

Table of Contents

PREFACE	
Title Page	Page 1
Foreword	Page 2
Copyrights	Page 2
Credits/Bios	Page 3
Table of Contents	Page 7
SECTION I—PRE-AUCTION PLANNING	
Introduction	Page 15
-Objectives	Page 17
-The Twelve Deadly Sins...	Page 21
-Countdown Calendar	Page 22
First Meeting Agenda	Page 23
-Committee Chairs	Page 23
- <i>Committee Chairs Worksheet</i>	Page 25
-Goal Setting	Page 27
-Location Brainstorming	Page 28
-Hiring the Experts	Page 29
SECTION II—ACQUISITIONS/PROCUREMENT	
Kick-Off Party	Page 33
-Goals of Kick-Off Party	Page 33
-Procurement Packet	Page 33
-Questions and Answers about Procurement	Page 34
What to Ask For	Page 36
-How to Ask	Page 36
-Consignments	Page 36
-List of Ideas	Page 37
After Procurement	Page 38
-Receiving the Items	Page 38
-Data Entry	Page 38

SECTION II—continued

Procurement Forms	Page 39
-Criteria for Construction	Page 39
-Form Preparation	Page 40
- <i>Sample Form</i>	Page 41
-Consignment Items	Page 43

SECTION III—AUDIENCE DEVELOPMENT

Criteria	Page 47
-Number of Guests	Page 47
-Target Guests	Page 48
- <i>Save-the Date Sample</i>	Page 49
Tiered Pricing	Page 50
-Advantages	Page 50
-Criteria	Page 51
- <i>Scrip Samples</i>	Page 53
Invitations	Page 55
-Criteria	Page 55
-IRS Revenue Information	Page 55
- <i>Invitation Samples</i>	Page 57
Registration Preparation	Page 63
-Bidder Packets	Page 63

SECTION IV—OTHER AUCTION COMMITTEES

Venue Committees	Page 67
-Facilities	Page 69
- <i>Sample Seating Chart</i>	Page 71
-Decorations	Page 73
-Food/Bar	Page 74
-Audio / Visual	Page 75
- <i>Venue Selection Worksheet</i>	Page 77

SECTION IV—continued

Catalog Committees	Page 79
-Data Entry	Page 79
-Layout and Design	Page 80
-Live Auction Order	Page 81
- <i>Sample Catalog Pages</i>	<i>Page 82</i>
Getting the Word Out	Page 89
Budgeting for Success	Page 91
-Budget Committee	Page 91
- <i>Budget Worksheet</i>	<i>Page 92</i>
-Cashiering/Bank	Page 95
- <i>Sample QuickCheck™ Description</i>	<i>Page 96</i>
-Security	Page 97
Auction Display Committees	Page 98
-Lighting	Page 98
-Physical Display	Page 99
-Display Space	Page 99
-Other Considerations	Page 100
-Silent Auction Display Samples	Page 100
Volunteers	Page 102
-Chair	Page 102
-Volunteer Duty Descriptions	Page 103
Inventory Management	Page 107
-Inventory/Storage	Page 107
-Pick-Up/Delivery	Page 108
Clean-Up Committee	Page 109
Thank-You Notes	Page 110
- <i>Sample Thank-You Notes</i>	<i>Page 111</i>
Odds and Ends Committee	Page 113

Pre-Auction Planning

Procurement

Audience Development

Other Committees

Revenue Enhancers

Auction Day

SECTION V—REVENUE ENHANCERS	
Pre-Event Revenue	Page 117
-Sponsorships	Page 117
-Individual Donations	Page 118
Chance Items	Page 119
-Raffles	Page 119
-Item Related Chances	Page 120
Convenience Services	Page 120
-QuickCheck™	Page 120
Tax Deductible	Page 121
Other Bidding Opportunities	Page 122
Class Projects	Page 123
SECTION VI—AUCTION DAY LOGISTICS	
Registration	Page 129
QuickCheck™	Page 130
Silent Auction Logistics	Page 131
-Set-Up	Page 131
-Procedures	Page 133
-Bidding Techniques	Page 134
-Closing	Page 135
-Filing	Page 135
-Filing Flowchart	Page 136
-Silent Auction Bidding Increments	Page 137
-Sample Silent Auction Form	Page 139

SECTION VI—continued

Live Auction Logistics	Page 141
-Set-Up	Page 141
-Bidder Recognition	Page 141
-Staff	Page 142
-Filing	Page 142
- <i>Sample Live Auction Form</i>	Page 143
Cashing Everyone Out	Page 145
-Overview	Page 145
-Process	Page 145
- <i>Cashiering Set-Up Chart</i>	Page 146
-Troubleshooting	Page 147
Wrap-Up	Page 148
Glossary	Page 149
Auction Management Resources	Page 151
AuctionPay Resource Page	Page 152
Features of Maestrosoft AuctionMaestro Pro	Page 153

Pre-Auction Planning

Procurement

Audience Development

Other Committees

Revenue Enhancers

Auction Day