

THE LIVE AUCTION EVENT

Use a professional, experienced Auctioneer.

Have the Auctioneer provide trained Bid Spotters and Clerking personnel or allow time to train your volunteers before the Live Auction begins.

Have a central location of Live Auction items on display throughout the event.

Continually announce upcoming Live Auction time and featured items during the event.

State terms and conditions and accepted methods of payment clearly and often.

Allow time for an opening speech by your Master of Ceremonies. Thank all attendees, volunteers and donors.

Allow 1 hour—1.75 hours for the Live Auction. This will include bidding instructions and approximately 2-5 minutes per item. With simultaneous web-casting, allow extra time for internet bidding.



FUN, FAIRNESS, COURTESY AND HUMOR IN ABUNDANCE! ESTABLISH A CLIMATE FAVORABLE TO ENTHUSIASTIC BIDDING!

AVOID THESE COMMON MISTAKES

- Inexperienced or inept Auctioneer
- Wrong items in the Silent or Live Auction
- Too many activities packed into the event
- Auction scheduled too late in the evening
- Inadequate time allowed to preview items
- Bidders not numbered
- Items not numbered
- No catalog or unorganized catalog
- Poor quality sound system
- Poor lighting
- Items not sold in the order listed
- Insufficient number of Silent Auction table monitors
- Insufficient number of Live Auction bid spotters
- No check-out procedure
- Insufficient number of check-out people

Green Bid Auctions, Inc.
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Garland, TX 75044
972.480-9500 Phone
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Charity and Benefit Auction Solutions

A professional, well-planned auction event can produce thousands (or tens-of-thousands) of dollars for your organization!

Get your volunteers working together and full of new excitement for your cause!

“New Money” raised from new sources!

Create a media event for image enhancement!

Proceeds are immediately available!

Turn goods and services into available funds!

Create an annual event!



Simultaneous Web-Casting will allow online bids on your items beginning up to 2 weeks before your event.

If you do not want to have the live event, we can conduct an online auction for you annually.

Keys to Success

INITIAL PRE-PLANNING AND STRATEGY

SOLICITING MERCHANDISE & SERVICES

THE LIVE AND SILENT AUCTION EVENT

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PRE-PLANNING AND STRATEGY

Date—No conflict with other events and holidays. Does weather need to be considered?

Location—Can the event be held in your facilities or will another venue need to be reserved?

Timing—Event begins, dinner, silent auction start and end, live auction and entertainment.

Theme—Pick something relevant and make it fun!

Key Leaders—Organizational volunteers in charge of planning. Appoint 2 Co-Chairmen to each leader.

Target Audience and Advertising—Existing members, local businesses and organizations. City and local publications.

Key Donors and Feature Items—Brain storm with all your volunteers. Solicit a wide variety of goods and services with a wide range of prices and values

Room Setup and Public Address System—Make silent auction items accessible during the entire event. Live auction items should be centrally located. Make sure your public address system can be heard from all areas of your venue.

Dinner and Beverages—Select something with wide appeal.

Ticket Price— Price should cover the cost of food, beverage, entertainment, facilities and décor.

Goals—Aim high, but be realistic.

Silent Auction—Items that will sell for \$250 and less.

Live Auction—Items valued at over \$250.

Door Prizes, Raffle—Drawing at the beginning or end of the Live Auction for prizes or to give out the decorations used for your event.

Entertainment—During dinner or after the auction.

Registration and Check-out facilities—Have bid packages ready for pre-registered guests with catalogs of Silent and Live Auction items and bidder numbers. Have extra packages for last minute arrivals. Be sure to have phone line access for credit card processing and check verification. Have an ample number of cashiers to speed up checkout.

SOLICITING MERCHANDISE AND SERVICES

Volunteers—Pick enthusiastic, out-going individuals that will represent your organization well. Remember, people give to people, not causes.

Merchandise—Only new items or genuine antiques. Fill out the contribution form and take the item with you when possible, or arrange for pick-up.

Services—Go for a large range of services. Everything from Dry Cleaning to Teeth Whitening. This is a chance for local businesses to bring in new clients.

Literature and Advertisements—Equip your volunteers with handbills/flyers, tape and contribution forms. Ask to display handbills/flyers advertising your event when appropriate.

Incentives for Donors—Offer advertising in your program for donors. Ask for brochures or business cards to display with their donated items or services. Make sure to inform donors if their items are tax deductible. Ask for pens to use in the Silent auction, Registration and Checkout areas as advertisement.

Celebrities—Ask for autographed items or unique experiences to spend time with these successful individuals. Try to come up with something that will appeal to a large audience.



Canyon Creek Christian Academy CCCA Blooms
Auction
April 2005

THE SILENT AUCTION EVENT

Number all the items and divide into sections indicated by Colors. Decorate sections with colored tablecloths, balloons, etc.

Have an attractive and organized display of all silent auction items. Place brochures and business cards provided by donors with the items.

Have organized and easy to understand bid sheets for each item with starting bid and bid increments. Have spare bid sheets available.

Friendly table monitors to mind the silent auction tables, answer questions and close out bid sheets.

Allow adequate time for preview and bidding on Silent Auction items.

Stagger closing times of different sections.

Make clear and frequent announcements to inform guests when sections will close.

Close all Silent Auction sections before the Live Auction begins.



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