CHARITY AUCTION & BENEFIT AUCTION TIMELINE

One year to six months prior to your event (monthly meetings):

- I. Auction Director or Chairperson
 - A. Oversees the election or selection of other Auction Committee Chairpersons.
 - B. Refers to previous year's event information. Designs and implements this year's event information and provides information to other committee chairs.
 - 1. Analyzes previous year's budget in designing this year's budget.
 - 2. Approves volunteer roster
 - 3. Reviews previous year's guest list in creating this year's guest list.
 - 4. Reviews previous year's donor & vendor list. Approves additions and deletions.
 - 5. Reviews previous year's auction catalog in designing this year's auction catalog.
 - 6. Analyzes previous Committee Chairperson reports
 - C. Sets date for auction kick-off party or meeting.
 - D. Conducts and schedules committee meetings.
 - E. Selects Auction Consultant and firm.
 - F. Directs the committees, keeping them focused and on schedule.
 - 1. Relies upon other committee chairpersons for advice and direction.
 - G. Works directly with Fundraising Auction Consultant in selecting event theme and venue.
 - 1. May choose meal or appetizer menu, or delegate this duty to the Logistics Chair.
 - H. Establishes realistic financial goal based upon budgetary constraints.
 - I. Sets new budget limits.
 - 1. Includes all expenses associated with the Live & Silent Auctions, Raffles, Auction Consultant fees, and all other contractor fees (caterer, decorations, security, equipment rental, purchases, entertainment, etc.)
 - J. Coordinates with all committee chairs in implementing the overall fundraising event plan.
- II. Procurement Committee Chairperson (someone with strong sales or marketing background)
 - A. Works with Auction Consultant in the design and preparation of the auction item procurement program (solicitation letter, telemarketing, community outreach, etc.
 - B. Designs donor forms
 - C. Selects and trains (Auction Consultant may participate) committee members in item procurement methods.
 - 1. Assigns committee members to various solicitation areas:
 - a. Establishes target demographic area (travel, restaurant, art, wine, jewelry, etc.)
 - b. Establishes target item value (dollar) range.
 - c. Assigns appropriate workload to volunteers.
 - D. Sets realistic doals for committee members, and motivates them to meet those goals.
 - 1. Relies upon the ingenuity of his own committee members.
 - 2. Relies upon his committee members to update all out of date information.
 - 3. Establishes number of procurement items to be solicited by each volunteer.
 - 4. Encourages volunteers to set realistic goals.
 - 5. Review of donor list categories from previous year, and additions to this year.
 - Eccoordinates with other committee chairpersons and volunteers for additional support.
 - Responsible for the storage and security of procured items (May work with Logistics Chair)
- III. Live Auction Committee Chairperson (Works directly with Auction Consultant)
 - A. Selects Auction Clerk or has Auction Consultant provide one.
 - B. Staging of Live Auction items
 - C. Implements "Fund-A-Need" program designed by Auction Consultant.
 - 1. Works with Logistics Chair to involve speakers, video or power point presentation.
 - D. Selects master of ceremonies or celebrity announcers.
 - E. Selects and trains Ring Men (Spotters), or utilizes Auction Consultant's crew.
 - F. Selects and trains Models, or has Auction Consultant provide training.
 - G. Selects and trains Runners, or has Auction Consultant provide training.

- IV. Silent Auction & Raffle Committee Chairperson (May work directly with Auction Consultant)
 - A. Staging of Silent Auction items.
 - B. Designs Silent Auction bid sheets
 - 1. Establishes minimum bid amounts with assistance from Procurement Chair and Auction Consultant.
 - 2. Establishes minimum bid increments for each item with assistance from Auction Consultant.
 - 3. May institute "Buy It Now" prices with assistance from Auction Consultant.
 - 4. May institute "Super Silent" auction program.
 - C. Selects and trains Runners, or has Auction Consultant provide training.
 - 1. Volunteers may act as Silent Auction table hosts or monitors.
 - 2. Volunteers will report to the committee chair all items lacking bids (event night).
 - 3. Silent Auction Table Monitors will close Silent Auction tables at scheduled times.
 - D. Design raffle programs or other revenue generating devices with assistance from Auction Consultant.
 - 1. Chooses creative theme for raffle.
 - 2. Establishes dollar amounts for purchase of raffle tickets, etc.
 - 3. Coordinates Silent Auction & Raffle programs with Live Auction Chairperson.
- V. Logistics Committee Chairperson (May work directly with Auction Consultant)
 - A. Overall event design and creation of theme.
 - 1. Liaison duties with hotel/resort or restaurant/caterer
 - a. May choose or select meal or appetizer menu.
 - B. Acts as Event Manager or Coordinator
 - 1. Ensures all other Committee Chairpersons needs are taken care of.
 - C. Oversees Catalog design and printing and works with the Procurement Chairperson.
 - D. Oversees event set-up and staging crew
 - 1. Decorations
 - a. Florist
 - b. Sound
 - c. Lighting
 - d. Videography or computer display.
 - E. Entertainment
 - F. Security
 - G. Transportation
 - 1. Moving Company
 - 2. Valet Parking
 - H. Coat Check
 - I. Clean-up (typically set-up crew)
- VI. Event Marketing, Sales & Sponsorship Chairperson (May work directly with Auction Consultant)
 - A. Designs overall event marketing program
 - 1. Create public awareness through media (print, radio, television and community)
 - 2. Guest development (target demographics for event attendees)
 - B. Designs event sales program
 - 1. Establishes tickets program (Works directly with Finance Chairperson)
 - 2. Sets up staffed event ticket hotline
 - 3. Establishes point of sale program
 - C. Designs sponsorship program
 - 1. Levels of sponsorship determined.
 - 2. Sponsors targeted (national, local, or directly related to event theme).
 - 3. Sponsorship Tables targeting community members (VIP treatment).

- D. Designs Invitations & Reservations Program
 - 1. Markets event to targeted participants.
 - 2. Mails event materials in timely fashion.
- E. Responsible for the design of all event merchandise.
 - 1. Clothing items
 - 2. Print materials (posters, books, artwork, etc.)
- VII. Finance Committee Chairperson (May work directly with Auction Consultant in training staff)
 - A. Reports directly to Auction Director

 - C. Makes recommendations to Procurement Chairperson regarding purchased or consignment auction items.
 - D. Selects auction software program, payment methods, etc. (if applicable)
 - E. Sets up computer network or non technical cashiering method.
 - F. Selects and trains cashiers.
 - 1. Volunteer cashiers act as greeters, and initial point of contact
 - 2. Usually first step in problem resolution as well.
 - F. Provides final accounting of Live and Silent Auction as well as Raffle proceeds.
 - G. Pays all fundraising event contractors.

Nine months to six months prior to your event (meetings -monthly or every three weeks):

- Confirm all fundraising event contractors
 - A. Fundraising Auction Firm
 - B. Venue (may include the rental of Big Top tents, staging, risers, etc.)
 - C. Catering
 - D. Decorations or Party Supply Company
 - E. Audio Visual
 - F. Florist
 - G. Entertainment
 - H. Winemakers, chefs, wine & spirits distributors, sponsors, etc.)
- II. Kickoff party & volunteer recruitment.
 - A. Basic event theme and outline discussed
 - B. Ideas encouraged and discussed openly
- III. Begin procurement of donations and auction items
 - A. Assigned areas of solicitation
 - B. Value ranges
- IV. Donor development
 - A. Last year's donor list reviewed
 - B. New prospects solicited and added to donor list.

Six months to four months prior to your event (meetings - every three weeks):

- I. Guest development
 - A. Last years list
 - B. New prospects.
- Il Save the date" notices designed and date determined to be mailed.
- W. Committee meetings
 - A. Frequency of committee meetings may be increased to every two weeks at this point.
- VI. Begin designing invitations
- VII. Event's Online Presence:
 - A. Web site design
 - B. Online event ticket purchases.
 - C. Will your event's web site host an online silent auction or auction catalog?

Three months (90 days) prior to your event (meetings - every two weeks):

- Finalize donor list.
 - A. Mail last solicitation letters with final date to respond.
- II. Last "Save the date" notices mailed.
- III. The frequency of committee meetings may be increased as required.

Two months (60 days) prior to your event (meetings – once a week):

- I. Last major "procurement push campaign".
 - A. Your committee members may still follow up on leads, and receive items.
 - B. Items will continue to drift in, but avoid the scenario of items arriving at the last minute. ord Auch
- II. Select auction software program to be used (if applicable).
 - A. Develop administrative staff protocol.
 - B. Registration
 - C. Develop cashiering and check out protocols.
 - D. Select payment methods to be accepted.

45 days prior to your event (meetings – once a week):

- I. Final procurement committee deadline for all outbound solicitation efforts.
- II. Last procured items should be arriving.
 - A. Consult with procurement volunteers to ensure that they are meeting their deadlines.
- III. All committees are on target. Mutual assistance being provided to those people in need.
- IV. Designate Live Auction versus Silent Auction items
 - A. Auction Consultant will assist in the selection and sequencing of Live Auction items.
- V. Live Auction items sequenced by the Auction Consultant (ensures maximum revenue).
- VI. Rough drafts of auction catalog should be completed at this point.

One month (30 days) prior to your event (meetings – once a week):

- I. Finalize guest list, and mail out all formal invitations to the event.
- II. All procurement committee deadlines for solicitation efforts will have been completed.
 - A. All auction items received.
 - B. All items selected (live or silent auction)
- III. Final draft of auction catalog should be written and edited by Auction Consultant.
 - A. Auction catalog goes to printer after the Auction Consultant's review.
- IV. Online Auction Catalog or Online Auction (silent or live) is activated!
 - A. Online ticket purchases have been active.
 - B. Online "Buy It Now" options for the Silent Auction are implemented.
 - C. Basic auction catalog PDF file is now available to the public.
- V. Committees meet once a week. Committee chairpersons may meet more frequently.

21 days prior to your event (meetings – once or twice a week):

- I. Volunteer staff assignments are given for the auction.
- II. All contractors, vendors, and others are confirmed and on target.
- III Printed auction catalogs mailed (optional), unless they are available on the night of the event.
- W. Online auction catalog and silent auctions are active and receiving traffic.

15 days prior to your event (meetings – twice a week):

- I. Event staging begins (crunch time!)
- II. Transportation and hotel accommodations arranged for all VIPS
- III. Everyone on target?
 - A. Expect the unexpected!
- IV. Committee Chairs are in constant daily communication (phone, email and fax).

7 days prior to your event (daily meetings as required):

- I. Event staff, contractors, vendors begin setting up
 - A. Final preparation meeting with all contractor liaisons.
 - B. Any additional needs determined?
 - C. Any problems?
- II. All committees are working as a cohesive unit.
- III. Auction Director may call daily committee meetings if needed.
 - A. Constant communications between committee chairpersons.
 - B. Constant communications with contractors, vendors, etc.

3 days prior to your event:

- I. Venue finishing touches are implemented.
 - A. All contracted services are tested and in working order (sound, light, floral, design, etc.)
- II. VIP, sponsor, and guest table assignments are made.
- III. All contractors know when and where they need to be, and what's expected of them.
- IV. Everything should now be completed if the timeline is followed (3-day respite).
 - A. Expect the unexpected.
 - B. If issues arise they are easily addressed and handled.
 - C. Expect unexpected last minute additions of both live and silent auction and raffle items.

2 days prior to your event:

- I. Final event set-up.
- II. Final all committee chairpersons, contractors, and vendors meeting

1 day prior to your event:

- Built in safety cushion (Expect the unexpected!)
- II. All committee chairs, staff and volunteer THANK YOU meeting.
 - A. Small informal reception
 - B. Auction Director thanks all who made this possible.
 - C. Committee Chairpersons meet with their staff to finalize position assignments.
- III. Last minute changes may be made.
 - A. Adapt to change, flexibility, and "grace under pressure" are ideal qualities.

EVENT DAY - Fundraising Auction Event!

Post Event Chairperson Meeting:

- I. Debriefing
 - A. Attended by all committee chairs, auction consultant and perhaps event contractors.
 - 1. What went right?
 - 2. What went wrong?
 - 3. New thoughts and ideas.
 - 4. Changes implemented.
 - 5. Contract venue and contractors for next year.
 - 6. Save all data in event folder as your main reference source for next year.
- II. Thank you letters sent to attendees, donors, and contractors.
- III. Next year's Auction Director elected and perhaps committee chairpersons.

Volunteer Appreciation Party:

- I. This is an opportunity for the organization to thank and reward all of the volunteers for their work.
- II. Committee chairpersons may be awarded gift certificates for their heavier work load and efforts.