

because  
I said  
I would.



## **Promise Auction**

Let your promises be offered to the highest bidder! Write a promise, auction it off to the highest bidder, and fulfill the promise. Your creativity can blossom in this fun and imaginative fundraiser as you auction off services to your community- going once, going twice, SOLD!

# Promise Auction

*“Everything around you that you call life, was made up by people that are no smarter than you. And you can change it. You can influence it.”- Steve Jobs*

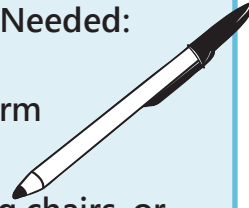


Total Prep Time: 4 Hours  
Total Active Time: 4 Hours  
Total Time to Execute: 8 Hours

Cost to Operate: \$\$\$\$

Forecasted Funds Raised: \$\$\$\$

## Supplies Needed:



- Stage / Platform
- Microphone
- Chairs (folding chairs, or other seating)
- Construction Paper
- Glue (Elmer's Liquid or Stick)
- Popsicle Sticks
- Pens
- Change
- Snacks/Beverages
- Cups / Plates / Bowls

*This kit is designed to accommodate 100 participants. If projecting fewer or more participants, be sure to adjust your supplies and cost to operate accordingly.*

## Plan

1. Indoor or outdoor? Choose a location to host this event, preferably with access to electrical outlets for the microphone.
2. Choose a date and time that will be convenient for most people, such as a weekend evening.
  - a. Other appropriate times that may be suitable for your city are weekday evenings or weekend afternoons.
3. In addition, your team may want to sell popcorn, candy, snacks, and beverages!
  - a. Purchase these items at a local dollar store or wholesale store for maximum profit
  - b. Mark up the costs slightly (Ex: A box of candy at \$1.00 could sell for \$1.50, a cup of popped popcorn at 25¢ per serving could sell for \$1.50 each, and a cup of soda at 20¢ per serving could sell for \$1.00 each. In total, after the cost to buy, you'd have a \$2.55 profit from this one sale!)
4. Arrange for any equipment that you'll need, such as seats, extension cords, a microphone, or other items.
  - a. You can also offer guests to bring yoga mats, blankets, pillows, etc. for their own seating if your venue allows for this.

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5. Choose if your auction will include promises made by your team only, or if other friends and family will be able to offer promises for sale as well.
  - a. Your friends, family, and community members may be able to offer skills or services they use daily for work that are highly valuable to the community.
6. Online auctions can reach more people. Decide if you'd like to open the auction up to additional bidders online.
7. If possible, have a few of the promises available for auction committed by your team to advertise.
  - a. If you need ideas for what could be offered as a promise, see page 7.
8. The Auctioneer has a key lead role in the success of the event. Decide who will play the role of Auctioneer for the night. It could be any members of your team, or a well-known member of your community! Ensure that this person is prepared to introduce the promises, and is willing to be the face of the show!
9. Decide if the Promise Auction will be cash only, or if you'll allow for checks as well.

## Prepare

10. After coordinating supplies, location, ways to pay, and equipment, promote the "Promise Auction" to your friends and family, through social media, on your personal website, or with flyers.
11. Decide if any Promises to-be-auctioned must have a minimum starting bid. If so, write these down and agree on them with the Promise Maker. Be sure your Auctioneer for the night has these readily available to announce when the item is up for auction.
  - a. For example, if someone owns a flower shop, perhaps she could offer to auction off delivery of a dozen roses! However, they may want to start the bid at \$10 or so.
12. Be sure that those who are offering Promises to-be-auctioned off have notified your team of the promise they are committing to ahead of time. Keep this list handy for both the Auctioneer and the person recording the auctioned donation.
  - a. Also make sure Promise Makers provide you with their name, phone number, and email address, as well as any conditions of the promise.
13. Collect the construction paper, glue, and Popsicle sticks. Cut the construction paper into 5"x8" rectangles (or, roughly cut an 8x11" sheet of paper in half.)
14. Glue each rectangular piece of construction paper centered on a Popsicle stick to create your auction Bidding Paddles.
15. Number each Bidding Paddle. Be sure not to duplicate numbers! Depending on the interest you've received so far, you may need anywhere from 50-200 Bidding Paddles.

16. Fill out a Promise Auction Winner Form on page 8 with your team's email address. Print a copy for each Promise being auctioned (example, if your Auction has 50 promises being auctioned, print 50 copies of the Winner Form.)
  - a. You may want to print a few extra as well!
  - b. You can choose to fill in the "Promise Won" individually using the list of Promises to-be-auctioned in advance, or you can choose to fill this in during the event as donations are being collected.
17. The day before the event, be sure you have change available for your buyers, especially if offering snacks and beverages.
18. The day of the event, ensure there is time set aside for set up (an hour or two). Use tablecloths and other decorations to draw attention to any concessions you are offering!
  - a. Place the snack and drink table away from the stage, towards the back of the room if possible, so that those who'd like to purchase additional items are able to do so without disturbing others.
  - b. Set up a table for the money to be collected. Be sure at least 1 volunteer will be available to supervise this table throughout the night.

## Perform

19. Print your list of all the Promises to-be-auctioned. Make sure the Auctioneer has 1 copy, as well as the person recording the donations.
  - a. You may want to offer increasingly "better" promises in stages, to keep the audience's attention. Decide as a group which promise is the "best", and save this one for last!
20. Gather volunteers to host the event; show guests to available seats, assist with set-up and clean-up, and be in-charge of the concession stand and snack bar.
21. As guests arrive, give them a bidding paddle. **Advise them they must return the bidding paddle (when they claim their promise), as the paddle number will correspond with the winner.** Guests will not be able to pay for and obtain their prizes without their paddle!
22. The Auctioneer should first welcome everyone to the event, and then explain the rules of the Promise Auction.
23. The Auctioneer should then announce where the donation table is set up for those who win an auction. It is typically easier to allow winners to pay for their won promises during the event. Advise the crowd if they are able to pay immediately following each won auction, or if your team would rather collect all donations at the end.

# Promise Auction

24. If an item has a specific starting bid, the Auctioneer should be sure to begin with that number. Have the Auctioneer increase bids in small increments.
  - a. For example, the Auctioneer will announce "The starting bid is \$25. Do I have \$25?"
  - b. Once a paddle has been raised, they have committed to the \$25 bid. An example of what the Auctioneer should say next is, "Paddle 16 for \$25. Do I hear \$26?"
  - c. "Going once? Going twice?"
  - d. If 5 or so seconds go by with no one else offering a bid, the Auctioneer can then declare the item sold. "Sold to Paddle 16 for \$25!"
25. Record the donation amount on the list you printed earlier. Have one of your fellow volunteers write the winning paddle number and amount it was auctioned off for next to each Promise on the list.
26. Collect donations from those who've won Promises--either during the auction or after, depending on what was decided earlier.
  - a. Have the winners fill out a form so they may collect their promise. Use the Winner Form on page 8.
  - b. Your team will keep the top part, and winner gets the bottom.
27. Deposit all money into your account to use for your volunteer project. If you collected more than your project requires, donate the remaining funds to a nonprofit organization that benefits the community your project aims to serve!
28. Your team can then distribute the top sections of the Winner Form to the Promise Makers so they may contact the winners to 'collect' their auctioned promises!

## Accounting Table

(use to calculate how much was collected):

CURRENCY	COUNT	CALCULATE	TOTAL
Quarters		X .25	
Dimes		X .10	
Nickels		X .05	
Pennies		X .01	
Ones		X 1	
Fives		X 5	
Tens		X 10	
Twenties		X 20	
Fifties		X 50	
Hundreds		X 100	

Example:

CURRENCY	COUNT	CALCULATE	TOTAL
Quarters	64	X .25	\$ 16.00
Dimes	51	X .10	\$ 5.10
Nickels	16	X .05	\$ 0.80
Pennies	0	X .01	\$ 0.00
Ones	118	X 1	\$ 118
Fives	52	X 5	\$ 260
Tens	36	X 10	\$ 360
Twenties	17	X 20	\$ 340
Fifties	4	X 50	\$ 200
Hundreds	1	X 100	\$ 100

$$16.00 + 5.10 + .80 + 0 + 118 + 260 + 360 + 340 + 200 + 100 = \$960.90 - \$150 \text{ (Cost of Supplies)} - \$350 \text{ (Cost of Supplies)} = \$899.90$$

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## Checklist

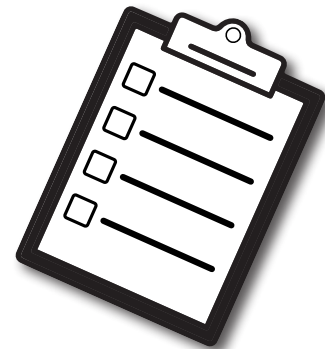
### Plan

- ☐ Choose location, date, and time to hold the event
- ☐ Purchase snacks, beverages, popcorn, cups, and bowls / plates
- ☐ Coordinate with a volunteer to photograph the event
- ☐ Decide if the Auction team promises only, or if the public can offer promises
- ☐ Decide if you'd like to allow online bidders
- ☐ Decide who will play Auctioneer.
- ☐ Decide if payments are cash-only, or if check will be accepted



### Prepare

- ☐ Post on social media or create flyers to advertise the event
- ☐ Decide on starting bids if necessary.
- ☐ Create list of Promises to-be-auctioned.
- ☐ Assemble bidding paddles
- ☐ Begin assigning members with tasks like: collecting money, preparing snacks, assisting guests to seats, set up/clean up
- ☐ Print Winner Forms with team email and copies of Promises to-be-auctioned
- ☐ Arrange for equipment and obtain change in quarters, ones, and fives.
- ☐ Remind volunteers of their assigned tasks
- ☐ Ensure volunteers know what time they are expected to arrive
- ☐ Continue advertising via flyers, social media, on your own personal website, etc.
- ☐ Decorate area and set up chairs, tables for snacks, etc. as needed



### Perform

- ☐ Direct guests towards open seating. Maintain refreshments as needed.
- ☐ Auctioneer controls the bidding
- ☐ Count the money you made for your volunteer project
- ☐ Collect Winner Forms, distribute to the Promise Makers
- ☐ Fill out the [reporting form](#), be sure the volunteer uploaded any photos, and celebrate!



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## Promise Auction Ideas

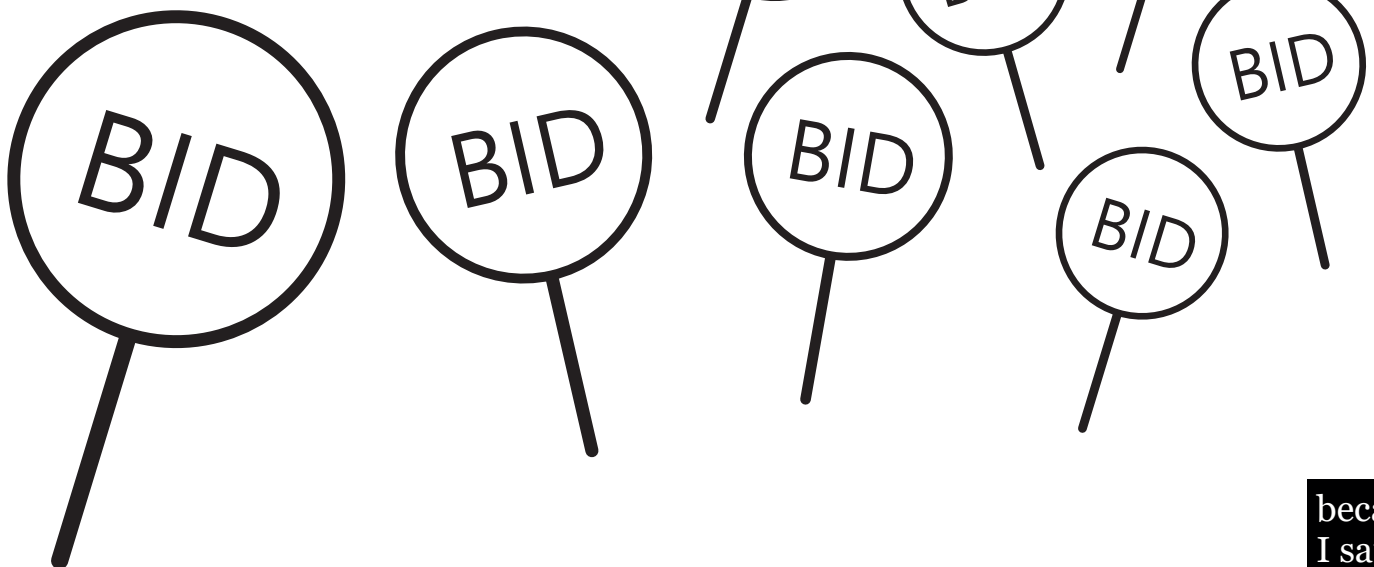
### Services!

- Teach a lesson in a sport, instrument, or game
- Dog walking
- Car wash
- Lawn mowing
- Bake a cake
- Teach a lesson in a second language you are fluent in
- Sing a song aloud
- Wrap a gift or multiple gifts
- Create a homemade craft (jewelry, knit a blanket, etc.)
- Shovel a driveway in winter



### Challenges!

- Dance in public
- Polar plunge
- Let the winner pick your outfit for a day
- Allow the winner to duct tape you to a wall
- Wear no make up for a week



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## Winner Form

Congrats! You've won!



To claim your prize, please fill out the form below:

Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Promise Won: \_\_\_\_\_

Keep the bottom of this form for your records!

----- Tear Here -----

If you need to contact your team, please do so through our email!

Our Email Address is: \_\_\_\_\_@\_\_\_\_\_.com

Your Promise Won is: \_\_\_\_\_

Your donation amount was: \$\_\_\_\_



## Examples:



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