

## HOW TO

# Organise an auction in aid of Restore

If you are considering holding a charity auction it's important to go in with your eyes wide open. It can be very hard work and time consuming, and you may need several months to prepare. But if you're up for the challenge, the reward can be huge, as charity auctions can raise a huge amount of money for our vital services.

If you decide to tackle the challenge, here are our top tips to help you prepare.

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# To Do List

## **Get your friends involved**

Don't go it alone – organising with friends can relieve the pressure, increase your network, and you can have more fun!

## **Give everyone a clear role**

If everyone has a clear role, it will ensure that work isn't repeated, and that no proverbial balls are dropped. Possible roles could include:

**“The Venue Negotiator”** *finds and liaises with the venue*

**“The Foodie”** *in charge of catering*

**“The Entertainer”** *finds the auctioneers and entertainment*

**“The Treasurer”** *in charge of the budget*

**“The Promoter”** *tells everyone about it*

**“The Procurer”** *oversees procurement (although finding items should be everyone's responsibility, as everyone should tap their own networks and local knowledge).*

Meet regularly for progress reports, recap meetings, action items, etc.

## **Contact Restore**

We'd love to know if you're planning an auction for us. We can support you along the way, send you branded materials and publicise your event through our website and social media pages.

## **Decide what you want to do**

A sit down dinner with a live auction? A silent auction with a cocktail party? An online auction?

## **Set a budget**

It may be necessary to have a little petty cash for transport, postage, etc., which you can claim back after the event. For larger spends, ask to make payments after the event, once money has arrived. Keep a detailed spreadsheet of budgets, money spent, and money owed, so that no-one is out-of-pocket from the event.

## **Choose a date**

Make sure it doesn't clash with any large local, national or international events. You could consider holding it around pay-day when people are feeling a bit plush.

### **Create a task timeline**

This should include all the tasks, with deadlines, budget, and assignments. Here's an example:

TASK	DEADLINE	IN CHARGE	BUDGET	CURRENT SPEND	STATUS	COMMENTS
Find auctioneer	12/05/2014	Maureen	£50	£50	COMPLETED	Mr. Brown 01865 777333
Find venue	10/05/2014	Jack	£200	£0	COMPLETED	St. Mary's School. Free. 500 capacity
Hire caterers	15/06/2014	Mohammed	£300	£0	Currently comparing prices	
Source furniture	20/06/2014	Julie	£0	£0	Currently looking	Max to lend tables
Decorations	30/06/2014	Irie	£50	£0	Not started	Garden theme
Detailed list for auctioneer	30/06/2014	Maureen	£0	£0	Not started	
<b>TOTAL</b>			<b>£400</b>	<b>£50</b>		

### **License to Thrill**

If you are holding a live event, you may need a Temporary Events Notice. This is available from your local council. Find out more here: <https://www.gov.uk/temporary-events-notice>

Apply with plenty of time, as it may take several weeks to be approved.

### **Corporate support**

Perhaps your work, or a local business could support your auction. Could you ask them to sponsor the event, or to give a 'match donation'? (matching the money you raise £ for £)

You could advertise them on your publicity materials, and even give out their leaflets at the event, in return for their kindness.

### **Tell everyone!**

Market the event through local newspapers, posters, emails – Restore can publicise your auction on our website, and social media pages, and we can offer you our list of media contacts.

If you would like to use Restore's logo, contact [fundraising@restore.org.uk](mailto:fundraising@restore.org.uk) and we can email it over.

### **Make a mailing list**

Make a list of everyone you would like to invite, and their contact details. Plan to send four emails:

1. Save the date – as soon as a date, venue and general plans are secured
2. Announcing big auction items (and sponsor if applicable) – as soon as you have secured some exciting items
3. Announcing all auction items – a few weeks before the event
4. Last call for tickets – a couple of weeks before the event

### **After the event**

Say **thank you!** Make sure your volunteers, donors, bidders and attendees all feel appreciated, and they know how valuable their contribution is. You could show them our Restore video and literature so they can see why their support is so important to the community.

### **Sending in the money**

Deposit any cash collected into your account. Then send us the money through one of these ways...

1. Online:  
Donate directly online at: <https://localgiving.com/charity/restore>
2. BACS:  
Restore Limited, Barclays Bank, Cowley Branch, Oxford  
Sort code: 20-65-21  
Account number: 80313912
3. Mail:  
Please make cheques payable to "Restore", and send them with the form on page 9 to: Fundraising, Restore, Manzil Way, Oxford, OX4 1YH.  
For security reasons, please do not send cash in the post

## Things to Consider



### **Aim to entertain!**

The best events are fun and lively - if people are in a good mood, they'll be in a giving mood. Contact local entertainers to perform on the night

### **Find the right auctioneer**

Having a good auctioneer can turn a hard sale into a bidding war, so it's important to find the right person – look early, and if budget allowed, it may even be worth hiring a professional.

### **Don't get too caught up in aesthetics**

Filling seats is much more important than how pretty it looks.

### **Consider having a Ringman**

This is someone who stands in the crowd looking for bidders. They could convince people to bid higher and more often, and add entertainment to the event

### **Think about extra events -**

- such as a silent auction, raffle, open bar, etc. – that you could add onto the evening. People may have lots of money left if they didn't win their items, and be in the spending mood!

### **Sound systems**

Ensure you have a good sound system and microphone for the auctioneer – it's essential we can all hear them!

**It's all in the detail**

Give a great descriptive list of the items to the auctioneer- the more detail they have, the better they will be able to sell it.

**Ensure you have enough volunteers on the night**

Don't underestimate how many people you will need for registration, ushering, etc.

**Build the auction to a crescendo**

Have the highest priced item about  $\frac{3}{4}$  of way through

**Ensure the items are displayed throughout the event**

Don't miss an opportunity to play up the items. The better the display, the more you'll get for the item.

**Avoid writing retail values or minimum prices in the programme**

Most bidding will stop at the value that's printed in the programme – what if someone was willing to pay more?



## Finding Items

- The best items are unique, ‘money-can’t-buy’ experiences and merchandise.**

Some ideas for items include:

- Latest electronics
- Holidays/hotels/trips
- Mother/daughter outings (e.g. spa day)
- Follow a journalist for a day
- Dinner with a local celebrity
- Services e.g. babysitting, gardening, cooking etc.
- Family portrait by a local artist
- Classes from people in local community, e.g yoga, French, cookery class, etc.
- Make-over and photo shoot
- Museum or theme park outings
- Golf club membership
- Boutique gifts
- Memorabilia from TV or film sets
- Signed sports merchandise
- Experiences with well-known sports teams
- Signed paintings or books

**Network!** Find out who knows whom. Don’t be shy to leverage relationships - remember you’re not asking for you, you’re asking for Restore.

**Ask people in the local community** (e.g artists, tutors, gardeners, etc ) who may be able to donate their services

**Think about who will be attending** and cater to their interests and wallets.

**Track donations as they come in.** It may be helpful to create a spreadsheet to record them.

Here’s an example:

No.	Item	Item Description	Donor	Donor contact	Retail value	Minimum bid
1	Signed football shirt	Signed by Oxford United	Oxford United	01865 888999	£30	£20
2	Ski-ing holiday	Trip for 2, France 6 days: flights, instructor + hotel	Thompson	07123 456789	£2,000	£1,500
3	Spa day	Massage + sauna, 1 day	Sanctuary	info@sanctuary.com	£150	£140
4	Signed book	Da Vinci Code, Dan Brown	Dan Brown	<a href="mailto:dan.brown@gmail.com">dan.brown@gmail.com</a>	£50	£35

## Online Auctions

If you would like to take the pressure off from organising a live event, it might be worth considering an Online Auction through platforms such as **PayPal Giving Fund**.

There are pros and cons to this approach:

**Pro** – it allows donors who can't attend the event to share in the bidding

**Pro** - it goes beyond our normal supporter base, and creates a large audience.

**Pro** – It takes the stress, effort and expense away from organising a large event

**Con** –it cuts out a huge market of people who shy away from using internet, so you'll need to target a tech-savvy market

**Con** – it's harder to build excitement, or create a special atmosphere

You could design the auction as ongoing opportunity, with several items a week, or specific event taking place over a week or two, with extensive marketing.

If you choose to use eBay, it's essential to provide excellent shipping and customer service. Good customer reviews are essential to a successful bid, and they tend to be focused on timeliness of shipping and accuracy of your product description.





Please complete this form and return it to:  
Fundraising, Restore, Manzil Way, Oxford, OX4 1YH

<b>Name:</b>	
<b>Address:</b>	
	<b>Post Code:</b>
<b>Phone number:</b>	
<b>Email Address:</b>	
<input type="checkbox"/> I enclose a cheque for £.....	
<input type="checkbox"/> Please pay from my account to Restore Limited, account no. 80313912 sort code 20-65-21 Barclays Bank, Cowley Branch, Oxford, the sum of £.....	
<b>Account Number:</b> _ _ _ _ _	<b>Sort Code:</b> _ _ _ - _ _ _ - _ _ _
<b>Signature:</b>	<b>Date:</b>
<b>Why did you choose to fundraise for Restore?</b>	
<b>Details of fundraising activity:</b>	
<b>Any comments:</b>	
<input type="checkbox"/> I would like to Gift Aid all my donations made to Restore until I notify you otherwise. I have paid UK tax equal to the tax that will be claimed (25p per £ donated)*	
<input type="checkbox"/> I would NOT like to receive Restore's e-newsletter. (This monthly email is a great way to hear about the latest Restore news and events).	

**thank you for your support!**

**restore**  
working for mental health

\*If I have ticked the Gift Aid box I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Restore to reclaim tax on the donation detailed above, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given. (All information about Gift Aid is accurate in June 2014)