



Auction Checklist

Eight Months Out

- Build Committee & assign duties — KTC, Silent, Live, Lot Display
- Determine how many silent and live items you will solicit
- Begin brainstorming auction items
- Prepare solicitation materials and donation form
- Decide whether or not you'd like to have a raffle (Key to the Closet) at the event
- Assign Wall of Wine Chair

Seven to Five Months

- Determine if you will use auction consignment company or electronic bidding
- Send solicitation materials and forms to potential auction donor
- Begin gathering donated items and experiences to create compelling lots
- Make calls to potential donor
- Ask committee member contact to follow up with a phone call
- Build a detailed auction spreadsheet of items, donor, donor information, any restrictions, item write-up
- Talk to WW&S to determine which items they will be donating
- Find qualified auctioneer

Four Months Out

- Keep gathering auction items

Three Months Out

- Keep gathering auction items

Two Months Out

- Keep gathering auction items
- Update auction spreadsheet
- Promote special items on social media and website
- Collect images (beauty shots) representing auction items
- Start writing lot copy



Auction Checklist

One Month Out

- Assemble all your procured items into packages for live, silent and keys to closet
- Start to put catalog together
- Coordinate auction promotion on website
- Order pens for silent auction
- Conceptualize lot display for all lots
- Create and order stand up signage (8.5" x 11") for each lot that doesn't have a 3D display
- Use auction templates on How To
- Make shoe guy tray signs for auction lots

Three Weeks Out

- Collaborate with Communications/Print Committee on signage & display
- Coordinate slides for big screens (if applicable)

One Week Out

- Print lot display signage
- Print bid sheets

Day Before/Day Of Event

- Set up silent auction display with props and signage
- Work with Vintner Chair to gather wine lot bottles

After Event

- Send thank yous to you Donors
- Report Napa Trip winner (with contact info) to WW&S