



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 auctions are on set dates, 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 APS 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 yous.
- 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 auctions.
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 which is usually held on the evening of the convention banquet.

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, usually handed out pre-banquet. Also need printed bid numbers for those attending.

1 week or more prior – Line up Auctioneer, runners and clerks. These people will be based off of those attending the convention.

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.

Post-Convention, follow up per general auction guidelines.

Addenda

Sample Auction item Solicitation Letter

Auction programs

Bid cards templates

Donor Notification Sample

Greetings Scott,

Thank you for helping making this year's American Peony Society (APS) fundraising auction in Portland, Oregon, held on Saturday, May 26th, a great success. While aiding in the support of APS your generous contributions will bring smiles to peony growers as they receive their new peonies, plants and related auction items.

Attached please find your donor receipt which contains contact information and delivery addresses for winning bidders of your donation(s). Items highlighted in grey are to be shipped this fall.

Again, thank you for supporting the American Peony Society!

Kind regards,

Mary Meullner

American Peony Society, Director& Exhibition Co-chair



Auction Donor
Notification Example

Bidder Notification Sample

Greetings Steve,

We were so glad you attended this year's American Peony Society (APS) Convention, held May 23 – 27, 2018, in Portland, Oregon, helping to make it a memorable convention and exhibition.

Your support at our fundraising APS Auction held on Saturday, May 26th, helped make it a great success. Attached please find a sales receipt for your winning bid(s). Highlighted items will be shipped to you this fall.

Again, thank you for supporting the American Peony Society! We hope to see you in Ames, Iowa at next year's APS Convention which will be held Wednesday, May 15th - Sunday, May 19th, 2019!

Best regards,

Mary Meullner

Director, Auction Chair

American Peony Society

www.americanpeonysociety.org



Auction Bidder
Notification Example