Silent Auction & Raffle Workshop
For University of Arizona Alumni Association Phoenix Chapter
January 25, 2012
Agenda

Welcome and Introductions

Start at the End

Wish List of Items

How Did You Get That?

Look What I Have – Now What?

Packaging and Setup

Day of Logistics

How Much Did We Make?
Start Backwards – What is Your Goal?

A couple of questions that need to be answered:

• How much money are you hoping to earn?

• How much manpower/help do you have?  Not just day of, but entire process

• How much space is going to be needed?  How many items would you like?

• What does your audience look like?
**Auction vs. Raffle**

**Auction:**
- Goal is between $8,000 - $10,000.
- Minimum 1/3 of event space is designated for auction.
- Lots of help (10 – 15 people) to help get items, set up and cash people out.
- Good number of items is over 40 and less than 60.
- Audience that is willing to pay some money and is looking for different.
- 2011 Tip Off - $6670 with 38 items, BeachCats - $9800 with 60 items, 2011 Kick Off - $3235 with 25 items.

**Raffle:**
- Goal is between $1,000 - $5,000.
- Only space needed is a corner to set up what you will be winning.
- More help you have, more $ you will make. Key is sales force day of.
- Less than 10 amazing items – “I have to get that and it won’t cost me that much!”
- People don’t have to spend a lot to participate. Good for large groups that don’t have a ton of disposable income.
What Items Do We Want?

• Come up with ultimate wish list – what would you be willing to pay money for?

• Group into categories – sports, trips, experiences, dining, household, child, pet, etc.

• If baskets are focus – create basket themes **FIRST** and then think of what you would want to go into the basket – make list of what basket needs and go after that.

• Present your “wish list” to bigger group. Have each person think of their “circle” and what unique items they can get.

• Remember **QUALITY OVER QUANTITY**
How Did You Get That?

• Start with your circles – who do you know and what can they provide

• Start to keep spread sheets or lists of who you are asking and for what. These same lists will also be used to generate thank you notes at the end and can be passed to next year’s auction chairperson.

• Mass letter writing/emails. Generic letters to restaurants, hotels, golf courses and see what comes back.

• Look at your “stuff”. One man’s junk is another’s treasure

• What can you get by being a non profit? Southwest Airlines, Arizona Diamondbacks, retail all have programs to donate – just have to look.
Look What I Have – Now What?

1. Fill out Silent Auction Contract – this will help with thank you notes and make sure everyone is clear on rules of item.

2. If possible, make copies of contract. One stays with item (attached) and one goes to keeper of the information

3. Decide where items are being kept. They should be organized by categories for easy packaging. The less times you have to move items, the better.

4. Create a spread sheet that has the following: item name, fair market value, starting bid, guaranteed price, amount sold for, name of buyer, email of buyer.
Packaging & Set Up

1. Up to your group how to package – packing party, package as you go, individual items.

2. Change spread sheet to reflect what will be dropped into bid sheet

3. MAIL MERGE!! Do not assign items numbers – that will be done at site.

4. Lay out items at site that make it easy for bidding to occur. Use levels and different ways to display. Prettier to the eye, more appealing to come look and see what is there.

5. Once items are laid out to your liking, place bid sheet by item with pen and then assign the item a number. Total time to set up usually 3+ hrs.
Day Of Logistics

1. If possible, people around auction area to watch bidding and to answer questions. If possible, **DON’T LET ITEMS GO FOR A BARGAIN.**

2. Decide how auction will close, who will be responsible for closing and how that logistically is going to work. Talk about timing with everyone so people are clear.

3. Once closed, take to cashier table. Ideally you should have 6 – 8 people cashing people out. Group bid sheets by **LAST NAME** and set up check out like check in with alphabet signs. Keep multiple items together and have one total for guest, staple cash to winning bid sheets.

4. Ideally 4 or more people in auction area to monitor that person that bought item actually picks it up.

5. Raffle numbers should be posted before auction closes and that set up should be close to auction check out but not on same tables.
How Much Money Did We Make?

1. Once auction is closed and everyone has items, hand auction sheets to UAAA personnel to take back to Tucson.

2. UAAA representative responsible for making copies to give to chapter treasurer and filling in the remainder of the spread sheet (who won and what did it go for)

3. Evaluate the process and send thank you notes
QUESTIONS