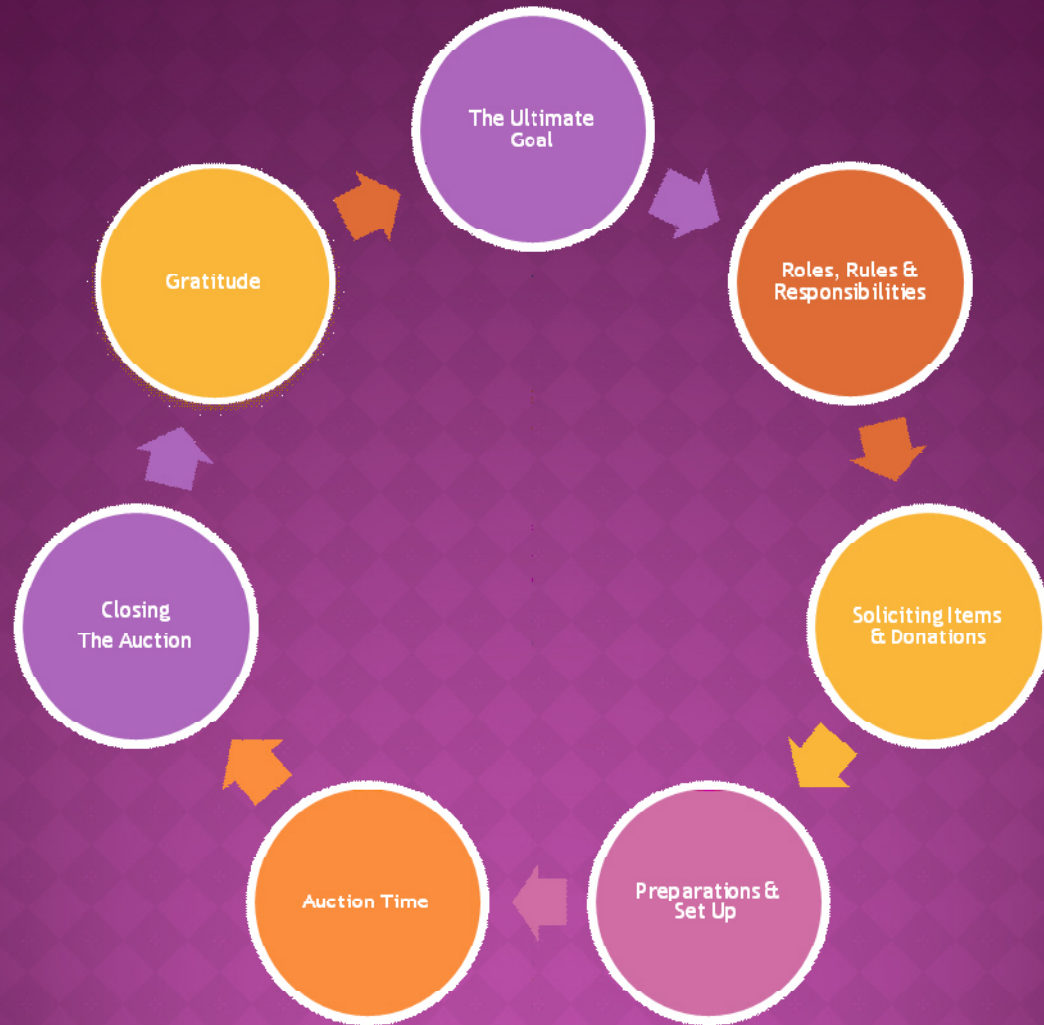


# NAVIGATING A SUCCESSFUL SILENT AUCTION

Presented By Nichole Sargent  
Inspired By Liz Platias

Keeping it simple and direct!





## The Ultimate Goal

1. What is the purpose of the Silent Auction?
2. How much money are you looking to make?
3. Who is responsible for overseeing the project?
4. When will you hold the Auction?
5. Where will the Auction take place?

Lay the foundation for a successful Silent Auction! Establish the who, what, when, where, and why's!



## Roles, Rules and Responsibilities

### 1. Silent Auction Chair Job Description

1. Be sure to have a clear understanding of the role of the Silent Auction Chair
2. Decide what the expectations of the job require.

### 2. Job Description and Roles of Volunteers who assist with Silent Auction

1. Know who will help you
2. Who can be supportive during each segment of the Silent Auction

### 3. Establish Rules for the Silent Auction

1. Know your State Laws regarding Silent Auctions and non-profit status
2. Set clear expectations and guidelines around the Silent Auction

### 4. Establish Responsibilities during the Silent Auction Event





## Soliciting Donations

1. Create a letter to disperse to your targeted audience.

1. Email, snail mail, yahoo groups, Facebook, Twitter are great ways to solicit items. Post in your community, ask if there is a policy about soliciting at your place of employment.

2. Anticipate a collection site before the Auction.

1. The Silent Auction Chair Address
2. Host Site Address
3. Or let folks know items can be donated at the Auction. Be sure to set specific times you will accept items.

3. Document as you receive the items on an Silent Auction Donation Form.



## Preparation and Set Up

It is time to prepare for the Auction

- 1.How will you display the items?
- 2.How will you display the bid sheets?

**KEEP IT CLEAN AND SIMPLE!**

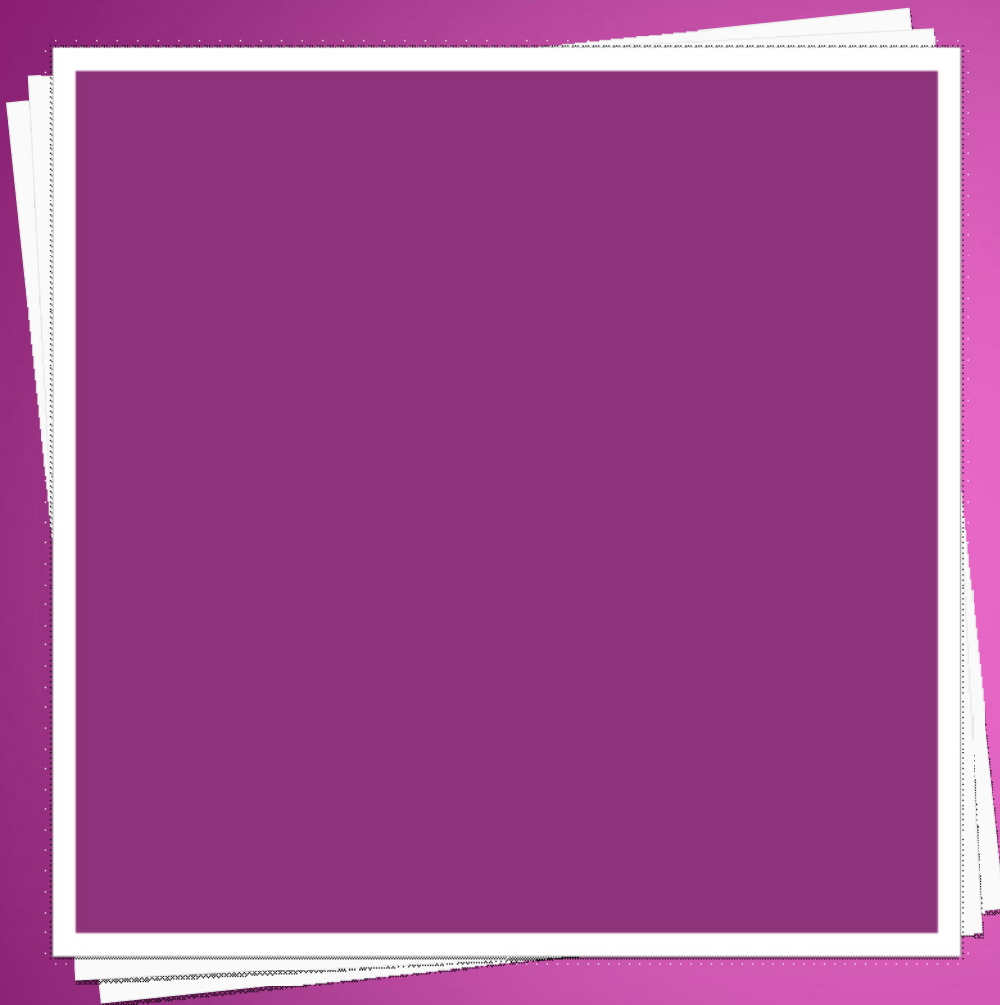
Use materials that can be used year to year



## The Silent Auction

1. Once you are all set up, go back and make sure your #'s match. Bid sheets must match the item.
2. Monitor items.
3. Encourage bidding.
4. Answer questions.

Be there to support the process and promote the REASON for your Auction.



## The Closing of The Auction

1. Start sending out reminders to bid, or check bids, closing increments.
2. Announce the end of bidding!
3. CLOSE UP SHOP!
4. Highlight the last bid number
5. Enter the information onto a Silent Auction Receipt Form/Bid Summary Sheet.
6. Make copies for your records!
7. Open Auction for folks to pay for items.
8. Use runners to collect the items and bring back the items to the bidder.
9. Support folks with their purchases.
10. Clean up and recycle!





## Gratitude

1. Complete recognition cards and letters to donors as necessary!
2. Send thank you cards to volunteers.
3. File and date forms
4. Send appropriate paperwork to necessary people!

Congratulations you did it!