



## Relay For Life Fundraising Idea Sheet: **Auctions**

Auctions have been huge fundraisers for our Relay Teams – bringing in the community and raising funds for a great cause. Auctions require more advance planning and the teams full support. There are many ways to conduct Auctions and each have been well received.

Pre-planning will include:

- Securing a great location – preferably donated
- Getting auction items donated
- Recruiting a great auctioneer
- Advertise...Advertise...Advertise
- Get team members to help with auction planning, securing donations, serving a meal or refreshments, showing items during auction, finalizing donations, etc.

### ▪ **Chairity Auction**

Get new, old, refurbished and/or unique chairs donated from businesses, individuals, painters, or crafters. These items should be very unique since people enjoy bidding on items they can't find locally or are a specialty item. Examples: a chair for the baseball lover – handmade using baseball bats for the legs and painted in a baseball theme. An old, refurbished chair painted in a garden theme for the garden lover to put out on a sun porch or displayed in their garden area. Make sure that your auction is advertised everywhere to gain the most exposure and to get the biggest crowd.

### ▪ **Service Auction**

A Service Auction is an auction where individuals or businesses can donate a gift certificate for a service or unique specialty to be auctioned. A Service can be anything from child care, dinner, car detailing, pest service, lawn care, home maintenance, painting, scrapbooking, maid service, run errands, tax prep, computer repairs, carpet cleaning, etc. Design a unique flyer to promote Service Auction and advertise event. Create nice, elegant certificates with the service outlined and have auctioneer announce service in detail. Provide appetizers or sell refreshments.

### ▪ **Live and Silent Auction and Dinner**

Items are solicited for both a LIVE and SILENT Auction. Higher priced items are put into the LIVE auction and smaller items in the Silent auction to help raise more money. Team members prepare a meal such as a spaghetti dinner, chili, BBQ, Chicken, etc for \$5.00-\$7.00 per person. Auction attendees can purchase a meal and eat before the auction begins and scope out the items or the community can come out and purchase to-go meals. Either way it helps increase your auction income.

Donated items can include: Gift certificates, gift baskets, housewares, lawncare items, jewelry, tools, etc. Some auctions have also had success with allowing gently-used items to be included in the auction such as lawn furniture, lawnmowers, baby items, etc.

This style of auction can also be done several times throughout the year with different themes. Spring Fling, Valentine's Day, Fall Feast, or a Holiday Auction. Make use of any and all free advertisement opportunities and make colorful flyers to distribute everywhere to promote that your event has 2 auctions and a dinner – this will increase your event traffic.

### ▪ **Purse Auction**

New or gently used purses are donated and filled with NEW items that reach a minimum value set (ex: \$25.00 minimum). The contents of the purse are to be kept secret which tends to make the Purse Auction more exciting. The contents can be a mixture of gift certificates, cosmetics, lotions, jewelry, etc., whatever the imagination will allow. Some purses are even geared towards men such as a Men's grooming kit, a racecar cooler/lunchbox with car wash items, or a tool box with tools. The Purse can have a theme and be sports, back to school, racing, hunting, spa, grooming, family night, a night out on the town, picnic related or a combination of many things.

This auction can either be held as an event fundraiser – during a specific time at the relay when there are a lot of people in attendance or held as a team fundraiser where the community is invited.

## **Auction Ideas**

### **Kids**

- Baby basket filled with lotion, powder, bibs, blanket, toys, etc.
- Gift Baskets of children's toys or movies
- Playhouse (outdoor)
- Ride with Santa in the Holiday parade
- Gift certificate for admission to the Children's Museum, Science Center or Zoo
- Toy store gift certificates
- Gift certificate for a visit from Santa at your home
- Gift certificate for a clown at a birthday party or for a pony at a birthday party
- Bicycle or Power Wheels Battery Ride Toy

### **Food & Drink, Cooking and Entertaining\***

- Gift certificates from local restaurants (both fine and casual)
- Fine bottle(s) of wine
- Gift certificate for a cooking class
- Cookbooks, kitchen knives, set of cooking ware
- kitchen appliances such as a Kitchen Aid mixer, espresso machine
- Chocolate basket, coffee basket, bread basket, wild rice basket: any type of theme can work!
- Gift certificate/basket from a local food company (ex: chocolate, honey, cheese, wine)
- Dinner prepared by a local chef
- Certificate from a local brewery to learn how to make your own beer
- Set of wine glasses or barware
- Wine lover basket – cheese knife set, cheese board, glass charms, coasters, cocktail napkins, air pressure cork remover, insulated wine carrier

**\* NOTE: Check with your town/city office to find out if alcohol may be included in the auction.**

### **Garden/Yard**

- Gift certificate from a local nursery or local florist
- Garden bench, outdoor fire pit, Garden sculpture, bird feeder, or porch swing
- Gift certificate from a local landscaper, a lawn service, or for dirt, rock, or mulch
- Use of a piece of heavy landscape equipment for a weekend
- Adirondack chairs, patio furniture, grill
- Lawn mower, snow blower, shovel,
- Yard clean-up/gutter cleaning/window washing gift certificate

### **For Her**

- Classic jewelry (for example, a pair of gold hoop earrings or a single strand of pearls).
- Gift certificate from a local jeweler
- Handmade jewelry
- Gift certificate for manicure, pedicure, massage, haircut, spa day
- Basket of spa/bath products (for example The Thymes, Crabtree and Evelyn)
- Basket of fine soaps, lotion, etc.
- Handmade/hand knit scarves
- Relaxation basket: bubble bath, aroma therapy candle, CD of quiet music, etc.
- Handbag from Coach, Brighton, etc.
- Stress reliever basket: hand and foot relief, body cleanser, bath salts, bath bar, bath oil
- Swedish Massage from an elegant spa

### **Sports/Outdoors**

- Tickets for a professional or college game: hockey, basketball, baseball, football,
- Memorabilia signed by professional players (baseball, bobble head, photo, jersey)
- Sports equipment: golf clubs, tennis racket, fishing rod, tackle box filled with lures
- Gift certificate for golf, diving, tennis, lessons, skiing, martial arts, rock climbing, fishing, yoga

### **House and Home**

- Tool box filled with new tools
- Electronics: tv, stereo system, iPod, television, etc.
- Set of CDs around a certain theme
- Digital camera or video camera
- iPod Shuffle MP3 player
- Artwork
- Gift certificate for a painting of your house, maid service, room makeover, professional organizer, handyman service
- Box/bucket of “fancy” cleaning products
- Gift certificate from a local photographer or craft class
- Handmade quilt or certificate for handmade quilt
- Electric tools
- Silk or dried floral arrangement
- Household items such as vases, bowls, platters, candlesticks, pillows
- Gift Baskets: set of dishes, table cloth, napkins, candle holders, silverware, crystal, etc.
- Piano tuning
- Longaberger basket
- Dyson vacuum cleaner
- Handmade afghan
- Glass items (vases, martini set, lamps)
- Home repair & fix it basket: home repair book, tool set, plumbing repair kit, picture hanging kit,

safety glasses, tape, wood filler, sand paper, super glue, caulk, WD 40, wood glue, drop light, disposable gloves, masks, extension cord, etc.

### **Just for Fun**

- Tickets to local arts and culture events (music, theatre, dance, opera, museums etc)
- Gift certificates for dance lessons, movies, bowling, bed/breakfast, hotel stay, limo ride, Hot air balloon ride, local winery tour, getaway packages, etc.
- Lunch in the garden and a private tour at a special museum
- Lunch with a local CEO or politician/government official
- Dance lessons: learn to tango etc.
- Personal Shopper
- Introductory Flight lessons
- Helicopter ride around cities
- Paddleboat rides

### **Miscellaneous**

- Gift certificate for tax preparation
- Personal coaching sessions
- Basket of pet-related items
- Gift certificate for veterinary services
- Items signed by celebrities
- Gift certificates for car washes or detailing