



## Minnesota Peony Society

### AUCTION CHAIR

#### Position Summary:

The **Auction Chair** is responsible for planning and executing MPS live auction events.

Primary duties are to recruit, motivate and lead a committee of volunteers, plan the event, secure auction items and recruit attendees. Since the auction is on a set date, adherence to a planning and execution timeline is important.

#### Qualifications:

- Attention to detail
- Self-motivated
- Leadership skills and interpersonal skills
- Organizational skills
- Strong oral and written communication skills
- General understanding of the goals and ideals of MPS auctions
- Knowledge of auction software

#### Roles & Responsibility:

- Recruit volunteers to assist in developing and executing the auctions.
- Communicate regularly with event volunteers and monitor progress of planning using pre-set timeline to ensure tasks are completed in a timely manner.
- Hold committee members accountable for their tasks and the overall goals of the auction.
- Prepare all visual aids such as Auction PowerPoint that includes photos and text for use at live auctions
- Create all printed material such as auction list handout, bidder cards, clerking sheets, bidder and donor receipts and similar related printed material.
- Set up custom Auction application or Auctria website.
- Follow up correspondence as necessary including thank you.
- Work with treasurer for accepting auction funds.

While each auction type has some unique actions to follow, all auctions have a set of similar details for planning. These details are as follows including the appropriate time that should be considered for completing the task.

#### General Auction Guidelines

1. Create auction tracking spreadsheet. This spreadsheet will detail all information around the auction.
2. Determine what software and auction system to use. Options include Auctria or local software or similar. Consider how receipts are printed, auction items are tracked and clerked. Also know how to handle disputes, refunds and correspondence.
3. Work with the finance person (Treasurer) on how to set up credit card processing, receive funds who will collect monies and general finance issues.
4. Solicitation of items (2 months previous) – Communicate to donors the auction times and when items are needed. Asking for donations is performed via phone, email or in person
5. Acknowledge donors promised items per their response (immediately) – Thank the donors and let them know that their items will be added to the auction list.
6. Work with the MPS publicity to advertise the auction to MPS members and the public.
7. Post auction, send thank you note to all donors (1 week).
8. Have auction articles written for the MPS newsletter – There are 2 types of articles, one for advertising the auction and the second is the auction report.

## **Live Auction Planning Details**

One year in advance – Acquire site where auction will be held. Best example includes Bachman’s on Lyndale Heritage Room.

Several months prior – Solicit roots and other peony related items.

Up to 1 week before - A live auction will need descriptions and photos of each item donated along with donor name. Consider cutting off donation 1 week prior to allow time to finalize list.

1 week prior - The photos, donor and item name will be assembled into a PowerPoint presentation for display at the live auction.

1 week prior - The detailed descriptions along with lot number, item name and donor are printed for handouts which are distributed on the day of the auction. Also need printed bid numbers for those attending.

1 week or more prior – Line up Auctioneer, runners and clerks.

Before leaving for the auction – All supplies are ready and headed to the auction site.

At the auction – set up checkout tables, set up auction item tables. Correspond last minute details with auctioneer, runners, auction clerks and checkout volunteers. Confirm start times. Check on all displays, PowerPoint and handouts. Be sure to announce to members present the rules of the auction.

At end of auction – proceed with checkout, inform buyers of any special instructions.

It is best to tally proceeds at the end of the live auction to confirm match with actual proceeds. Retain duplicate receipts and similar electronic and paper records for audit after.

## **Addenda**

Sample Auction item Solicitation Letter

Auction programs

Bid cards templates

Donor Thank You