



ST. ANDREW'S ANNUAL AUCTION COMMITTEE 2010



SUBCOMMITTEE DESCRIPTIONS

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| Acquisitions/Advertising | Focus is on targeted Auction item acquisitions and procuring advertisement for the Auction Catalog. |
| Auction Office | Includes manning the Auction Office to handle organizational tasks, take phone calls, respond to inquiries, accept donations (whether items, advertising, sponsorships, underwriting, or otherwise), make follow-up calls to donors or potential donors, and any other office-related duties. This may also include sending out various mailings or correspondence or handling other overflow from various Sub-Committees while in the Auction Office. This could be as simple as coming to school a couple of hours before picking up your child and working in the Auction Office during that time. |
| Correspondence | Address and send all Auction-related correspondence including, but not limited to, Save the Dates, invitations, and thank you notes. These can easily be done in small batches at home! |
| Decorations & Special Touches | Responsible for centerpieces; event decorations; guest favors; place cards and seating chart; any other decorative "special touches". |
| Gift Baskets Silent Auction Item Presentation Live Auction Item Presentation | Packaging of Auction items into beautiful and valuable gift baskets; packaging and decorating gift baskets for presentation in Silent Auction. This Sub-Committee would also identify any items needed to complete a particular package (for example, determining golf balls are needed for a Golf Basket consisting of rounds of golf at various courses, golf tees, golf towel, and head covers). In this event, a member of the Sub-Committee could either procure the item(s) needed or they could turn to the Acquisitions Sub-Committee for assistance. This Sub-Committee is also responsible for creating the Silent and Live Auction presentations, displays, and descriptions. |
| Publicity | Focus is on marketing and advertising (press releases, flyers, newsletters, etc.) directed to the St. Andrew's family and the greater Treasure Coast area to increase attendance at and support for the Auction. This Sub-Committee will also focus on audience development. |
| Special Projects | This Sub-Committee will be responsible for running special projects and to develop new and creative projects and/or items for the Auction. This could include class projects, teacher & faculty experiences, and revenue enhancers, such as Mystery Boxes, Auction games, raffles, Wine Pull, etc. This Sub-Committee may also plan and/or host pre-Auction events such as a kick-off party, acquisition parties, and basket-making parties. |
| Sponsorships/Underwriting | Focus is on procuring sponsorships and underwriting for Auction expenses. |
| Teacher & Staff Experiences | Assisting the teachers and staff with creating teacher and staff experiences or items for the Auction. This Sub-Committee is critical to increasing and encouraging teacher and staff participation and support! |
| Technology | Inputting data into AuctionMaestro auction software; develop and maintain various Auction databases; accept replies and input information into AuctionMaestro. |
| Volunteer Coordination | This is the Sub-Committee that will be responsible for filling various roles and positions before, during, and after the Auction. Volunteers will be needed to help set up and decorate the Auction; work the Auction; clean up following the Auction; and perform various functions leading up to the Auction. |