



Auction Checklist

Eight Months Out

- Determine how many silent and live items you will solicit
- Begin brainstorming auction items with the WW&S committee
- Update auction letter and donation forms
- Send to WW&S committee
- Decide whether or not you'd like to have a raffle at the event

Five Months Out

- Send auction letters and forms to each potential auction donor
- Begin procuring auction lots
- Ask committee member contact to follow up with a phone call
- Keep a detailed auction spreadsheet of items, donor, donor information, any restrictions, item write-up
- Work with WW&S to determine which items they will be donating
- Work with wineries to determine what they are each donating

Four Months Out

- Continue procuring auction lots

Three Months Out

- Continue procuring auction lots

Two Months Out

- Start putting items up on Auction Pay online auction – CHARITY can set you up on their account and walk you through the set up
- Order pens for silent auction.
- Create auction signage to set this area apart from the marketplace



Auction Checklist

One Month Out

- Close online auction and organize
- Go live with online auction marketing promo
- Think about props for auction lot display table
- Create and order stand up signage (8.5" x 11") for each lot that doesn't have a 3D display (e.g. wine, gift basket) Signage supposed to be both informational and eye catching.

One Week Out

- Close online auction
- Print bid sheets for silent auction

Day Before / Day Of

- Silent auction setup

After Event

- As soon as possible, write down your notes from the event. What worked? What would you change for next time?
- Send a thank you note to your volunteers.