

Table of Contents

Note from the Author	5
Getting the Most Out of This Guide	6
Chapter 1: An Introduction to Silent Auctions	7
How a Silent Auction Works	7
Advantages to the Silent Auction	7
Five Essential Elements of a Successful Silent Auction	9
Chapter 2: Location and Timing for a Silent Auction	11
Where to Hold an Event with Silent Auction	11
Time of Year for the Silent Auction	11
Chapter 3: Timeline	12
Chapter 4: Costs and Projected Income	13
Costs	13
Estimating Income	14
Chapter 5: Volunteers	15
Auction Captains	15
Additional Volunteers	16
How to Find Volunteers	16
Chapter 6: Inviting Attendees	18
Personal Invitations	18
Chapter 7: Publicity	19
Chapter 8: Advertising	20
Chapter 9: Types of Silent Auction Items	22
Items NOT to Include in the Silent Auction	25
Chapter 10: Getting Auction Items	26
Who to Ask for Auction Donations	26
How to Ask for Donations	27
Chapter 11: Silent Auction Preparation	
Keeping Records of Items	29
Auction Bid Sheets	
How Bidding is Done	
Information for Bidders in Event Programs	33



Chapter 12: Silent Auction Set Up	34
Create an Attractive Auction Display	34
Staffing the Silent Auction Set Up	34
Chapter 13: Running the Silent Auction	35
Determining Start and End Times for the Auction	35
Staffing the Event	36
Encouraging Bidding	36
Chapter 14: Auction Wrap-Up	37
Provide a Smooth Checkout	38
Chapter 15: Post Auction Follow Up	39
Unclaimed Auction Items	39
Thanking Participants	39
Preparation for Next Year	40
Chapter 16: Expanding with Live and Online Auctions	41
Live Auctions	41
Online Auctions	41
Chapter 17: Side Fundraisers to Add Revenue	42
Raffles	42
"Buy It Now" Items	43
Chapter 18: Conclusion	44