BENEFIT AUCTION
MASTER PLANNING CHECKLIST

Here is a list of functional tasks and activities for a successful fundraising auction. It is best to have at least six to eleven months or more to plan your auction fundraiser event. Once the Steering Committee has determined the master calendar and refined the master checklist, it is important to distribute this to all auction committee chairpersons and volunteers.

Regularly scheduled Steering Committee and Sub-Committee meetings throughout the auction planning process are essential for good flow of communication and planning. These dates should be pre-scheduled and published for the entire planning process.

Pre Event Planning
✓ Set Goals: Financial and Non Financial
✓ Determine Budget
✓ Research and finalize date
✓ Research and finalize venue
✓ Finalize structure and timing of event
✓ Set ticket prices
✓ Develop Sponsor benefits and levels
✓ Get the decision to Go!

Organize your Auction Team
✓ Establish the Core Auction Committee
✓ Select Chair/Co-Chairs
✓ Recruit Honorary Chair
✓ Organize Committee Structure
✓ Meet with Auction Chairpersons
✓ Recruit volunteers for committees
✓ Write job descriptions for committees
✓ Retain a Professional Benefit Auctioneer
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Event Logistics
✓ Decide on food and beverage theme and arrangements
✓ Research and finalize caterer
✓ Decide on event theme and decorations
✓ Decide on pre-event VIP/Sponsor reception
✓ Arrange for and prepare decorations
✓ Finalize menu
✓ Determine parking, valet, security, coat check etc.
✓ Hire entertainment

Publicity and Promotions
✓ Send out “Save the Date Card”
✓ Develop Auction Information Fact Sheet
✓ Design your auction materials (Invitation/Poster/Mailings/Ads/Catalog)
✓ Develop series of newsletters to promote auction
✓ Mail Flyer/Info Sheet
✓ Design invitation (get graphic artist/printer/proofer)
✓ Develop Media Partnerships
✓ Develop Auction Catalog
✓ Finalize Catalog
✓ Catalog to Printer
✓ Develop Auction Website
✓ Send out Press Release
✓ Arrange for Radio and TV Public Service Announcements
✓ Arrange for Newspaper Community Service Ads
✓ Place Advertising for Print, Radio, and TV (if sponsored and/or budgeted)
✓ Make personal follow up calls to media
✓ Send emails and notes to your invited guests
✓ Write and coordinate Social Media and Web Updates
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Ticket Sales
✓ Develop and update your invitation/guest list
✓ Develop system to organize paid guests
✓ Recruit Auction Ambassadors Committee
✓ Organize guest list and purge duplicates
✓ Keep developing and refining your guest list
✓ Mail Invitations
✓ Personal calls to follow up on invitations
✓ Conduct campaign for ticket sales
✓ Organize seating chart

Auction Arrangements
✓ Prepare auction item solicitation materials:
   (Donor request letters/merchant request letters/ donation forms)
✓ Hold Auction Item Acquisition Kick Off event
✓ Train auction item procurement team
✓ Solicit Auction Items
✓ Develop major auction item donation solicitation
✓ Solicit Corporate Sponsors
✓ Finalize arrangements with Auctioneer
✓ Determine timelines and schedule of the day
✓ Determine Live and Silent auction items and sequencing
✓ Continue to procure auction items
✓ Recruit and train Day of Auction Volunteers
✓ Develop Silent and Live Auction guidelines
✓ Pick up and Store Auction Items
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Technical Support
✓ Arrange for sound system and lighting
✓ Arrange for multimedia and/or special effects
✓ Decide and research Fundraising Auction Software
✓ Decide on professionals for auction check out
✓ Train computer entry staff
✓ Enter auction items/guests/other data into computer program
✓ Finalize computer entry
✓ Test computer system
✓ Set up Computers for Auction Night check out

Auction Day
✓ Auction Set Up
✓ Test Computer system and network
✓ Day of Auction Volunteer Training
✓ Set up registration and check out
✓ Sound and Lighting check
✓ Conduct Auction Events
✓ Recognize Sponsors/Board/Volunteers/Staff etc.…
✓ Clean Up

Post Auction Evaluation and Planning for Next Year
✓ Complete financial accounting of event
✓ Analyze auction results and write report
✓ Thank you to sponsors
✓ Thank you event for volunteers etc.…
✓ Follow up calls to thank new and major bidders
✓ Post auction evaluation meeting
✓ Initial Planning for next year
✓ Determine auction chairpersons for next year
✓ Book venue for next year
✓ Prepare final report
✓ Place Thank You Ad in local newspaper
✓ Follow up with donors and supporters