

# 10 step plan for success

## Auction

### 1. SET A GOAL

Set yourself a clear goal of what you want to achieve from the auction – be specific (eg I want to raise \$3,000 by selling 3 items worth \$400, 5 worth \$250 and 5 worth \$110). It will help you put your plan and budget together.

### 2. HOW WILL YOU RAISE FUNDS?

Will you get items for the auction donated? Or will you pay for them at a discount price and auction them at a higher amount? Or will you get some items on a sale or return basis and set a reserve price? What other ways could you raise some more: holding a silent or online auction as well? Can you pre-sell some of the higher priced items?

### 3. MAKE A PLAN

Answer these questions to start your event plan and get an idea of your costs: Where will the auction be held? What date and time will you hold it (check what else is on locally, public or school holidays)? How will you attract people to bid? How will you get all the items to the venue? Will people take their items home with them on the day? Do you need an auctioneer? Write a checklist of all the things you'll need including catering, information about items you're auctioning, signs.

### 4. PLAN YOUR ADVERTISING

How will people know about your auction and the items? Who can spread the word? Where will you advertise? Can you place posters on community notice boards? Can you send a 'What's On' ad or media release to the local paper and radio station? Can you send a 'teaser' email to all attending to get them excited about the most interesting lots? Will any of this advertising cost money?

### 5. GET SUPPORT FROM LOCAL BUSINESSES

Can you get local business to donate items in return for promoting their support at the event and when advertising? Will a printer reduce their costs or even do your printing for nothing? Can the venue be provided

for free? Will a professional auctioneer donate their time and expertise? It all helps to cut costs.

### 6. DRAW UP A BUDGET

Go through your plan and list all the costs. Take the total costs away from your fundraising target.

What's left? Is it enough?

Make sure your total fundraising is at least three times more than you're spending, otherwise it may not be worthwhile. Rethink your plan if necessary.

### 7. KEEP IT LEGAL

Check for any permissions you may need. Do you need a license? Do you need public liability insurance? Will people need receipts for buying items? If people also make donations (which are tax-deductible) you may need different types of receipts. Check with local or state authorities. You will also need an 'Authority to Fundraise' from the Leukaemia Foundation. If in doubt, contact us.

### 8. ASSIGN JOBS

Break down your plan into smaller steps (or jobs) of what needs to be done and assign each one to a person or a small group. Always think about what people are good at when assigning jobs and make sure each job has a timetable. It's no use trying to advertise your event the day before! Some jobs won't wait. Always allow more time than you think and don't do it all yourself!

### 9. ENJOY THE DAY

After all this work, make sure you actually enjoy the auction – you deserve it!

### 10. BANK & THANK

Bank the funds you've raised with the Leukaemia Foundation.

Keep records of all the money you've spent and all the money you've been given. This is good practice and helps you keep track of who you need to thank. Make sure you thank everyone who attends. Thank everyone who helps. Thank your sponsors.