



There is a real buzz associated with a well run auction.

## Auctions - the basics: Introduction

Created: 17 December 2007

An auction can be a new and different way to find new supporters for your organisation. You need to plan in enough time to obtain quality items to auction, prepare and produce a catalogue and to promote and advertise the event thoroughly. You will also need a good auctioneer, as their skill will have a measurable impact on how much you are able to raise.

[Read on...](#)




 [To read the full guide, click here](#)

 [To read a checklist summary, click here](#)



### AT A GLANCE

I'm fundraising for	<ul style="list-style-type: none"><li>• Charity or Community Organisation</li><li>• Club or Group</li><li>• Individual</li><li>• School or PTA</li><li>• Church</li><li>• Hospice or Hospital</li></ul>
Solo fundraiser or team effort?	<ul style="list-style-type: none"><li>• 10 people or more</li></ul>
Total time needed	<ul style="list-style-type: none"><li>• Fewer than 160 hours</li></ul>
Lead time	<ul style="list-style-type: none"><li>• 1 to 3 months</li></ul>
Easy money or big bucks?	<ul style="list-style-type: none"><li>• £500 to £5,000</li></ul>
I'm fundraising at	<ul style="list-style-type: none"><li>• School</li><li>• College or University</li><li>• Fete or Event</li><li>• Park or Sports Ground</li><li>• Community or Village Hall</li><li>• Other</li></ul>
High octane or gently does it?	<ul style="list-style-type: none"><li>• Moderate effort</li></ul>
Fundraising idea category	<ul style="list-style-type: none"><li>• Service, sales and auctions</li></ul>
Fundraising idea sub-category	<ul style="list-style-type: none"><li>• Auctions</li></ul>

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-  [See all the pages for this how2guide](#)
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## FORUM

This how2guide was written by the Institute of Fundraising

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