



Rotary Club of Bay City

18th Annual Rotary International Night

CARIBBEAN PARADISE

Thursday, October 14, 2010

Auction Solicitation Guidelines

Thanks for helping out with this important part of International Night! Having a wide selection of great auction items is the key to this fundraiser's success. As you may already know, ticket sales cover event expenses and guarantee enough bodies to bid. *The profits come from the silent and live auctions and event sponsors.*

Following is information you may find helpful...

- **Please ask early.** Pulling off this event is a BIG job that Rotarians do in their "free" time. Please start asking now. The later the items come in, the more difficult it is for volunteers to properly catalog, pick up, and print promotional materials for auction items. The committee chairs are already looking a little stressed, so they don't really need any more excitement. We'd have a great auction if every club member took responsibility (for donating or securing a donation) for just 2 items.
- Please **fill out everything on the donation form.** Contrary to popular belief, if we didn't need to know all of this stuff, we wouldn't ask. We don't like filling out forms either, but sometimes you just gotta do it.
- In general, we ask that a donated item have a **value of at least \$25.** Items that appeal to women, men, and children, as well as items with general appeal are all good.
- For donated goods, we prefer **NEW** items unless the item is an antique, highly collectible, or has a significant "used" value. Some big ticket items do have good value used—such as high quality artwork, some electronics (but not old computers), cameras, and estate jewelry— provided they are in excellent condition.
- Services usually come in the form of a gift certificate, which is good. Gift certificates for goods, however, (e.g. a store gift certificate good for \$25 in merchandise) *rarely* sell for more than face value. The actual item has greater appeal. Consider asking the donor if he/she minds if we purchase an item with the gift certificate, and then auction the purchased item. If it's OK for us to do this, please note it on the donation form.
- Let us know if you need additional donation forms. We have lots.
- If someone wants to donate cash, that's great. We'll use it to purchase an item.
- Smile. You're doing something great for Rotary and your community, and we appreciate your help.

Thanks again from your Auction Committee!

Bob Chadwick, Chair
Auction Committee
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