

# 4 TIPS to Secure the Best Auction Items

Take the guesswork out of auctions procurement with these 4 easy tips!

## TIP 1

### Pick the Right Procurement Team

Having the right people soliciting items is key. Look for individuals who are:



**WILLING TO ASK:** The best auction solicitors are people who enjoy asking for “free donations” and love to hunt down high-quality items.



**WELL-CONNECTED:** Individuals that are connected within your community are priceless. They are key to finding unique items that will spark bidding.



**ORGANIZED:** With the need for consistent follow-ups, members must be able to keep track of their solicitations and progress.



**AVAILABLE:** Individuals who join this committee should understand the importance of their role in your auction’s success and the commitment that comes with it.

## TIP 2

### Review Your Donor Data

To create the most attractive auction, fill it with items your donors like, want, or have bid on before!



**WHAT ARE MY SUPPORTERS INTERESTED IN?** People will only want to bid on things that are personally useful, meaningful, or interesting to them.



**WHAT IS THE GENERAL INCOME LEVEL OF MY SUPPORTERS?** Determine the general income level of your donor base to ensure they’ll have the capacity to bid on your items.



**WHAT HAS PERFORMED WELL IN PAST AUCTIONS?** Keep an eye out for what items had the most bids, no bids, and exceeded their value – and keep track of who donated them.

## TIP 3

### Procure the Right Number of Items

Auctions are part art and part science! Make sure you have enough items to maximize revenue, but not too many to clutter your auction or water down competitive bids.



**HOW BIG IS THE AUDIENCE?** These days, less is more when it comes to auctions. *One popular rule of thumb:* Offer 1 item for every 2 couples.



**WHAT IS YOUR FUNDRAISING GOAL?** Start with your ambitious goal, then work backward to figure out how many items you’ll need to reach it.



**HOW BIG IS THE VENUE?** If space is limited, cut back and/or be more aggressive about bundling auction items, rather than overcrowding the tables.

## TIP 4

### Maximize Solicitation Impact

Now that you have a plan and a team together, it’s time to get out there and start soliciting auction items!



**LEVERAGE PERSONAL NETWORKS:** Have your team first tap into their individual connections to secure auction items. It is easier to gather items when you have a personal touch!



**CREATE A SOLICITATION TOOLKIT:** Your toolkit should include an intro to your mission, event details, donation pledge forms, event invitations, solicitation letter templates, and a list of item ideas.



**TRACK AUCTION DONATIONS:** As items start coming in, it’s important to keep track of your donations. Consider leveraging auction software as a centralized place to record auction items.

### Ready to get started?

OneCause makes it easy to streamline your auction, drive more revenue, and make fundraising easy. **Request a demo today!**

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