



Fundraising Auction

An Alternative to Commercial Fundraising

Washington State PTA

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The Washington State PTA is attempting to bring you "Programs to Go!" which will feature various successful PTA programs for you to pick up and use if you choose. These programs will come to you already organized, with minimal work on your part. Look for more "Programs to Go!" ideas in upcoming general mailings. If you have program suggestions, please call the Washington State PTA office at (253) 565-2153 or 1-800-562-3804 or email to wapta@wastatepta.org.

PROGRAMS TO GO!

Raising Money Without Door-to-Door Sales

A fundraising auction is an ideal fund raiser if your PTA doesn't want to encourage children to go door to door selling products.

Bidding for items can be both silent and live. Six-foot tables can be lined up around the room, with items for silent auction, along with tablets of paper and pens for people to write in their bids.

In the center of the room, round tables can be set up, complete with tablecloths for people to sit and enjoy the live auction while having complimentary deserts and coffee.

Parents should be encouraged to come whether or not they plan to bid on the live auction. Many parents will feel more comfortable bidding in the silent auction and simply enjoy watching the live auction.

For best results, parents should be encouraged to attend the auction without their children. For your PTA, an auction can raise enough funds that your unit won't need any other fund raising activity. For parents, it's an enjoyable evening out without the kids and a time to get to know other parents at the school better.

Goals of this program

- To raise enough funds so other fund raisers are not needed.
- To use a noncommercial approach to fund raising that doesn't require children to do door-to-door sales.

Planning your program...

1. Determine date of your event. Invite interested parent (s) to volunteer to chair or co-chair the following positions: decorations, food, procurements, computers, live auction, and silent auction.
2. Use sign-up sheets, word of mouth, and "cold" calling to recruit volunteers to help set up, clean up, provide deserts, help with decorations, and so on. You can never have too many volunteers.
3. Send out procurement letters asking for donations for your auction. Be sure you also mention the deadline date for procuring items in your letter. Also mention how your PTA will use this money to benefit the children at your school. Bigger items can be auctioned off at live auction, smaller items can be used for the silent auction. Encourage parents as well as businesses to donate items or services. Items or services that can be auctioned off don't necessarily need to be expensive to be valuable. Some suggestions are: baskets filled with items for gardening, cooking, or other specialty items; ten hours of ironing clothes; babysitting services; handcrafted items; collectibles; class projects — such as a quilt or a book that a class has worked on together; household items; tickets to sports game, theater or concert; weekend getaway to a vacation destination; computer or other electronic devices; and so on.
4. Publicize your event. This could include posters at your school; advertisements in your local unit newsletter; in local newspapers, and on local radio stations.
5. Make arrangements to secure all the supplies your unit will need for the auction: six-foot tables, round tables, decorations, deserts, beverages, pens and paper, table cloths, computers and printers. Also be sure to have other supplies on hand you might need, tape, scissors, and so on.
6. Set up the tables, signs, decorations and items for the auction. Enjoy your auction.
7. Take photos. Publish articles in your local unit newsletter on your auction. Spreading the news about your PTA's success will make your students and your PTA proud about the program on which they have worked so hard.