

How to hold an auction

An auction is a fun, inexpensive way of raising funds for Save the Children. It does take a lot of planning though, so it's best if you divide up the tasks between a few people so you can help each other.



Step 1

Work out what you're going to sell. Try asking for donations from local shops and businesses; they are often more willing to help if you offer to advertise them at the event (this can be as simple as putting up a poster). It doesn't have to be a physical item – see if they can donate a **haircut, carwash, or tickets to the cinema**. Or look at what you, your friends, and your family can do. You could offer to make a cake once a week for a month, for the highest bidder, or **knit a scarf** to order.

Step 2

Decide where and when you're going to hold the auction to suit your audience. If you know there are going to be families attending, hold it early on a weekday evening. If you're aiming for a party atmosphere, go for a Friday or Saturday night.



Step 3

People attending the auction will want to know what they can bid for, so make sure you produce a **detailed catalogue** with information on all the lots. Don't forget to include a **guide price**. Contact your community fundraising team to receive help in producing them.



Step 4

Now you need to let people know about the event. **Create posters** and place them on noticeboards in church halls, community centres, gyms and schools. Send some information to the local press and see if they can write a feature for you – it saves paying for an advert. You might like to **sell tickets** or catalogues in advance to make a little extra money. People are more likely to come if they've already paid. You don't have to sell all the tickets yourself. If you have a donation from a local business, see if they can sell tickets for you at the shop.



Step 5

Make sure your auction's profitable by adding on some fundraising extras. Can you sell **refreshments** at your venue? Drinks, cakes, and biscuits are all popular. Will you accept **closed bids**? This is a good way of getting bids from people who can't attend. Can you combine the auction with a performance from a singer, group, or choir? People will pay more to attend an event that has **entertainment** as well as the auction. You might want to add a raffle or tombola if you've had some smaller, fun donations. Don't forget to put out collection tins! People might choose not to donate, but if the tins aren't there, they don't have the choice.



Get in touch! Looking for other inspiring fundraising ideas? Request one of our new **fundraising packs** from our customer services team.

If someone expected a copy of givetime and didn't receive one, let the team know as well, so that we can update our records.

Call: 0845 606 4027

Email: supporter.care@savethechildren.org.uk

Or write to
1 St John's Lane,
London
EC1M 4AR



Step 6

Have fun! Now that you've done all the planning – enjoy your event. For help in planning your auction, contact your Community Fundraising team. If you're not sure who this is, call us on 0845 606 4027, and we will be able to tell you.

We Save the Children Will you?

We're the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and we're determined to make further, faster changes. How many? How fast? It's up to you.

Front cover photo: Tuegla Ridley/Save the Children
Frances, a volunteer from Preston, with one-year-old Mbara and Hadiza, his mother. Hadiza walked two hours to reach Bande feeding centre in southern Niger, so that her son could be treated for malnutrition.

Read Frances' story in World's Children.