

How to Host a Silent Auction

Specific Requirements

- An event to stage the Silent Auction at.
- Prizes.
- Bid Sheets (template are available).
- Tables to display prizes on.
- Pens.

NB: If you are running an event, you will be required to register the fundraising activity with Variety [here](#). If you are creating flyers, posters or Facebook event pages please email the material to melissa.mcmahon@varietyqld.org.au for approval prior to publishing. A friendly reminder to please use our proudly supporting logo.

Things to Consider

A Silent Auction works as follows:

- Items are laid out on display, each with a bid sheet.
- A designated time is set for the Silent Auction.
- Bids are written down, including the person's name, contact details and bid.
- Competing bids should be in at least \$1 increments (this can be set higher if appropriate).
- The person with the last bid written on the sheet at the time of closing the Silent Auction is the winner and is charged the amount they bid.
- It is ALWAYS easier to get the money off the bidders on the evening than trying to chase them later – you should not give the prize over until you have received your payment.

Other Things to Consider

- How many prizes is enough? More is not always better – it depends on the numbers at your event and whether you are running a raffle at all – lots of bids on a few items rather than one bid on many items will be more profitable.
- Where is the best place to set up my auction? You don't want it to be too obtrusive in the room, but somewhere that's easy to access and that stays in people's line of sight to remind them to bid.
- When sourcing prizes, try local businesses first – an item or voucher is often easier to donate than cash. We have sponsorship letter templates for your use.
- Prizes can be as little or as big as you like – however people need to think they are getting value for money.
- Rather than display a voucher, produce a flyer that tells you what the voucher is for – keep the vouchers in a safe place near where the payments will be taken to be handed out once the prize has been paid for.
- Make sure that you remind guests that the Silent Auction is on and what time it will finish – consider providing a list of prizes on each table, and a list of instructions. Several reminders through the evening are a good idea.
- Have someone who knows how it works monitor the Silent Auction area to ensure that guests can ask questions if they are unsure how it works.
- Always send thank you letters and certificates to the organisations and businesses who have provided you with prizes.



What Variety Queensland Can Do to Help

- We will be able to provide you with a Silent Auction bid sheet template that you will be able to adapt and print yourself.
- We can supply you with donation envelopes, money tins, shaker tins and stickers.
- We can supply you with certificates of appreciation to send to all businesses who have donated prizes.

Who Do I Contact to Ask Questions?

Please contact Melissa McMahon on 07 3907 9300 or via email

melissa.mcmahon@varietyqld.org.au .

Checklist/Timeline

- ☐ Have I registered this fundraising activity via the Variety website?
- ☐ Do I have all my prizes?
- ☐ Have I printed my bid sheets?
- ☐ Do I have enough pens?
- ☐ Do I have a table to set the Silent Auction up?
- ☐ Have I provided instructions on how it works?
- ☐ Will a program with descriptions of each of the items be a help?
- ☐ Do my flyers keep to the Branding guidelines as established in the Terms and Conditions listed on the Request to Fundraise Form and have I received approval from Variety?
- ☐ Have I allowed time in the evening to take payment?
- ☐ Have I forwarded all the proceeds to Variety Queensland to be receipted?
- ☐ Have I sent thank you letters and certificates of appreciation?

Managing Your Funds

Deposit the funds into our account

Variety Queensland
General Account
BSB 034 072
Account Number 201 739

Do you have an online fundraising page?

You can donate the funds on your page

Make out a cheque to 'Variety Queensland Inc' and post to:

Variety - the Children's
Charity
Unit 1, 5 Ashtan Place
BANYO
QLD 4014