

A charity auction is a great way to give your fundraising a boost at a charity ball or dinner dance and a wonderful opportunity to raise awareness of MND too! Check out this guide for lots of useful tips, and our [how to organise a fundraising ball guide](#) for more great ideas.

Types of auctions



Live auction

Fun, fast-paced, best with high-value items and an energetic auctioneer! Bidding can be made in advance with a reserve price on each item, setting it as a minimum amount it can be sold for.

Silent auction

Guests browse items and bid anonymously, or a list of items are provided in advance with bids put forward by either email, telephone or post. This works well alongside a dinner or gala. The highest bidder for each item will be the winner.



Auction of promises

This is where people donate their services in exchange for sponsorship; e.g. cleaning cars, mowing lawns, cleaning the house, dog walking, cooking a meal, doing the weekly shop, etc.

Plan and prepare



Source auction items

Ask for donations from local businesses and around your local community. You could offer to thank the business on your social media to help promote their business in return. If you need a letter of authorisation to show when requesting your prizes, get in touch!

Get support

Recruit an enthusiastic auctioneer who can host the auction at your event and encourage lots of bidding. You'll also need a team of people to help take payment, keep track of sales and hold up items for viewing if your auction is live.



Promote your event

Don't forget to let your guests know in advance what you have planned so that they can come prepared! Use our [template centre](#) to make poster and social media graphics.

Running the auction



Timing

Think about what time you'll hold the auction within the event schedule. It's good to do it immediately after everyone has finished eating if it's live as they are already seated, or before whilst people are mingling if it's a silent auction.

Build momentum

Ask your helpers to share the lot list round early on so your guests are aware what's up for grabs. For live auctions, start with smaller items and save the biggest draws for later. In silent auctions, encourage bidding by announcing when certain items are proving to be popular.

Rules

Make the bidding terms clear and explain how the auction will work before you start.



Close and collect



Announce winners

Let everyone know who has won each item, expressing how the money raised will help using our handy [difference you can make poster](#).

Collect payment

Think about how people are going to pay (cash or cheque) and when, and ensure security is in place to keep the cash safe after the event. Please make sure you give everyone a receipt for their records. Count any cash in pairs and check out how to [pay it in](#).

Share your success

Send thank you messages to donors, bidders, and sponsors and let them know how much they helped raise and the impact it will have.

