

SILENT AUCTION

A great fundraiser for your club or addition to a charter night



A silent auction is an event where people submit written bids for items that have been donated by people and businesses. At Kiwanis clubs' silent auctions, the winning bids raise money for an event or a cause. Whether it's a stand-alone event or part of a club's charter night, a silent auction can help:

- Promote your club in the community.
- Get to know your community better.
- Raise funds for service projects.
- Provide an opportunity to invite potential members.
- Give your club a fun event to rally around.
- Build relationships with community partners for future projects.

TIPS FOR PLANNING A SILENT AUCTION

12-15 WEEKS IN ADVANCE

☐ **Select coordinators.**

Choose two members to manage the auction and involve your entire club in the success of the event.

☐ **Create a list of potential donors.**

Think about who you could approach for item donations. Seek a mix of physical items such as jewelry, home decor or sports memorabilia as well as services such as discounts on haircuts, restaurants or events. For more ideas, review online business directories, including the membership of the local Chamber of Commerce.

☐ **Create a solicitation letter for item donors.**

Use Kiwanis letterhead (see attached sample). The letter should clearly explain the purpose of the auction. Also let item donors know that their donations will be acknowledged during the event.

☐ **Follow up quickly with non-responders.**

For businesses that did not respond to your solicitation letter, make another request for participation. Sometimes busy people just forget to respond. Don't give up after one try.



Kiwanis®

4 WEEKS IN ADVANCE

□ **Publicize the auction, invite guests.**

Post flyers, use social media, etc. (You can find tips at kiwanis.org/brand. Look under the Tips & Tools and Publicity buttons.) Invite businesses that donated, friends and family, even nearby Kiwanis clubs. Make sure to clarify what forms of payments will be accepted for auction items.

If you are raising money for a local school or charity, invite staff and parents of the students to attend. If you are combining the auction with a charter night, be sure to promote that the night is more than just an auction, it's a celebration.

□ **Collect and organize auction items.**

Create bid sheets for each item (see the attached sample). Print extras for last-minute donations. Set your starting bid price between half to two-thirds of the actual retail value. If an item has restrictions such

as block-out or expiration dates, include those. Use baskets or ribbons to display items at their best.

□ **Get the team ready.**

Designate members to monitor the auction tables, answer questions, take photos and encourage bidding. Choose a club member to emcee to open and close the event as well as encourage bidding. Choose members to check out the guests — decide what forms of payment you will take and be ready to make change for cash purchases.

□ **Create any signage or collateral you may need.**

Do you need a program or bidding instructions? A donor thank-you sign or a sign showing winning bidders? Start making those now and be sure to use proper Kiwanis branding.

DAY OF THE AUCTION

□ **Be ready on auction night.**

Decorate the event space — consider traffic flow and make sure there is a designated payment table. If an item is not generating bids, try lowering the starting bid and having the emcee talk about the item. Periodically remind attendees how long the items will be open for bids.

Announce the close of the auction and collect the bid sheets. Announce the winners and let attendees know how to pay for and collect their item(s). If you are holding your auction with a chartering event, announce the winners after the chartering ceremony.

AFTER THE AUCTION

□ **Send thank-you letters to donors.**

Thank donors for their generosity and support and highlight the success of the event. Also post thank-you messages on your social media channels — and include photos from the evening.

□ **Have a post-mortem.**

Talk about what went well and what you would change about the event. This exercise can provide valuable information for the next event your club holds. And don't forget to congratulate yourselves for all your hard work!



Kiwanis®



Kiwanis®

Dear neighbor,

The Kiwanis Club of (club name) is holding a silent auction on (date/time of auction) to benefit the children of (name of organization that benefits). Kiwanis International is a global community of clubs, members and partners dedicated to improving the lives of children one community at a time. Our club is made up of fun, caring people like you who enjoy giving back to our community.

All proceeds raised at this auction will be given to (name of the organization that benefits).

Can we count on you to donate an item or service to our silent auction? All donations will be acknowledged throughout the evening (add more details on how you plan to acknowledge donors). We also invite you to join us at the event at TIME, DATE, PLACE so you can meet some of your fellow business owners and neighbors.

Thank you in advance for your generous support. Please don't hesitate to contact us for further information about Kiwanis or the event.

Name, Co-Coordinator
Silent Auction Committee
Phone No.
E-mail address

Name, Co-Coordinator
Silent Auction Committee
Phone No.
E-mail address

Kiwanis Club of (club name)
Meets: (day) at (time) at (location)



Kiwanis®

Dear neighbor,

Help us welcome a new service club in our community — the Kiwanis Club of NAME, at an event on DATE. We are part of Kiwanis International, a global community of clubs, members and partners dedicated to improving the lives of children one community at a time. Our club is made up of fun, caring people, much like yourself, who enjoy giving back to our community.

To celebrate our new club, we are holding a silent auction to raise funds during our charter night celebration. All auction proceeds will be given to (name of the organization that benefits). We are very passionate about helping children reach their full potential.

Can we count on your help — would you consider donating an item or service to our silent auction? All donations will be acknowledged throughout the evening (add more details on how you plan to acknowledge donors). We also invite you to join us at the auction on (TIME, DATE PLACE) so you can meet some of your fellow business owners and neighbors.

Thank you in advance for your generous support. Please don't hesitate to contact us for further information about Kiwanis or the event.

Name, Co-Coordinator
Silent Auction Committee
Phone No.
E-mail address

Name, Co-Coordinator
Silent Auction Committee
Phone No.
E-mail address

Kiwanis Club of (club name)
Meets: (day) at (time) at (location)

SILENT AUCTION BID SHEET

Item No. _____

Item description _____

Donated by _____ Retail value _____

Restrictions _____

BID AMOUNT

NAME/BIDDER

Starting bid _____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

*Your bid helps serve children
in our community.*



Kiwanis®