

Silent Auction Guide

A silent auction is a great fundraiser which you can organise as it's own event, or use to boost donations at another event!

Getting ready for the event

- Pick a date and venue - Find a suitable venue that has enough room for tables, chairs, and the number of people you're expecting. A village or church hall is an ideal location, and shouldn't cost much to hire out!
- Advertise the event and sell tickets - Set a date and create an event on social media and get your friends and family to promote the night by sharing it / inviting their friends. You could also make some posters to put up around your local area.
- Organise your volunteers - Ask friends and family if they will help you on the night.
- Source your prizes - Ask friends, family, and local businesses to donate prizes. They could be physical prizes, such as a bottle of champagne, or vouchers for a free meal at a local restaurant, or a free haircut at your local hairdressers, for example.

What you'll need

- Venue
- Tables and chairs
- PA system
- Prizes
- Clipboards, pens and bidding sheets



"Events that bring the whole community together are always great fundraisers and lots of fun!"

- Imogen, London Marathon

On the day

- Arrive at the venue early to ensure you have plenty of time to get everything ready and decorate the venue
- Greet your guests, sell tickets to those who haven't bought them in advance.
- Have food and drink on offer whilst people are bidding on the auction prizes as well as some form of entertainment, such as live music for example.
- Once everyone has finished bidding, announce the winners and how much has been raised from the event, and thank everyone for coming.



The important bits

- Be aware of alcohol consumption at the event and try not to promote drinking. Make it clear that non-alcoholic drinks are available and make sure nobody under the age of 18 is consuming alcohol.
- Keep the money you raise safe and pay it in as soon as you can.

Top tips

- As well as having traditional prizes, why not also ask people to bid on 'promises'? Ask people to donate their time to do any of the following: babysitting, car washing, ironing, guitar lessons, gardening, painting and decorating - and any others you can think of!
- Run a raffle and have collections boxes dotted around the venue to help bring in extra donations.
- Ask any friends or family who were unable to attend to make a donation to your fundraising page instead.

"Definitely run a raffle as part of your event, I raised around £400 extra from mine!"

- Glenn Worth, London Marathon