

## 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 goals 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.
  - E. Coordinates with other committee chairpersons and volunteers for additional support.
  - F. 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
  - 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
  - B. Oversees the management of the budget.
  - 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):**

- I. 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.
- II. "Save the date" notices designed and date determined to be mailed.
- III. 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):**

- I. 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.
- 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.
- IV. 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:**

- I. 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.

