

# How to...

## Organise a Charity Auction

Holding a charity auction is a great way of raising money for Paces!

### Types of Charity Auctions

- Silent auctions are the most popular type of fundraising auction because they're low key & easier to coordinate.
- In a silent auction, you publish a list of items ahead of time and accept bids in writing. At the end of a pre-determined time period, the highest bidder wins the items
- The alternative to a silent auction is a live auction where people gather at a venue to place bids and unlike a silent auction, a live auction is fast and loud.
- Live auctions can sometimes become frenzied affairs, you may need an auctioneer to help proceedings run smoothly.

### Fundraising Auction Venues

- When you decide to fundraise by holding a charity auction, you should first decide the type of auction you wish to hold.
- If you hold an in-person auction (either silent or live) you will need a large venue. Ideally you will have a larger crowd in attendance on the day of your auction, although you can also choose whether or not to accept sealed bids ahead of the auction, or phone bids from people who cannot attend the actual event.
- If you are running a silent auction, you should also provide refreshments on the day of the event.
- Silent auctions are slower than live auctions, so you will also need to keep people entertained while they examine items and place their bids.
- You can conduct a silent auction at home by accepting email or phone bids from your friends and family. This may reach a smaller audience, but it is also much easier to run.

### Obtaining Items for your Charity Auction

- After you pay for your auction venue, the biggest expense is in the items you sell. There are several ways you can obtain items for a charity auction.
- Second-hand items – ask friends and family to contribute products they do not want or need. Items should be in good, saleable condition.
- Corporate donations – contact businesses and ask them to contribute products to your auction. You can thank them by publishing their name in publicity material or auction leaflets.
- Purchase items – buy items at sale price and sell them on for a higher bid. This can be potentially problematic, as you will need to set reserve prices to ensure your items sell for more than you paid!



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- How you obtain your items will make a big difference in the amount of funds you raise for your charity.
  - Don't be afraid to get creative with your item procurement; ask local businesses, sport teams and local celebrities to donate items or services to your auction.
  - Even having one big-ticket item or celebrity donation will greatly enhance the publicity you receive, which means more money for Paces!

### Running Your Charity Auction

- Once you have organised the logistics of your auction, it's time to get people to attend.
- You can publicise your event in a variety of ways. You should inform the local media and post filers in community areas.
- If you received corporate donations, you can ask the businesses to help you with this.
- On the day of your auction, it's important to stay organised at all times. Print and hand out auction leaflets with items and other important information, or inform people of the auction procedure as they enter.
- Also, make sure you take careful notes of the winning bids as they're placed.
- Depending on the venue, you can decide to accept payments and allow items pick-up directly after the auction. Alternatively you can arrange delivery or pick-up of items at a later date; this works especially well for larger items.

### After the Charity Auction

- Make sure that all the items are delivered to the correct people and all bids are paid.
- Send photos and a press release to the local media.
- Send all money raised to Paces Funding Team

For more information about this or any other fundraising ideas,  
please contact our Fundraising Team on 0114 284 4488 or [Julie.booth@pacsessheffield.org.uk](mailto:Julie.booth@pacsessheffield.org.uk)

Download all our guides and our fundraising proposal form at [www.pacsessheffield.org.uk/fundraisingideas](http://www.pacsessheffield.org.uk/fundraisingideas)



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