Auction 101

Saturday, March 12
Portland Art Museum

Doors Open
5:30
Silent Auction
6:30-7
Dinner & Live
7-10
Special Appeal
8

Catlin Gabel Fund

Auction Revenue
$258,000

Special Appeal
$248,000

$1.575m

Donations (64%)  Auction (32%)  TTT (4%)

Online Auction
3/7-3/14
biddingforgood.com/catlin
Goal: 300 items
$20,000
Great opportunity for EVERYONE to win something!

Tickets
Goal for tickets:
225 Regular
125 Patron

$150 Regular
$250 Patron
Glossary of Terms
Some of the terms we throw around

- Advertisements-Businesses can purchase spots in the auction catalog
- Auction Ambassador-Volunteer to help communicate with grade levels
- Auction Office-Caroll & Breanno’s office in Toad Hall (bottom floor)
- Auction Storage-Underneath Tennis court’s near the Wood Shop
- Auctioneer-Johnna Wells, professional auctioneer to sell live auction items and record the paddle raise
- Catalog-Printed notebook with bidder number, auction packages, and rules and regulations
- Chairs-Our fearless leaders-Tiffany and Laurine.
- Class Art Projects-PS-5th grade projects created by students and parent volunteers
- Fulfillment-The act of completing a package, be it delivery or execution.
- Greatergiving.com-Online software used to manage donations, ticket sales, tables, check-in, sales, and payments
- Golden Ticket- Raffle Ticket for a live auction item. Only sell 100 tickets!

- Items-Individual donations to the auction. Items will either be sold individually or “packaged” with other items
- Live Auction-Auctioneer sells high end packages during dinner. Generally sell for $300-$15k/each
- Online Auction-Hosted on BiddingForGood.com. The online auction contains a wide range of items that anyone can purchase.
- Packages-Donated items can be grouped together or converted to packages to be sold at the auction or online
- Paddle Raise/Special Appeal-Halfway through the live auction we pause, hear about a particular Catlin Gabel experience, and guests raise their paddle at different levels to donate directly to financial aid
- Procurement-Gathering auction items (and the most fun volunteer activity!)
- Silent Auction-Cocktail reception with pen and paper bidding for packages, includes win wall
- Table Sales-Encourage parents, alumni, faculty and staff, to attend the auction! Make sure to invite new families! (Tables seat 10)
- Wildest Dreams-This year’s auction theme. What is your Wildest Dream for our school?

Calendar
Early Dec: Save the date-check your inbox
Mid Jan: Invitation-check your mailbox
Jan-March 8: Ticket sales
Feb 28: Item donation deadline
March 7-14: Online Auction
March 12: Auction at Portland Art Museum