

MATLACHA HOOKERS SILENT AUCTION REPORT COUNTRY IN PARADISE

This year we visited and/ or contacted 94 businesses. We utilized a list that was 2 years old with many of the contacts on the list no longer the contact. We also visited new businesses, around 40. The results or the soliciting was 69 confirmed donations, 73% success rate. This is a very labor-intensive activity as high percentage had to be contacted a second or third time in order to have a commitment for a donation. Thanks go out to Billie Young, Sandy Kerr, Darlene Widirstky, Debbie Cundell, Diana Willits, Joyce Boyer, and Joanne Correia, and Jeanne Glenn for helping with gathering donations.

The basket making aspect of silent auction yielded 27 baskets and then an additional 2 made later from late donations coming in. Thank you to Bonnie Kellen, Pink Wesorick, Jeanne Glenn, Mo Steinman, and Sandy Kerr for making the baskets. Thanks to Joyce Boyer for making the beautiful bows.

In addition to baskets, we had larger ticket items. 6 were displayed in frames and 3 were displayed in the clubhouse on tall easels.

Check out area was in the clubhouse which worked well and suggest that again.

Silent auction committee incurred \$258.17. Income generated was \$3,002.00 of \$4,938 possible sales (made 67% of 100% possible sales)

RECOMMENDATIONS FOR NEXT YEAR:

1. Recommend larger bidding forms to include larger print for easier reading. That means more tables for space. Or, reformat small bid sheets to have printing below the clips on the small boards for easier reading.
2. Recommend discussion on keeping or eliminating the "Buy Now" piece. I heard from many of the attendees that they did not like it. It took away the fun of bidding and excitement of going back, and having bidding wars, etc., only to find that the item you were bidding on was gone! There was not the opportunity to even bid above the buy now price and many said they would have bid higher. They understood the reason for doing that – to raise more money. However, if we are to call this a silent auction, then it should remain the traditional way in their minds or don't call it a silent auction.
3. Recommend making several announcements throughout the day about the auction and to notify the attendees if there are other items in the club house area. Unfortunately, that was overlooked this year and the bids were very low on those items.
4. Recommend having a sample bid sheet with instructions, either posted or given in a handout form when registering on how the silent auction works as it was clearly a problem this year. Not many bidders read or understood the instructions and did their own thing. I take responsibility for that as I just assumed that people knew. I think if the first line had the starting bid already there in the column, that would have helped tremendously.
5. Recommend having more help during the silent auction besides one person. By the time I was reviewing bids, it was too late to make an announcement to change the way people were bidding. I know other people said they would help but they were not finished manning their areas so we need volunteers just committed to silent auction area at the beginning to help people bid correctly and for the last 30 minutes before closing.
6. Recommend stop bids at 4:30 pm instead of 4 pm. Respectfully submitted. Linda Bohacek