

Index

- Advertising sponsors, 86, 87
- Alcoholic beverages, 130, 131, 214
- Auction committees
 - audience development, 15, 16. *See also* Audience development
 - audio/visual system, 16, 29, 30. *See also* Audio/visual system
 - budget/accounting, 17-19. *See also* Budget
 - cashiering/bank, 17, 20, 21. *See also* Cashiering/bank
 - catalog layout, 16, 30-33. *See also* Catalogs
 - chairs, 15-19, 43, 241, 242
 - cleanup, 17, 18, 35, 36
 - database, 16, 30-33. *See also* Database
 - decorations, 16, 23-26. *See also* Decorations
 - displays, 17. *See also* Live auctions; Silent auctions
 - facilities, 16, 21-23. *See also* Venue
 - food service, 16, 26-28. *See also* Food service
 - inventory and storage, 17, 18, 34, 35. *See also* Inventory and storage
 - meetings, 39-41, 51, 235-237
 - odds and ends (miscellaneous), 18, 36, 37
 - operations, 16
 - pickup and delivery, 17, 35, 225
 - procurement, 15, 31, 32, 34, 35. *See also* Procurement (acquisitions)
 - publications, 16
 - publicity, 17
 - security, 17, 33, 34
 - steering committee, 4, 5, 15, 60, 242
 - thank-you notes, 18. *See also* Thank-you venue-related, 21, 22. *See also* Venue
 - volunteers, 17. *See also* Volunteers
 - worksheet for assigning chairs, 19
- Auction displays. *See* Live auctions; Silent auctions
- Auction management software
 - auction management, 11, 16-18, 31, 34, 61, 71-74, 115-117, 132, 177, 181
 - AuctionMaestro Pro, 32
 - bid forms, 177
 - checklist, 73
 - donor management, 32, 72, 265
 - and five-year planning, 71, 72
 - post-auction audit, 234
 - procurement (acquisitions), 115
 - Raiser's Edge, 32, 249
 - resources, 247, 248
 - thank you notes, 238
 - total cost of ownership, 74
 - use of to present auction items, 80, 82
- Auction process overview, xv, xvi
- Auction scrip, 85, 88, 128, 129, 162, 267
- Auction steering committee. *See* Auction committees
- Auctioneers
 - bidder recognition, 218-220, 265
 - budgeting for, 11
 - hiring, 68, 69, 242
 - resources, 248, 249
- AuctionMaestro Pro, 32
- Audience development, 9, 15, 16, 105, 122-124
- Audio/visual system
 - committee, 16, 29, 30
 - lighting, 16, 22-23, 29-30, 78, 172, 173, 185, 236, 248
 - presentation of auction items, 80, 82
 - sound system, 11, 16, 18, 22, 29-30, 185, 236, 248
- Balloon sales, 83, 84, 94
- Bid cards
 - couples, 169
 - numbers, 167-169, 171, 172, 197, 198
 - as part of registration packet, 162
 - resources, 249
 - size and format of, 166, 167
 - sponsors, 86, 87
 - and table numbers, 161, 168
- Bid folders, 208, 209, 213-217, 222-224, 228
- Bid forms. *See also* Receipts
 - auction management software, 177
 - data entry, 210-213
 - filing, 199, 211-216
 - forms, 20
 - and gift certificates, 224, 225, 228
 - live auctions, 171, 175, 182, 183, 197, 213
 - personal information, 176, 178
 - resources, 249
 - samples, 258-262
 - signing, 196, 197
 - silent auctions, 77, 79, 171, 172, 175-182, 210, 211, 216
 - sweeps, 214
- Bid-O-Grams, 85, 96, 97, 265
- Bidder recognition, 219, 220, 265, 214
- Bidding frenzies, 85, 97, 98, 265
- Budget
 - committee, 17-19
 - planning, 10-13, 50, 51
 - worksheet, 12, 13, 250-253
- Buyer's market, 10
- Buying unit, 6-8, 78, 79, 201, 265
- Cash, 186, 222, 223
- Cashiering/bank
 - committee, 17, 20, 21
 - end-of-evening, 221-226
 - folders, 170, 223
 - frequently asked questions, 224-226
 - overview, 186, 228
 - payments. *See* Payments

268 Index

- Cashiering/bank (*Continued*)
 - process, 222-224
 - QuickCheck (qCheck).
 - See* QCheck (QuickCheck)
 - volunteers, 198, 199, 221, 222
- Catalogs
 - catalog numbers and tracking numbers, 34, 35
 - committee, 16, 30-33
 - contents of, 140-146
 - corrections, addendum for, 171
 - online, 33, 89, 90, 117
 - as part of registration packet, 162
 - post-auction evaluation, 236
 - printing, 124-126
 - purpose of, 140
 - sequencing items for live auctions, 153-155
 - silent auction items, 79, 148, 149, 151-153
 - size and format, 146-148
- Caterers, 16, 21, 23, 26-28, 36. *See also* Food service
- Centerpieces, 97
- Chairs. *See* Auction committees
- Change management, 60-62, 246
- Check-in lists, 170
- Checks, 186, 222
- Class projects, 97, 99-101
- Cleanup committee, 17, 18, 35, 36
- CMarket, 33, 89
- Committees. *See* Auction committees
- Confidentiality
 - bid forms, 176, 178
 - credit card information, 189-193
- Consultants, 70
- Corporate matching funds, 84
- Corporate tables, 123, 127, 129
- Corporate underwriting, 83
- Credit cards, 20, 21, 132, 186, 187, 208, 222, 235
 - Payment Card Industry Data Security Standards (PCI DSS), 189-193
 - payment processing. *See* Payment Card Industry Data Security Standards (PCI DSS)
- Data entry volunteers, 198
- Database
 - auction items, 115-117
 - committee, 16, 30-33
 - data entry, 198, 207, 209-212, 214, 220, 221, 228
 - guest address verification, 206, 207
 - and post-auction audit, 234, 235
- Date of event, selecting, 43-45, 66, 67, 242
- Decorations
 - auction item displays, 17. *See also* Live auctions; Silent auctions
 - auctioning off, 97
 - cleanup, 35, 36
 - committee, 16, 22-26, 31
 - themes, 24-26
- Delivery and pickup, 17, 35, 225
- Delivery of auction items. *See* Pickup and delivery
- Dessert auction (dessert dash), 96, 220
- Display committee, 17. *See also* Live auctions; Silent auctions
- Donations
 - and auction scrip, 85, 88, 128, 129, 162, 267
 - in-kind, 88
 - last-minute, 171
 - letter requesting, sample, 256
 - "regrets donations," 88
 - tiered pricing, 87, 88
- Donors
 - constituent management software, 32, 72, 265
 - thank you notes, 237-239
- E-mail, 126, 127, 132
- Emcee (announcer), 199, 220, 266
- Event coordinator, 70
- Event execution, overview, 158, 159
- Event planning
 - date of event, finalizing, 66, 67. *See also* Date of event, selecting
 - event, selecting
 - five-year plan. *See* Five-year planning
 - kickoff rally, 55, 74-76, 107, 108
 - life cycle, xvi
 - overview, 55, 56, 63-65, 103
 - professional help, hiring, 67-71
 - revenue sources, identifying, 65, 66
 - software. *See* Auction management software
 - venue selection, 43-49, 66, 67
- Event preparation
 - auction catalogs. *See* Catalogs
 - overview, 155
 - procurement of auction items. *See* Procurement (acquisitions)
 - promotion of event, 121-127. *See also* Audience development; Invitations
 - schedule for auction day, 148, 149
 - seating charts, 137-140
- Event staff, 70, 71
- Express Checkout. *See* QCheck (QuickCheck)
- Facilities. *See* Venue
- Fair market value, 88, 89, 266
- Filers, 199, 209, 221
- Five-year planning, 57-60
 - advantages of, 62
 - and change management, 60-62
 - importance of, xvii, 55, 56
 - and need for auction management software, 71, 72. *See also* Auction management software
- Food service
 - alcohol, 130, 131, 214
 - caterers, 16, 21, 23, 26-28, 36
 - cleanup, 36
 - committee, 16, 21, 26-28
 - delivery of food items, 35
 - during silent auction, 78
- Forms
 - bid forms. *See* Bid forms
 - procurement (acquisitions), 31, 34, 112-115
 - tracking, 33, 34
 - walk-up bidders, 20
- Fund-an-Item, 84, 94-96, 171, 175, 221, 263, 266
- Gift certificates, 83, 84, 92-94, 213, 224, 225, 228
- Goals, 6-10, 48-50, 58, 62, 65, 66
- Grab bags, 83
- Greeters, 200, 201, 266
- Guaranteed purchase, 8, 177, 178, 181, 210, 211
- Guests

- address verification, 206, 207
receipts, 208, 213, 215-217, 221, 222
registration, 162-163, 205, 206
thank you notes, 238, 239
walk-up, 162-164, 206
- Identity theft, 190-193
- Internet. *See also* Web sites
catalog viewing, 33
online auctions, 9, 89, 90
online catalog, 33, 89, 90, 117
online donations, 126
online payments, 33, 132
- Inventory and storage, 17, 18, 34, 35, 115-117
- Invitations, 28, 32, 33, 121, 122, 124-127, 131-136.
See also RSVPs
- Kickoff rally, 55, 74-76, 107, 108
- Lighting, 16, 22, 23, 29, 30, 78, 172, 173, 185,
236, 248
- Live auctions
auction scrip, 85, 88, 128, 129, 162, 267
auctioneers. *See* Auctioneers
bid forms, 171, 175, 182, 183, 197, 213
Bid-O-Grams, 85, 96, 97, 265
bidder recognition, 218-220, 265
bidding frenzies, use of, 85, 97, 98, 265
choice to the high bidder, 84
delivery of large items, 225
dessert auction, 96, 220
displays, 17, 80-82, 183, 185, 236, 249
emcee (announcer), 199
filing, 221
Fund-an-Item, 84, 94-96, 171, 175, 221,
263, 266
management, 217-221, 228
Pot of Gold, 98, 99, 266, 267
raffles and raffle tickets, 85-86, 90-92, 171, 175
redemption of items, 226-228
revenue from, 8, 9
selling twice, 84
sequencing items, 153-155
sweep items, 84, 99, 175, 214
table tents or easels, use of, 183
volunteers, 195, 196, 220, 221. *See also* Volunteers
- MaestroSoft, 33, 89
MaestroWeb, 33, 89
Master of ceremonies, 199, 200
Meetings, 39-41, 51, 235-237
Mission statement, 42
Music, 82
- Name badges, 162
Number turners, 197
- Odds and ends committee, 18, 36, 37
Operations committee, 16
Opportunity board (buy it now board), 92, 93
- Parking, 21
Payment Card Industry Data Security Standards
(PCI DSS), 189-193, 249
- Payments. *See also* Cashiering/bank; QCheck
(QuickCheck)
acknowledgement of, 132
cash, 186, 222, 223
checks, 186, 222
credit cards, 20-21, 132, 186-193, 208, 222, 235,
249
online payments, 33, 132
Payment Card Industry Data Security Standards,
189-193, 249
process, 187, 188, 222-224
at registration, 206
to vendors, 19
- Pickup and delivery, 17, 35, 225
- Planning
event. *See* Event planning
next event, planning for, 241-243
post-event, 241-243
pre-event planning. *See* Pre-event planning
timeline, xvii, xviii
- Portable billboards, use of, 86
- Post-auction audit, 233-235
- Postal regulations, 124
- Pot of Gold, 98, 99, 266, 267
- Pre-event planning
auction committees. *See* Auction committees
budget, 40-45, 50, 51
date selection, 43-45. *See also* Date of event,
selecting
goals, setting, 6-10, 48-50
importance of, 3
mission statement, 42
overview, 3, 4, 53
purpose of event, defining, 5, 6
theme selection, 45
venue selection, 45-49. *See also* Venue
- Printed materials, 170-172. *See also* Catalogs
- Procurement (acquisitions)
and auction management software, 115
committee, 15, 31, 32, 34, 35
consignment items, 117-120
descriptions of items donated, 77
forms, 31, 34, 112-115
frequently asked questions, 108-111
and goal setting, 10
ideas for, 253-255, 257, 258
inventory and storage of auction items. *See*
Inventory and storage
kickoff rally. *See* Kickoff rally
letter requesting donations, sample, 256
overview, 105, 107
procurement packet, 75, 76, 107, 108
receiving items, 115
tips for success, 111, 112
- Promotion of event, 121-127. *See also* Audience
development; Invitations; Web sites
- Publications committee, 16
Publicity committee, 17
Purpose of event, 5, 6
- QCheck (QuickCheck), 20, 85, 187-189, 207-209,
215, 217, 221, 222, 224-226, 266, 267
- Raffles and raffle tickets, 85, 86, 90-92, 171, 175

270 Index

- Raiser's Edge, 32, 249
- Receipts, 132, 208, 209, 213-217, 221-228
- Recorders, 197, 198, 201, 220, 267
- Redemption of auction items, 225-228
- Registration
 - address verification, 206, 207
 - check-in, 205-209
 - check-in list, 170
 - filing materials, 209
 - greeters, 200
 - lines, 204
 - management, 203-209
 - overview, 228
 - packets, 161-170
 - payment information, 187, 188, 207-209. *See also* Payments
 - preregistered guests, 205, 206
 - unregistered guests, 162-165
 - volunteers, 194, 201, 206
 - walk-ups, 206
- Resources, 245, 247-249
- Revenue
 - class projects at school auctions, 99-101
 - enhancing, 83-99, 101, 102
 - projecting, 8, 9
 - sources of, 9, 65, 66
 - tiered pricing, 127-130
- RSVPs, 28, 32, 33, 121, 122, 124, 127, 131-136, 238
- Runners, 196, 201, 217, 220, 267
- Save the date cards, 124-126, 239
- Schedule for auction, 148, 149
- Scrip. *See* Auction scrip
- Seating charts, 137-140
- Security committee, 17, 33, 34
- Seller's market, 10
- Silent auctions
 - bid forms, 77, 79, 171, 172, 175-182, 210, 211, 216
 - bidding process, 209, 210
 - cash donations, 213, 214
 - catalogs, 148-153
 - closing, 210, 211
 - displays, 17, 77-80, 172-175, 180, 181, 183, 185, 236, 249
 - filing paperwork, 212-217
 - Fund-an-Item, 96
 - gift certificates. *See* Gift certificates
 - guaranteed purchase, 8, 177, 178, 181, 210, 211
 - lighting, 172, 173. *See also* Lighting management, 209-217, 228
 - receipts, 215-217
 - redemption of items, 226-228
 - revenue from, 8, 9
 - sections of items, 152, 153
 - soft close, 211, 212
 - sweeps, 214
 - table closers, 194, 195, 210
 - table tents or easels, use of, 183
 - volunteers, 210
- Software. *See* Auction management software
- Sound system, 11, 16, 18, 22, 29, 30, 185, 236, 248
- Spam, 126
- Sponsorships, 86, 87
- Spotters, 69, 70, 195, 196, 201, 220, 267
- Statements, 217, 225, 226
- Steering committee. *See* Auction committees
- Storage of auction items, 17, 18, 22, 23, 34-36
- Sweep items, 84, 99, 171, 175, 214, 221
- Table captains, 121-123, 268
- Table closers, 210, 268
- Table seating, 161, 168, 170
- Tax issues
 - cash and cash-equivalent contributions, 238
 - fair market value of event, 88, 89, 266
 - and tiered pricing, 128
- Thank-yous, 18, 31, 32, 219, 220, 237-239
- Themes, 24-26, 45
- Tiered pricing, 127-130, 268
- Tracking numbers and forms, 16, 17, 20, 31-34, 268
- Treasure chest, 94
- Venue
 - advance planning, 242
 - audio/visual. *See* Audio/visual system
 - committee, 21, 22
 - decorations. *See* Decorations
 - facilities, 16, 21-23
 - floor plan, 137
 - food service. *See* Food service
 - seating chart, 137-140
 - selection, 45-49, 66, 67
 - size of and silent auction displays, 79
- Volunteers
 - and benefits of five-year planning approach, 58, 62
 - committees, 17, 43
 - coordinator, 193, 194
 - defined, 193
 - and event execution, 193-201
 - item redemption, 226-228
 - job descriptions, 194-200
 - party for, 239, 240
 - recruiting future co-chairs, 241, 242
 - registration, 194, 201, 206
 - retention, 240
 - role of, 193
 - runners, 217
 - staffing levels, 200, 201
 - thank you letters, 239
- Walk-up guests, 162-164, 206
- Web-based services, use of, 117
- Web sites. *See also* Internet
 - auctionhelp.com, 24
 - donors, hyperlinking in Web site catalog, 113
 - event Web site, 31, 33
 - Payment Card Industry Data Security Standards, 189
 - and promotion of event, 126
 - resources, 247-249
- Welcome packet, 161. *See also* Registration
- Worksheets
 - budget, 12, 13
 - committee chairs, assigning, 19
 - venue selection, 49