

# Charity Auction Checklist

By Kimberly French

- Before the Auction
  - Choose the right time for your auction.
  - Choose a professional auctioneer for your live auction.
  - If you run a small auction, use a volunteer.
  - Prepare the plan of auction that will be available to guests when they arrive.
  - Increase your auction revenue by selling wine and cocktails, organizing lotteries.
  - Invite guests approximately 90 days before the event.
  - Send reminders at regular intervals to those who have sent their RSVP.
  - Prepare description cards for the host or auctioneer.
  - Purchase or rent a clear display case.
  - Obtain all necessary charity auction supply list items.
  - Make sure your auction packages are unique.
  - Try not to buy items that will be auctioned off.
- Auction
  - Keep it as short as possible.
  - Make sure the first package is exciting and has a high probability of being sold for more than the established value.
  - Consider having someone in the audience willing to start the bidding on an item.
  - Start the minimum bids low - well below 50% of the value.
  - On the big ticket packages, check whether donors are willing to double their donation.
  - Use a raffle drum to select a winning bid.