

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.