

Book Author Luncheon Auction Committee Timeline

Meeting Locations: Acton Library, Old Saybrook or Essex Library

Ongoing

- Establish meeting dates and locations to committee and on LCV website calendar
- Reserve meeting space
- Communicate and resolve issues with BAL and Sponsorship Committee
- Maintain records of items received, value, donor contact information.
- Maintain meeting agenda and minutes documentation.

Fall Organizational Meeting (September/October) .

Tasks

1. Assign minute taker.
2. Designate solicitation captains for-Old Saybrook, Essex, Old Lyme, Deep River, Chester, Killingworth, and Westbrook
3. Review prior year auction and donor (sponsor) results by town, including businesses who rejected auction request.
4. Identify “bestselling” items and establish item type priorities (e.g. restaurants)
5. Identify additional business types suitable to auction items vs sponsorships (dollar contributions)
6. Create a list of potential larger sponsors to be communicated to the Sponsorship Committee.
7. Review and revise auction/sponsorship forms
8. Identify and assign target seasonal businesses for immediate solicitation.
9. Review previous year recommendations/lessons learned as input to new guidelines.

Three to four months before BAL (November through December)

Tasks

1. Assign person to house auction items.
2. Develop final auction/sponsorship form.
3. Review and role play solicitation approaches (Lynn Steeves)
4. Determine prior LCV interest group basket donations and request commitments for upcoming auction.
5. Assign people to basket organization, visuals, price, sign creation.
6. Review basket ideas/suggestions (form available for reference)
7. Notify LCV town team captains-discuss how to encourage memberships participation.

8. Prepare talking points for solicitors (e.g. number and amount of 2023 grants, impact, etc.)
9. Announce donation requests in LCV Newsletter and at November meeting; encourage member business referrals and donation of luxury items like boat sailings, gourmet dinners at member homes, vacation rental property donation, etc. Provide clipboards to members can note donated items or solicitation referrals.

Two to three months before BAL

Tasks

1. Set auction item solicitation deadline (based on donations to date)
2. Schedule bi-weekly meetings every as needed to drop off items, submit paperwork, discuss successes/issues.
3. Review results to date.
4. Assign items to chance raffle or silent auction or raffle.
5. Establish payment system with Treasurer and BAL Chairs
6. Discuss questions, issues.

One month before BAL

Tasks

1. Assign auction items as raffle or silent auction.
2. Organize items into baskets. Price baskets. Develop signage.
3. Communicate auction summary to BAL Chairs.
4. Provide input to Program Book editor for donor listings and acknowledgements.
5. Establish auction item table set up.
6. Establish a system for redeeming and paying for items won by guests.
7. Assign tasks for transporting items to luncheon, table set up, item distribution to guests, clean up, etc.

Post Event

1. Conduct debriefs with auction committee and BAL Chairs. Identify and document successes, lessons learned and future opportunities.
2. Coordinate external publicity with Communications Chair (i.e. Facebook, LCV website, media)
3. Thank auction donors.
4. Thank committee members

