

# AUCTION EVENT DAY SURVIVAL

## 5 Easy Steps

From the high-energy planning period to day-of excitement, this is your **go-to guide to not just survive but thrive in your next auction!**

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### Early Planning

The earlier you can check off your must-do list, the more prepared your nonprofit team is for **success**.

Make sure to:

- Set a Budget & Goals
- Select a Venue
- Establish an Auction Team
- Identify Sponsors
- Procure Silent Auction Items



### Fundraising Strategy

Research the best trends and tips for your auction event so you have plenty of revenue streams to **fuel your mission**.

- Silent Auction
- Fund-a-need
- Live Auction
- Ticketing
- Sponsorships
- Fixed Price/Raffles

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### Auction Promotion

Your event is almost here! The most important thing to remember as you get closer to auction day is to **keep your attendees engaged**.

- Execute a Marketing Plan
- Drive Ticket Sales
- Launch an Online Auction



### Execution Planning

At this point, your auction is so close that details can start getting a little chaotic. Take steps to **practice, practice, practice** the run of show on event night!

- Walk Through Event Night with your Volunteers
- Set up your Auction Event Space
- Train Volunteers for Check-in & Check-out

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### Auction Time!

**The big day is finally here!** First, it's time to take a deep breath. Just remember to stay calm and tackle things as they come, one at a time. Check these things off your day-of auction to-do list:

- Execute a Dry Run of the Event
- Communicate Assignments to All Volunteers
- Do a Quick Soundcheck
- Emphasize Your Mission
- Don't Lose Track of Time
- Enjoy Your Amazing Event!