

Propose auction to your board and set a date. If possible, choose a general meeting date where participation is expected to be high (a kick-off meeting) - make the auction the main event/program for the meeting, in lieu of a speaker, if possible.

Do a 'save the date' in club newsletters and social media groups as soon as the date is established.

Begin collection of handbags. Be clear that handbags don't need to be high-end designer (new or gently used that aren't used for any number of reasons) - but that branded bags are certainly welcome.

Publish details about the auction on your FAWCO webpage and/or create a separate auction page featured on your website. Update it regularly (i.e. "teasers" - feature handbags that will be on offer)

Try to find a professional auctioneer willing to donate time and services. A professional auction means a fast-paced event with no awkward pauses.

Make numbered paddles for auction participants - consider selling the paddles as part of the fundraising (we charged £1 per paddle).

Photograph each handbag, assign a lot number and attach a label with that lot number, and include a brief description of the bag. Make note of bags that are brand new and feature them. Provide this to the auctioneer who will see brand names, features, etc. to mention from the description when auctioning the bag.

Establish the minimum bid (and bid increments) as a guideline for your auctioneer.

Use photographs and descriptions of bags during the time leading up to the auction on the website and social media as teasers.

Use .ppt to present the bags on screen during the auction.

Consider conducting a silent auction.

Create a printed catalog - but consider the price of printing.

Use one item as a 'grand raffle prize' that every participant will want and include additional raffle prizes solicited from local businesses. We had two gift certificates from a local retailer for a personal shopping experience.

Consider taking bids in advance.

Consider including accessories (scarves, jewelry, etc.)

Use a carbon copy receipt book and provide one copy of each receipt to the winning bidder of each lot as each bag is auctioned.