

## MATLACHA HOOKERS WINE EVENT

### Silent Auction Procedures

#### I. Soliciting for wine sponsors and donations for silent auction baskets

##### A. Start three months in advance of event.

1. Have announcement and description of event letter, solicitation certificate, Donation Information form, Donation Receipt form, and flyers for posting in hand before soliciting.
2. Send out notices on Hooker Heralds and at meetings for members to start saving baskets, filler items, etc.
3. Attend committee meetings
4. Secure 5 members who enjoy soliciting business.
  - a. Generally speaking, important to make first contact in person with 2 members (harder to turn down a request)
  - b. Begin with using list from last year and also think about new businesses and others not on the list. **See Addendum A**
  - c. Assign members to businesses. Bring items in #1 with you as this will be given out at first contact businesses and set a deadline for donations to be turned in.
  - d. Update contact person if needed. Keep in mind that you may go back to businesses a second or third time to pick up the donation. Try to find the times that your contact is at the business to reduce number of times going back.
  - e. Best to be at businesses around 10 am and restaurants around 11 am or 3pm.
  - f. The use of email and attaching the description of the event letter and the colorful flyer is very useful when contacting businesses in Sanibel, Captiva, North Captiva. They will send a certificate through the mail and/email with attachment. Once received, fill out a donation receipt and send electronically.
  - g. Remember to complete the Donation Information form and then give donation receipt once they give you a donation. **See Addendum G & H**
5. Secure 5 members who enjoy making baskets
  - a. Secure place to make baskets- Beacon of Hope has a conference room that works well. Contact Nancy at the Beacon.
  - b. Chair of silent auction should be in charge and have all donations, etc. in one place so that when baskets are eventually made, items are available
  - c. Chair should be available at meetings to collect the fillers, baskets, donations and supplies.

##### B. Two months in advance of Event

1. Secure place to make baskets – Beacon of Hope conference room is great. Nancy is contact person.
2. Find volunteer to make the bows based on the theme of the event.
3. Set date and time for basket making- usually the Monday before event. Suggest having 25 baskets.
4. Go to Storage unit and review what is in the bins for silent auction at wine event.
5. Purchase supplies and ribbon for making baskets. Have copy of tax-exempt status. **See Addendum I**
6. Print Silent Auction Bid sheets with yellow carbon. Take to Office Depot **See Addendum B**
7. Pick up small clip boards from storage unit in SJC. You will need code to get into storage unit entering through gate and the combination lock code.
8. Purchase colored paper of a heavier card stock to use for background in picture frames for larger priced ticketed items not going in baskets. Usually in the form of gift certificates for \$200 and up items. For example, a \$400 gift certificate for 5-day boat rental at a Marina.

9. Request how many tables (5), easels (at least 3), etc. need to be delivered and set up for event.
10. Continue to solicit businesses for donations. Finalize solicitations prior to basket making. Deadline should be 5 days before making baskets.
11. Remind basket making team about the date for basket making.

**C. 1 Week in advance of event**

1. Basket Making Day – bring all donations, baskets, fillers, supplies for making baskets to site.
2. Add information on AMAZONSMILE.COM and basket recycling to basket under items. **See Addendum C.**
3. Complete baskets and framed certificates. Determine market value, starting bid (40% of market value), minimum bid increments (If \$100 or less - \$5, more than \$100 and less than 200, \$10 if over \$200 -, and over \$400, \$15) based on successful silent auction parameters. The “Buy Now” category is typically 60-70% of market descriptions of contents of each basket in bright colored card stock. Use and 8 ½ x 11 sheet of card stock and use text boxes to make 4 small ones. **See Addendum D**
4. Make arrangements for housing the silent auction items and taking them to event – allow 2 hours for setting up the silent auction area if the tables, tablecloths, etc. are set up already. **Note:** Would be helpful to be there to help set up area in the morning. Also, keep baskets under climate control environment.
5. Once baskets and framed certificates are completed, make a list of contributors to the silent auction event and put on “24x18 paper, you can glue on 24x 18” foam board and it will be less costly than having Office Depot do it. Office Depot can help with printing on the paper. Allow at least 48- 72 hours. **See Addendum E**

**D. Day of Event**

1. Assist with set up of silent auction area.
2. Load vehicles with silent auction items.
3. Arrange baskets on tables and larger. Paintings set on easels.
4. Monitor tables and answer questions of attendees.
5. Make an announcement at the very beginning about rules and how to fill out the bid sheet, when bidding is closed at (decide time) and direct them to check out area.
6. Direct attendees to check out area. Have the bid winner take the clipboard with bid sheet to payment area. The winner retains the white copy and we retain the yellow carbon. Then, the winner brings back white copy to committee member manning area.
7. The member takes the white bidding sheet and then gives the winner the item. Volunteer confirms correct silent auction item. Keep white bidding sheets in an envelop or folder for reference.
8. Clean up area before leaving. Make sure members have their props or easels, etc.  
Back.

**E. After end of Event**

1. Organize bins, supplies, etc. and mark outside of container clearly – Wine Event.
2. Take bins and other supplies to storage unit in SJC.
3. Give expense receipts to treasurer for reimbursement
- 4.** Attend wrap-up meeting and give final report. **See Addendum F**
5. Identify date of next event.
6. Write and send thank you letters to businesses and persons that donated to silent auction and include date for next year's event. Letterhead and return address stamp are available to do so. Wait until Treasurer gives final report on income and a decision on next year's date is set so that you can add that to the thank you letter.