Auction Volunteer 101

Chairs

Tiffany Rosenfeld & Laurine Apolloni

The Auction Co-chairs, in partnership with the development office, plan the auction and oversee parent volunteers. Have a great idea, or need guidance? Email the chairs or auction@catlin.edu and we are here to support you!

Auction Ambassadors

Auction ambassadors are grade level "reps" to communicate directly with their fellow parents to encourage them to attend the auction, donate items, host parties, and bid in the online auction. Auction ambassadors help find ways for everyone to be involved in the auction!

Advertisement & Sponsorship Sales

Most efficient ways to raise money!

Sponsorship Levels:
Presenting: $15,000
Gold: $7,500
Silver: $5,000
Bronze: $2,500

Advertisement
Full: $1,100 (color)
$650 (b&w)
Half: $600 (color)
$500 (b&w)
Quarter: $300 (color)
$200 (b&w)

For more info contact auction@catlin.edu

Class Art Project

Parents and students in the Beginning School and Lower School create a one-of-a-kind piece to be auctioned off on March 12.

Time commitment: January-end of February

Great opportunity for creative parents!

Special Projects

Here's an example of all the special projects that need parent involvement:
- Student Slideshow
- Donations for flower arrangements
- Office help
- Patron Program
- Editing/Copy writing
- Volunteer Hospitality
- Photography
- Data Entry
- Online Auction Management
- Fulfillment Team
Procurement - How to

1. Brainstorm & research
2. Ask for a specific item
3. Follow up/ask again
4. Clarify details & thank them

Live Auction
- 12-15 packages
- Trips
- Unique Experiences
- Parities
- One-of-a-kind items
- Price range of packages: $3,000-$20,000

Silent Auction
- 100 packages
- Unique Experiences
- Parities
- Wine
- Date Nights
- Vacation Homes
- Sign-up Parties
- Art
- Event & Sports Tickets
- Memorabilia
- Signed items
- Price range of packages: $100-$3,000

Online Auction
- 300 packages
- Trips
- Unique Experiences
- Parities
- Gift Certificates
- Restaurant gift certificates
- Spa/Fitness certificates
- Apparel
- Vacation Homes
- Sign-up Parties
- Class Art Project mugs and stationary
- Home goods
- Price range: $10-$1,000

Next Steps:
- November 12: 8 a.m. Brainstorming Session, Jubitz
- December 1: 7 p.m. Brainstorming Session II, Jubitz
- Set up coffee or meeting with Caroll or auction co-chairs.
- Contact auction@catlin.edu to receive auction volunteer newsletter