



TIPS FOR A SUCCESSFUL SILENT AUCTION

What is a silent auction?

A silent auction is an auction where bids are written on a sheet of paper. At the predetermined end of the auction, the highest bidder wins the item being bid on.

Key Steps to a Successful Silent Auction:

1. Get people to donate items for others to bid on – you should ask members, family, friends and local businesses for donations
2. Find volunteers to help you set up the auction, close the auction, collect money and distribute the auction items to the winning bidders
3. Number the donated items and create a master list of items for the person who will close the auction
4. Consider grouping donated items to make larger packages that can be bid (ex. Someone donates a pair of tickets to the movies and someone else donates a restaurant gift certificate. Couple these together as “A Night on the Town.”)
5. Create a bid sheet for each auction item – Note: you can have people bid by using their names or by giving each person who will be bidding a number that you have assigned to them
6. Ensure that the bid sheets have a spot for contact information in case your winning bidder leaves before the bidding is closed
7. Determine if you will require minimum bids on certain items
8. Keep close track of time and let people know when you are getting close to the end of the bidding period
9. Once time is called, do not let people keep bidding
10. Have your auction volunteers check the bid sheets and make sure that the bidders followed any rules (ex. If you established a minimum bid, make sure the bidders followed the minimums) and determine your winners
11. Announce your auction winners and collect the money from the winning bidders
12. Send thank you notes to anyone who donated to your auction



TIPS FOR A SUCCESSFUL LIVE AUCTION

What is a live auction?

A live auction is a way for people to bid on an item in real time

Key Steps to a Successful Silent Auction:

1. Get people to donate items for the auction – you should ask members, family, friends and local businesses for donations
2. Only large items should be done in a live auction format ex. Someone donates a trip to Florida or a big screen television
3. Make sure you do a live auction when you have the largest crowd at your event and before any long program – you want attentive and lively bidders
4. If possible, find a professional auctioneer to do the live auction; this makes a huge difference and their enthusiasm and professionalism will inspire and excite your crowd. If you can't find a professional, make sure you select someone who will hold the audience's attention and can keep the auction moving
5. Create bid cards for those that will be bidding during the live auction
6. Find volunteers to distribute the bid cards and gather the appropriate contact information for each bidder that is given a card
7. Have a volunteer keep close track of what bidder won which item
8. Collect the winning bid amount from the winning bidder
9. Send thank you notes to anyone who donated to your auction



TIPS FOR A SUCCESSFUL DONATION

What is a donation?

A donation is a voluntary gift to a worthwhile cause.

Key Steps to a Successful Donation:

1. Ask for a donation – most times, if people aren't asked, they will not donate
2. Properly explain why you are asking for a donation
3. Make sure that the donation is going to go to something that a broad group can support
ex. Scholarship fund, local domestic violence shelter, your chapter that helps to support women in the community, etc.
4. Practice your pitch – know what you are asking for and why
5. Select members that are the most comfortable to do the direct ask for donations
6. Ask for a specific donation amount

TIPS FOR A SUCCESSFUL GAME OF SKILL FUNDRAISER

What is a game of skill fundraiser?

A game of skill focuses on activities that rely solely on physical and/or mental ability without any element of chance and/or randomness of winners. Examples of games of chance include a shooting hoops contest, a bean bag toss game, a ring toss game, a memorization game in the shortest amount of time, minute to win it type challenge (whoever completes a series of tasks in the fastest time wins).

Key Steps to a Successful Game of Skill Fundraiser:

1. You must set a fee for those who choose to play your game of chance
2. You can set a fee for one try and a different fee for multiple attempts
3. You will need a prize for your game of skill winner. These prizes can be donated by your members or purchased by the chapter. The prizes should not break the bank
4. Make sure that you create rules for your game of chance. The rules list the guidelines in which every player in the game of chance must follow. The rules should also list the guidelines that will be used to determine an ultimate winner if there is a tie among participants

TIPS FOR SELLING SOMETHING

What does selling something mean?

Selling something means one of two things. First, it can mean that you find an item and sell it to your chapter members, family and friends and/or the community at large to raise money for your cause. The item you are selling can be something that includes reselling items that you have previously purchased, e.g. popcorn, wrapping paper, etc. or selling something that you and/or your chapter have made, e.g. crafts, cookbooks, calendars, etc. Second, it can mean that you have organized a “sale” e.g. a bake sale, garage sale, craft sale, etc. that usually takes place in one day.

Key Steps to Selling Something:

1. Identify what you think might sell well in your community
2. Determine if it makes more sense to sell an item over a period of time or if it makes more sense to organize a sale and sell as much as you can in one day
3. Make sure that everyone participates in the sale; either as someone who has provided items for sale or as a salesperson



TIPS FOR A SUCCESSFUL REVERSE RAFFLE

What is a Reverse Raffle?

A reverse raffle is when every person in the room is given a ticket for free and chance to win a “prize.” The “prize” for is something that you don’t want to win, so people will sell their tickets back to you guaranteeing that they do not have to be a part of the drawing.

Key Steps to a Successful Reverse Raffle:

1. Every person at the event is given a set number of tickets for free
2. Select a “prize” for your raffle. The prize should be a gag prize ex. – The “winner” has to wear a wig and dance onstage or sing in front of everyone or dance with a group of clowns. Make sure your gag prize is funny and lighthearted, but not something that most would want to do
3. Set a price for taking back the tickets. You can give each person as many tickets as you like. You can increase the price of the sell back ex. – The first ticket is \$2.00 to sell back, the second is \$3.00 and so on
4. Assuming all the tickets have not been sold back, draw your “winner”



TIPS FOR A SUCCESSFUL ACTIVITY-A-THON

What is an Activity-A-Thon?

An Activity-A-Thon fundraiser is when you hold a physical event and ask people to donate money to you to do the physical activity. These events can be for a walk, run, dance, jump rope, skipping, swimming laps, etc. The donation can be a flat fee donation for doing the event, or a person can donate a certain amount for each lap walked or each hour danced, etc.

Key Steps to a Successful Activity-a-Thon:

1. Plan your activity-a-thon and find people who will participate in the activity
2. Create pledge sheets for those participating in the activity
3. Have each person find others who will pledge an amount for their activity
4. Hold the activity-a-thon and encourage people to attend and cheer on your participants
5. Have those who participated collect the money from those who pledged support