

Charity auctions are fun community events and a good way to raise money for a charity.

There are 2 types of charity auction:

Silent auction

You publish a list of items and invite people to make bids in writing by the end of a certain time period. The highest bidder gets the item.

Live auction

People gather at a venue to place bids by shouting out or holding up signs for their bids. People can also leave a sealed bid* to add to the auction on the day, if they cannot go in person. You may need an auctioneer (somebody in charge and announces the bids) to make sure things run smoothly.

Things you will need to think about if you have a live auction:

- Advertising
- Organise a large enough venue
- Provide an opportunity for sealed bids (when someone can't come to the event but leaves a bid to include on the day)
- Have refreshments available (another useful way to raise money!)

Obtain the items for your auction, such as:

- Second hand items in good condition
- Items donated by businesses, sports teams and local celebrities
- Buy items to sell. If you buy items to sell you must fix reserve prices (the lowest bid you will accept) to make sure they sell for more than you paid!
- Auction one big item such as a holiday donated by a local travel company

Advertise your auction well. Contacting the local media and making flyers are good ideas.

- Be very organised on the day
- Explain to everyone exactly how the auction will run
- Make a careful note of who has made the winning bids
- Agree how the money will be accepted from winning bidders
- After the auction make sure you let everyone involved know how well it went and how much money was raised for your good cause

*A sealed bid is when people write how much they are prepared to pay for an item and seal it in an envelope. The envelopes are opened and the 'bids' added to all the others on the day.

