

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.