

Silent Auction Library Fundraiser: Miscellaneous Tips and Suggestions

- 1) Tell Board members about upcoming Silent Auction package themes you are planning. They may have items they can donate to enhance your packages.

Examples: a china cup and saucer for a tea-themed package
a set of cookie cutters for a dessert-themed package

- 2) Try to come up with clever names for each Silent Auction package. (Example: a biography of Frank Sinatra with one of his DVDs could be named "Ol' Blue Eyes is Back." Make the description of each package sound enticing. The purpose of the publicity is to draw people into the library to look and bid on the packages.

- 2) Ask the winning bidder to claim their package in a certain amount of time, for example, by the end of the month. Otherwise, storage can become an issue.

- 3) Jot down on the bid sheet the date you contacted the winner. Note whether you spoke directly to the person or left a voice message.

- 4) Retain the bid sheets in case a question should arise and you need to refer to them. (I used a notebook and three-hole punched the bid sheets.)

- 5) Keep a running total of the amount each round of Silent Auctions made. See if you can determine patterns:

Are there times of the year that are more successful than others?

Are there particular themed-packages that are more successful?

What is the average number of bids per package?

How many weeks should each round last? Two weeks? Three?

- 6) Be sure to thank the winners for participating in the Silent Auction and for contributing to a good cause.

- 7) Send photos of some of your best Silent Auction packages to your editor for your annual Friends newsletter.

