and item information in easy to access reports. It makes the second and subsequent auctions you run exponentially easier.

Define Your Financial Goals

Be specific:

- How much are you hoping to raise?
- What is a realistic goal based on previous years' results?
- Do you have additional goals? For example, expanding your donor community by 10%
- How much do you hope to raise from:
 - Tickets
 - Raffle
 - Paddle-up
 - Buy now
 - Live auction
 - Silent auction
 - Online auction
- Plan for items with a variety of price points
- Determine the catalog value you need to reach your goal



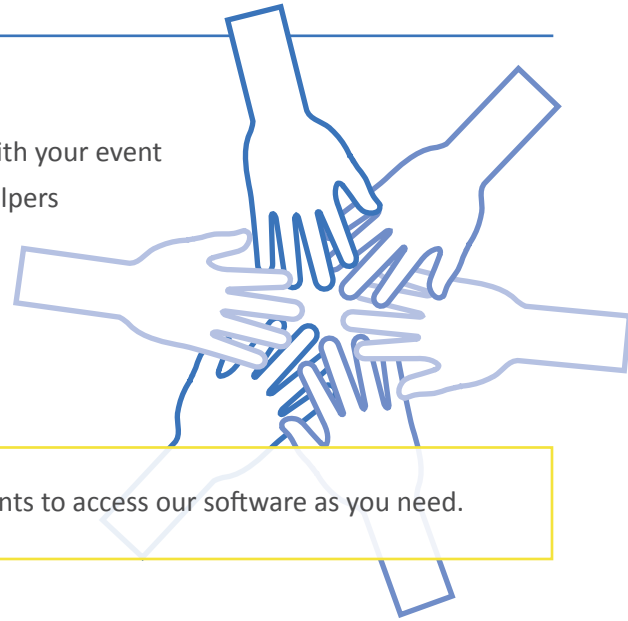
On the BiddingForGood platform, the winning formula to reach your goal is to have a catalog value that is 2X your goal.

FYI BiddingForGood helps its clients with item acquisition in a variety of ways, from our item campaign management tool, the Item Acquisition Manager to our Instant Items™.

Assemble Your Team

The sooner, the better:

- Select volunteers, either from your staff or community, to assist with your event
- Form a good mix of strategic-minded and “roll up your sleeves” helpers
- Determine what tasks need to be assigned:
 - Item solicitation
 - Promotion
 - Item fulfillment



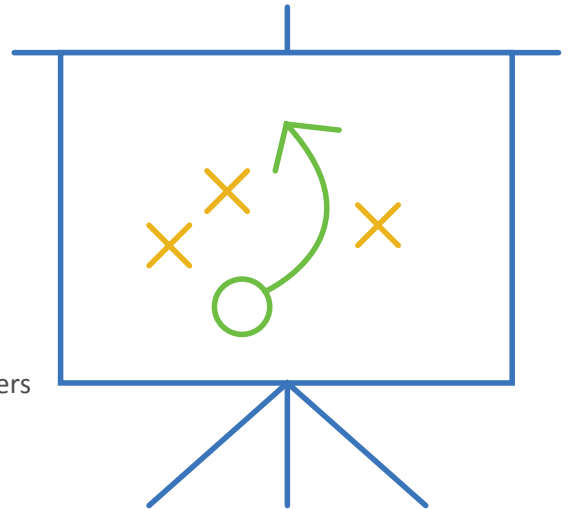
FYI

BiddingForGood allows you to set up as many team member accounts to access our software as you need.

Build Your Project Plan

Develop a strategy to contact potential donors and local businesses for items and sponsorships:

- Decide who to target with letters, calls, or visits:
 - Your supporters
 - Board members
 - Past donors
 - Family and friends
 - Vendors
 - Local businesses
- Assign specific tasks and deadlines across your team
- Schedule communications and promotion:
 - Email campaigns
 - Social campaigns
 - Website
 - Print mailings
 - PR
- Is there a budget for your promotion?
- Fine tune your message. Make clear to potential donors and bidders what your organization does and where the funds are going.



Target Item Donors and Sponsors:

- Target sponsors: It’s important to communicate the value that you will deliver to potential sponsors
 - Increased exposure on your website
 - Features in related email campaigns
 - Recognition at your event
- Be specific. The details matter to donors and bidders.



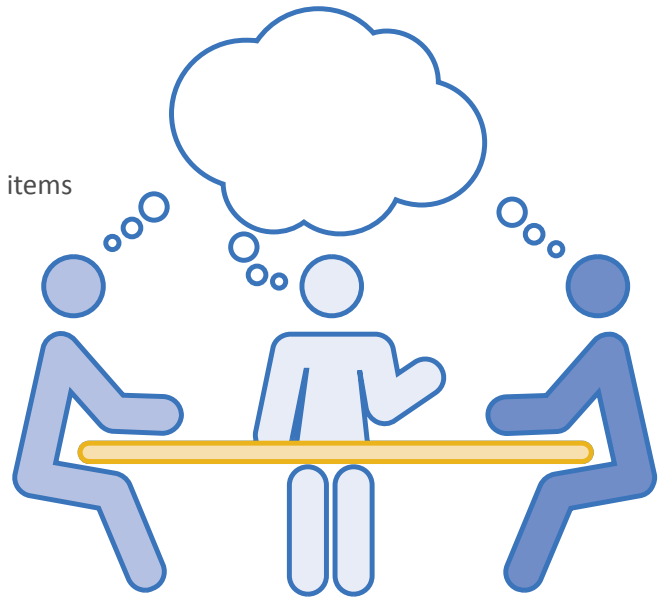
FYI

You can feature unlimited sponsors online, including their names, their logos, and links to their websites, on your biddingforgood.com auction site.

Organize a Brainstorming Session

Every idea is a good idea at this stage of the game! Let the ideas flow and see where they take you.

- Brainstorm what types of items to solicit
 - Travel - Dining - Tickets
 - Unique Experiences - Homegrown items - Fund-A-Need items
- Brainstorm how to promote your auction
 - How can you make your organization stand out?
 - What types of items might you promote on Facebook?
 - What are some catchy subject lines for you emails?
 - What are creative ways to get the word out?
- Brainstorm around your event
 - Consider a theme
 - Decide on the best venue
 - Figure out when tickets will go on sale
 - Create your guest list
 - Determine the layout of your room



FYI BiddingForGood offers a table seating feature that makes organizing floor planning and guest seating at your event a cinch.

Promoting Your Auction

Effective promotion is crucial to your auction's success. Use every available channel:

- Email campaign ideas
 - Save the date - Reminders - Ticket sales
 - Top items - Other
- Your website & sponsor websites
- Include a mention of your auction in all regular communications – newsletters, etc.
- Use social media – Facebook, Twitter, LinkedIn – ask supporters to share on their social networks
- Use postcards & flyers or business cards to promote
- Communicate why you need the funds
- Provide concrete examples of how contributions help you continue your good work
- Get your community to help you generate buzz
- Keep at it in the days and weeks leading up to your event

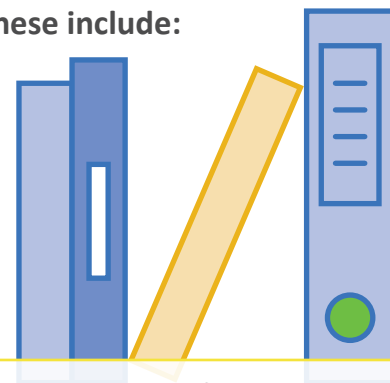


FYI BiddingForGood provides built in “Share this Page” buttons on your auction's site making it easy for supporters to help spread the word on social media.

Keep Track of Everything

It is important to track your auction activities from start to finish. These include:

- Email communications
- Project planning & volunteer management
- Records of item solicitations
- Records of item donations
- Records of thank you notes to donors and bidders
- Spreadsheets to hand off to next year's auction team



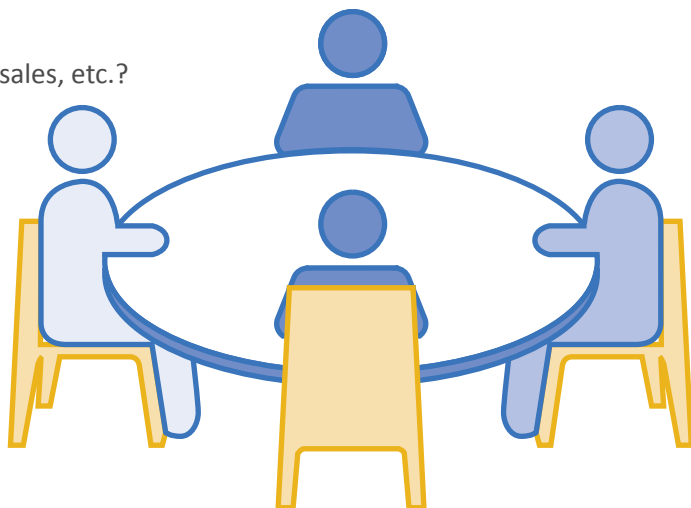
FYI

BiddingForGood's Auction Manager Pro software makes it easy to track and manage all of this information and more.

Have an Auction Wrap Up

Get your thoughts and your team together to figure out what you did best, where you can improve, and how to prepare for next time.

- Take a look at your sales:
 - What was your top selling item?
 - Which items didn't sell?
 - How much was raised by cash donation, raffles, ticket sales, etc.?
 - What was the total made in sponsorships?
- Poll your team:
 - What was your biggest challenge this year?
 - What went really well?
 - What can you do better next time?
- Tie up any loose ends:
 - Are there any items that have not been paid for?
 - Any items that have not been picked up?
 - Have all sales and reports been reconciled?
 - Do you have accurate reporting for your item donors, supporters, and sponsors?
 - What haven't you thought of?



FYI

For their first subscription year, every BiddingForGood client is assigned their own Auction Expert Consultant to assist them. Along with guidance from start to finish, an End of Auction Consultation is offered to help you understand your results and improve the next time around.

The YOU Checklist

- Eat lunch • Have some fun • Hydrate every day • Maintain your sense of humor
- Thank your volunteers continuously • Congratulate yourself on a job well done!

Happy Fundraising!