



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip - Events Auction

July 25, 2022

"Sold to bidder #777"

You're doing an auction—congratulations! Now that you're committed, you have a lot of planning to do to make it a success. And, as we've discussed, a big part of that success lies in your auction item bounty. As you embark on your auction item procurement journey, here are some helpful tips to keep in mind to gather items that are sure to sell.

Before the auction...

1. Carefully consider whether you want to do a live auction, silent auction, or both. Then, consider which items you'll include in each. Gift baskets and lower-value items work best in a silent auction. Save the big-ticket items and life-changing experiences for the live auction.
2. Start the item procurement process early! Honestly, the earlier the better, but we'd say six months before the event is the absolute latest.
3. Assemble an amazing (and very extroverted) procurement team. This can be development staff members, board members, and/or volunteers. Everyone should be outgoing, organized, and unafraid to ask everyone they know (and many they don't) to help out.
4. Stay organized. Have a shared spreadsheet to keep track of who's asking who, who's already been asked, items acquired, and next steps. Use procurement forms to capture donor information, track items, and keep everything above board.
5. Create an auction item wish list. Brainstorm all your dream items, write them down, and share them with your procurement team and board members. It'll help guide and inspire



Just so you know

I love to personally write the tips I send you each week. I really do, but with my health journey these next 7-10 weeks I may be borrowing (with permission), great ideas from some of my friends at places like Freewill, National Christian Foundation, Nextafter, and Funraise.

But I do have one Pro tip to add for this week:

At this point, your audience (partners and potential partners) has come to your event knowing without any question it contains an element about money.

Not everyone will win an item before they go home, so don't let these individuals miss the opportunity to still partner with you.

Be creative and offer some alternative ways for them to give and partner that night.

A donation booth?
The pie game?
The balloon game?

There's got to be 50 of these. Please don't use them ALL, but with just a few, you can honestly create a win-win. (Partners and your mission)

Well YES, yes, thanks for asking, I can help you with these. Just call or email me.

everyone throughout the procurement process.

6. Don't overdo it. While you don't want folks bemoaning their still-overflowing wallet at the end of the night, you do want to prioritize quality over quantity.
7. Promote your items well in advance. Like any event, an auction is much more successful when you publicize it. And your items can help! Advertise your best and brightest auction offerings on social media, in marketing emails, on the event website, and via text. Unveil these exciting goodies one at a time to build anticipation.

Development strategy that is Biblically aligned

I've recently launched a very customizable coaching, training, and development strategy package, offering a prospective ministry 6-8 hours per month of service and help. Per the needs of the ministry (or chapter) we can work together to custom design the best application of those hours, ensuring you get a great return on your investment.

Interested? Give me a call or [send me an email](#) and we can talk more.

Next Week: More Auction Tips and ideas for securing special auction items



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