

Dream a Bigger Dream

Annual Gala Benefit Auction

2010 PNA AUCTION CALENDAR OVERVIEW

How to Get Auction Items: Acquisition Tips & Auction Timeline

1. Ask for something SPECIFIC.
2. Ask for bigger items, first, take whatever is offered as an alternative.
3. Enlist help from your friends, family, and business associates. The more help you get, the easier it is to be successful.
4. Don't "cold call." Ask people you know for maximum results.
5. Remember, you are helping the donor to get publicity for their product/service or you are helping them get a possible tax deduction. You are not imposing. Most people want to help, they just need to know HOW.
6. Set the example by donating something yourself FIRST. Share your donation idea with other donors to help their thought process.
7. Be creative. Think UNIQUE!
8. Make a list of the things YOU would like to buy at the auction, then go out and get them donated.

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September

- 1 Early Bird/Fall Event Sponsor deadline
- 4 First Auction Committee Meeting, 8:30am

October

- 1 Premier Sponsor deadline
- 2 Auction Committee Meeting, 12pm
- 24 Fall Celebration Kick-Off Event, 5-11pm at Hilton

November

- 2 Auction Procurement Push Week
- 6 Auction Committee Meeting, 2-3pm
- 6 Procurement Celebration Party, 7pm (TBA)

December

- 4 Auction Committee Meeting, 8:30am
- 15 Classroom baskets and Projects due
- 15 300 Items Goal!

January

- 8 Joint Auction/PA Meeting, 2-3pm
- 15 Auction Meeting, 8:30am
- 22 Auction Meeting, 2-3pm
- 29 Auction Meeting, 12pm

February

- 5 Auction Meeting, 2-3pm
- 5 RSVP deadline
- 12 Joint Auction/PA Meeting, 2-3pm
- 18 Auction set-up after school
- 19 Auction set-up (no school)
- 20 Auction!!!!
- 21 Auction clean up

ON-GOING ACTIVITIES SEPTEMBER - FEBRUARY

Item Procurement
Sponsorship/Item Procurement
Basket Preparation
Classroom Projects
Airline Mile donations
Donation of 3-5 stand-alone items (or baskets) per family