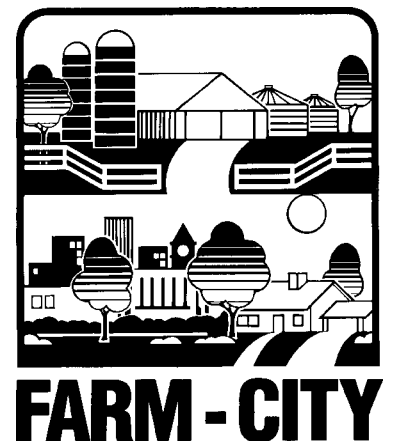


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**



Fund-Raising Auction

Auctions are great ways to raise funds at your event for future programs as well as get your audience involved. Properly planned, an auction can be lots of fun!

- First of all you will need to get auction items. Letters should be sent to possible contributors — businesses in the area and around the county. Any items can be accepted although new, antique, and nonperishable items are preferred. Try to get a mix, though, so you don't spend the entire day auctioning off gift certificates.
- Personal contact works the best to obtain items for the auction. If you have a group of retirees who would be willing to donate the time visiting potential donors, great! Set values up front such that nothing is worth less than \$10, for example. If you stock these volunteers with pamphlets and posters about the event, you can take care of two tasks at once. And you only have to “bug” the potential donor one time.
- See if you can get a real auctioneer. Their “singsong” will add a great deal of flavor.
- The person(s) in charge of the auction should keep track of the business name and address for each item donated so thank-you letters can be mailed. These letters can be sent as the items are donated or after the event, just as long as one is sent. Keeping a list and checking when thank-yous are sent helps avoid duplication.
- A tent (or cover) is needed for this event. You will want to have chairs because people will not be willing to stand for a long period of time.
- Donations should be displayed on tables prior to the actual auction. Plan to have at least two tables, number the items with a small piece of masking tape, and lay them out for viewing. Keep a list of the items in numerical order. This allows the auctioneer to recognize the donor of each item as it is auctioned. This will also act as a list for the bookkeeper to record price paid and name of buyer as each item is sold.
- Items need to be mixed up. Mix larger, more expensive items with the small items. This will keep your audience interested.
- Your auctioneer needs to be reminded to “work the crowd”. This is not a typical auction. People need to be reminded that this is a main fund raising event and that all contributions are sincerely appreciated.
- The bookkeeper and/or auction chairperson should be responsible for collecting the money from each buyer and turning funds into the Farm-City treasurer or chairperson. Let people know how they should make out their checks.
- If you can, print a list of items to be auctioned and who donated them and then distribute this among those attending. This will be helpful for people determining what they want to bid on as well as recognition to the donors.