

OFFICIAL AUCTION HELPER

Kiwanis of Manchester

3-Part Forms

AUCTION 2011

APRIL 20TH: “Let’s Make a Deal”
Auction Kickoff 12:30pm luncheon.
EARLY BIRD GAS RAFFLE DRAWN!

MAY 2ND: Trailer will be onsite at the
Webster House.

MAY 25TH: Preferred deadline for all
donations.

JUNE 2ND: 95.7 WZID Radio Auction
7:00AM to 9:00AM (item tba).

JUNE 4TH – Auction
Webster House
Rain or Shine under tent
9:00AM Preview
10:00 AM Start

- **Provide all information** requested. Indicate if a donor wishes to be anonymous, but fill in the rest of the information.
- **Item’s value is essential.** It’s required to make sure that we don’t “undersell” the item and to correctly categorize the item for bidding.
- **A form is required for each item unless** items are identical such as multiple gift certificates for the same business, product and value.
- **Forms are available at** the weekly meetings and at the Trailer.
- **White page** - Attach to the *item*
- **A remaining page** - To Becky Tetrault or any auction squad member at a weekly meeting.
- **Other page** - To the *donor*. If they don’t need it, keep it for your future reference.

Why we do the Auction

Held the first Saturday in June on the grounds of the Webster House in Manchester, the Auction is intended to raise funds and foster camaraderie among members.

After a humble start in 1968, the annual Auction has grown to become a major fundraiser for the Club. Except to cover a few modest expenses, every dollar earned is donated to organizations supported by our Club. In recent years, a Radio Auction of a single high value item and a raffle of a separate premium have preceded the Saturday Auction, creating substantial additional profit and introducing the event to a new audience.

Just as important as the fundraising is the opportunity for the Club to work as one. You will find that the Auction is a great way to get to know your fellow Ks. It’s a fun day! Some Ks make it a family outing by bringing along their spouses and children to help. This is an “all hands on deck” event. There are many tasks that are organized into shifts including setup and breakdown, helpers to display the items up for bid, food service, registration, and accounting. The Auction is held under large tents, so it goes “rain or shine.” It runs for four to five hours and is lead by a professional auctioneer and a celebrity who keep it fun and entertaining.

Donations – Your cooperation, please.

- **Why we need donations by May 25th.** The volume of items, especially gift certificates have increased exponentially. Having most items by May 25th will help the auction squad avoid a last minute organizational nightmare.

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- **Turn in items as they are received.** Turn in Gift certificates to Rob Dionne and small items to Becky Tetrault at any weekly meeting. A trailer will be at the Webster House for larger items and we will have specific drop off times scheduled in the few weeks leading up to the auction for you to drop off items. Again, the sooner the better (contact an auction squad member to make arrangements if you need to turn in an item and cannot make the meetings or drop off times).

Soliciting Donations

We need a variety of items in all price ranges. “Cool Stuff” like vacations and tickets to sold-out events add excitement and usually result in over bids. **Practical and moderately priced items** such as gift certificates appeal to many. Sports equipment and tickets, seasonal and recreational products and services, and home goods are always popular.

- **Who to Ask?** Restaurants, where your teammates buy their clothes, hair and nail salons, spas, their grocery or hardware store. Your heating oil company, florist or jeweler. Services such as your accountant or mechanic. Own or manage a business? Hit up suppliers. Can you tap into your business or employers stash of “goodies” used to spiff clients/customers or as sales incentives? **Items with a minimum value of \$25 are recommended.**
- **CASH!** Money will be converted into hard goods, which typically double or triple the value of the cash donation. Checks are to be made out to: **Kiwanis Club of Manchester Foundation.** The Foundation is a 501 (c) (3). Forward checks to: **Kiwanis Club of Manchester, P.O. Box 987, Manchester, NH 03105.** Indicate on the memo line: **Auction – Kiwanians name** (so K is credited).
- **Size is important.** If you can’t pick it up and carry it, it’s probably not appropriate.
- **Please avoid...ALL USED ITEMS.** Also, wood/coal stoves, used electronics, and knick-knacks. 40 years of experience has proven that used **home and office** furniture; old appliances and electronics including TVs, computers and monitors, printers and stereos, etc. simply don’t sell, creating costly disposal issues.

A good filter is “if *you* don’t want it, probably no one else will either.” **Remember that this is an auction not a yard sale!**

Resources

The Club provides simple, easy to use resources. These include:

- **A prewritten solicitation letter/email**
- **A combination flyer promoting the Auction and list of beneficiaries showing where the money goes.** This a great “leave behind” with a donor.
- **List of members and the businesses they solicit.** The objective is to avoid two Ks hitting the same business. If you have any questions about this contact Becky Tetrault as she is keeping the list updated.

These resources reside under “member resources” on the Club’s website at:

<http://www.kiwanismanchesternh.org/members.html>.

THANKS AGAIN FOR HELPING MAKE THIS YEAR’S AUCTION OUR BEST EVER!

Rob Dionne (Auction Chair): rob@majestictheatre.net or (603)682-6701

Shannon Sullivan: Shannon.Sullivan@graniteuw.org

Becky Tetrault: rtetrault@stmarysbank.com