



MULTIPLY 417

Passion: The Bridge between People and Purpose

Weekly Tip - Events Auction - Part 2

August 1, 2020

Happy Birthday Parker Rogers August 1, 2008

Want to win a \$10 coffee card?

Read the tip to find out how!

"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.

Night of the auction...

1. Go ahead and explore the latest technology platforms for auctions. I know many have used them well, others a total disaster. Which ever way you go, make sure you PRACTICE or dry run through your check out, "banking", and inventory delivery systems. From what I can tell Bidpal gets a lot of exceptional results.
2. In that same vein, make sure you have enough volunteers to capably handle the systems you decide to use. Old school works just fine, with enough of the right people.
3. Create teams of volunteers that handle complete portions of the night. Silent Auction tables, bids, and closings. Specialty items, like your



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 few months I may be borrowing (with permission), great ideas from some of my friends at places like Freewill, National Christian Foundation, Nextafter, and Funraise.

Good friend and accounting consultant Rick Dahlseid from the PBO Advisory Group reminded me:

Make sure and be careful with your receipting process for legal (tax) purposes. Clearly identify for your partners-donors the amount of their donations that night that were truly tax-deductible.

That means a meal that is a part of a ticket must be factored out of the tax-deduction, and a fair market value for items purchased through the auction must also be subtracted out.

I have several ways/ideas you can organize

balloon raffle, and pie sale. Childcare. Delivering items from the "store" to their cars, and/or even a delivery service of certain items to their homes. I can guarantee a directly proportional increase in partner satisfaction to how many of these every year stock functions you can "give away" to competent volunteer teams.

4. Okay, so maybe not night of, but make sure and do some smart market research. What do your donors, partners, buyers want? Ask them in a pre-auction survey and then also follow up that night with an exit survey. Focus on what things made them most enjoy the night. That certainly includes what items were available, but goes deeper and broader than just the items.
5. Specifically identify and clarify for everyone working that night who answers what questions night of.
6. DO NOT make the Executive Director the answer man or woman! He or she needs to be freed up for one thing, shaking hands, saying thank you, and being the primary host or hostess of the evening.

Nothing remotely genius in last week or this week's tips. But all of them need to be addressed to offer a best in class event.

Now here's a test! Why? Why attempt to attain best in class event? I'll be honest, I'd love to hear your answers, but if it happens to match Multiply 417's answer, I'll send you a \$10 Starbucks, or Dutch Boys coffee card (you get to choose). **You must email me your answer!**

your night and your auction display to help make this as efficient as possible.

Just call or [email me.](#)



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.



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