

Elevate Auctions

SUCCESS

Tips for your Live & Silent
Auction Fundraising Event

KIT

SOLD



Before Your Event

- Plan your silent auction items. Number of items should be 20-30% of your attendees (ie. If 200 guests, you should include 40-60 live/silent auction items).
- Know your crowd. Whether donated or elevate no-risk items, select items that suit your crowd.
- Confirm silent auction process and method of payment. Do you have point of sale machines? If not, get them!
- Track your items on a spreadsheet by category.
- Promote key auction items prior to your event (ie: Online pre-bidding, social media).
- Package smaller less expensive items together.
- Confirm items 7 days prior to your event to avoid stress
- Create your silent auction bid sheets.
- Confirm and organize your volunteers.
- Finalize event agenda & provide to live auctioneer.

At Your Event

- Designate one contact person to work with Auctioneer.
- Allow plenty of time for setup.
- Confirm appropriate amount of tables (6-10 items per 8ft table).
- Provide general signage (silent, live, treasurers table).
- Set up silent auction table, live auction table and bid sheets.
- Set up auction table decor.
- Set up treasurers table. Have cash out machines and winning packages organized and ready.
- Promote your revenue generating areas (raffles, live/silent auction).
- Conduct live auction during dinner or dessert while guests are seated.
- Have fun... but not too much!

Silent Auction Tips

1. Create pre-printed bid sheets. Include minimum starting bid and increments.
2. Select a volunteer to monitor tables and encourage bidding.
3. Post the silent auction procedure at tables and in your program.
4. Have MC promote silent auction numerous times throughout evening.
5. Choose closing time(s) that allow you to maximize bidding but do not leave it too late. We recommend closing shortly after live auction or 45min-1hr before event ends.

After Your Event

- Send Elevate* list of items sold including successful bids.
- Send trip winners information including name, email and phone number.
- Return display materials and any unsold items.
- Pay Elevate* invoice. Trips cannot be processed until payment is received.

Live Auction Tips

1. Hire a professional auctioneer & spotter.
2. Include details of live items in program.
3. Confirm 2 volunteers to record winning bidders and obtain buyer information.

