

Getting Auction Items Is Easy...All You Need Is a Plan, And Some Ideas

It's as Easy as 1, 2 3!

1. The People: Make a list of EVERYONE you know. Start by writing down the names of all of your family, then your friends, then your co-workers, your neighbors, the people who work where you shop, everyone. Don't forget the people you play golf with, or tennis, or go jogging or hiking with. **Test your list** by answering this question: "If I got a call from this person and they needed help, would I give it willingly?" If "yes", they go on the list! **Don't leave ANYONE out.**

2. The Items: Review the suggestions on this list of great auction items. Add your own ideas as well. Be creative! Items which have emotional impact are the best sellers.

3. The Match Game: After you make your list of people (you should easily be able to list 20 to 30 people or more), begin the process of "matching" the items on the following pages to the people. Make the match by putting the letter and item number next to the person on your list MOST LIKELY able either to donate the item, or perhaps able to help you get the item from a third party.

After your list is complete, start calling, emailing, texting, etc. each of the people on your list. Ask them if they would be willing to help you and help others by supporting your auction. All they need to do to help is simply agree to donate the suggested item, or something comparable, or help you approach a third party to ask for an item. This process, called "networking", is the best way to get auction items without ever "cold calling" on strangers. You will only be dealing with friends and family, and they are already people who would want to help you, if they only knew how. And with your list, you can tell them HOW they can help!

Some tips to make your job easier:

- **Be specific about what you want donated**
- **Ask for what you want, then take what you can get**
- **Ask for the bigger items first – don't limit yourself by thinking small**
- **Remember, your friends and family WANT to help, they just need to know HOW**
- **Do the "paperwork" for the donor – don't ask them to fill out any forms! Just have them sign the completed form after you filled it out**

Getting Items is as Easy as A, B, C . . .

A is for . . .

1. Autographed sports stuff - footballs, baseballs, soccer balls, basketballs
2. Athletic equipment
3. Antiques
4. Appliances
5. Airline tickets
6. Autographed memorabilia
7. Airplane rides
8. Artwork (framed)

B is for . . .

1. Beach houses for a week or weekend
2. Baseball and basketball clinics
3. Best seat in the house for graduation
4. Boats and boat rides
5. Beading Party for kids
6. Books
7. Bed and bath items
8. Bed and breakfast stays
9. Baby items
10. Blue-Ray player
11. Blackberry
12. Boy's Night Out party
13. "Bragging rights" experiences

C is for . . .

1. Camping equipment
2. Condos at the beach or resort
3. Condos in the mountains
4. Cameras, digital or video
6. CD's, CD Players
7. Character in a novel named after you or a family member
8. Cellular phones
9. Celebrity lunches
10. Collectable items (limited editions)
11. Computer, laptop or desktop
12. Car, new or used, or one year lease
13. Car for a weekend or a week
14. Cabin at the lake for a weekend
15. Certificates for anything
16. Carpentry services
17. Catered meals
18. Corvette, fully restored
19. Consulting services, professional

D is for . . .

1. Deed to a condo
2. Desperate Housewives walk-on
3. Duck hunting
4. DJ for a day
5. Dinners in your home
6. Dinners out
7. Dolls and doll houses
8. Dance lessons
9. Decorating services
10. Day on a sailboat
11. Detailing for your car
12. Drive a NASCAR Race Car

E is for . . .

1. Emotional items and experiences
2. Emeralds
3. Easter baskets
4. Events of all kinds
5. Escapes and getaways
6. Electrician services
7. Elegant evenings
8. Earrings
9. Ego satisfying experiences
10. Experiences of all kinds
11. Emerald cut diamond

F is for . . .

1. Fishing trips
2. Flag flown over the capitol
3. Fruit of the month club
4. Furniture
5. Floral arrangements
6. Fifty Lotto tickets
7. Fourth of July party
8. Fly fishing on a river
9. Friendly get-togethers
10. Fun experiences
11. Flowers for a year
12. Framed artwork and photos
13. Flat screen TV

G is for . . .

1. Golf with a celebrity
2. Getaways
3. Garden tools
4. Gift certificates
5. Grass cutting for a year
6. Glass artwork
7. Golf tournaments
8. Golf vacations
9. Guided tours
10. Great stuff of all kinds
11. Girls Night Out party
12. "Green" items
13. Game room items
14. GPS system

H is for . . .

1. Horseback riding lessons
2. Home remodeling
3. Hang gliding lessons
4. Handmade items
5. Health club membership
6. High end artwork
7. Heavy equipment rental
8. Hilariously funny stuff
9. Hauling services
10. Heart shaped jewelry
11. Heart shaped anything
12. Harley Davidson motorcycle
13. Home theatre
14. Hybrid car

I is for . . .

1. Investment advice
2. Ice cream maker
3. Instruction of all kinds
4. Ice skating party
5. Irish Setter puppy
6. Ireland trip
7. Irish Coffee party
8. Indy 500 trip with race tickets
9. Ipod
10. Incredible, one of kind anything

J is for . . .

1. Jet Fighter Plane ride
2. Jewelry, "generic type"
3. Judge Judy Tickets
4. Just about anything exciting
5. J-Lo concert tickets
6. Jerky, beef and turkey

K is for . . .

1. Kitchen appliances
2. Kids clothing
3. Keepsakes
4. Kinetic sculptures
5. Kids toys and experiences
6. Kids artwork and projects
7. Kite-boarding trip or lessons

L is for . . .

1. Long weekend getaways
2. Ladies clothing
3. Loan of a sports car for the week
4. Local cabins and condos
5. Ladies jewelry
6. Luscious gourmet meals
7. Labor for work on the house
8. Lessons for cooking, dancing
9. Lease on a new car
10. LOST Set tour

M is for . . .

1. Motor home for a vacation
2. Mountain retreats
3. Most anything YOU would want
4. Mountain bike
5. Mother of all parties
6. Memorabilia
7. MAC Computer or laptop
8. Media room

N is for . . .

1. New items of all kinds
2. Northwest trip
3. Night on the town
4. Night with the Police K-9 unit
5. Nostalgia items
6. New York trip
7. Noise canceling headphones

O is for . . .

1. Out of town relaxation
2. Opulent surroundings for a weekend
3. Organized scavenger hunt
4. Outlandish party
5. Original Art
6. One of a kind experiences
7. Orange Bowl tickets

P is for . . .

1. Parking space reserved for you
2. Pair of Harley Davidson motorcycles
3. Photo-shoot weekend
4. Party with a celebrity
5. Party at the Fire Station
6. Politician takes you to dinner
7. Pets, pure bred only
8. Pony rides for a kid's party
9. Prowler automobile
10. Pair of candlesticks, framed prints

Q is for . . .

1. Queen for a day package
2. Quilts, handmade
3. Quality antiques
4. Quebec trip
5. Quiet cabin in the mountains
6. Quality memorabilia
7. Quests and adventures

R is for . . .

1. Racing car driving experience
2. Rugs, Oriental
3. Real Antiques
4. Reliable used cars
5. Row boat trip on a quiet lake
6. Rental of a car for a year
7. Rose Bowl Tickets

S is for . . .

1. Saturday Night Live tickets
2. Sensational meals
3. Special dinners
4. Send a kid to college baskets
5. Sushi Party, catered
6. Super Bowl tickets
7. Super Bowl party
8. Star Wars script, autographed
9. Spend the day with a detective, doctor, etc.
10. Stuffed animals

T is for . . .

1. Travel, local and out of state
2. Tickets to the ballgame
3. Tickets to the Opera, Symphony
4. Telephone calls free for a year
5. Terrific, one of a kind items
6. Toys and games

U is for . . .

1. Unique experiences
2. Utility Vehicles, Sport (SUV's)
3. Unique items
4. Used cars, reliable only
5. Upscale parties
6. Upper Deck baseball cards

V is for . . .

1. Video Movies, assorted
2. Video game systems
3. Very rare items and memorabilia
4. Vintage wine collections
5. Very friendly puppies
6. Vintage car, restored
7. Veterinarian services

W is for . . .

1. Whatever you can think of
2. Water ski outings
3. Wine collections
4. Wonderful meals
5. World wide trips
6. Wholesale buying sprees
7. World Series tickets
8. Wagon filled with toys
9. Webkins

X is for . . .

1. Xacto knife gift sets
2. Xactly the perfect gift
3. "X-men" memorabilia
4. "X Files" memorabilia
5. Xenon outdoor lighting fixtures
6. Xtraordinary items
7. Xtreme experiences(rafting, sky diving, hang gliding, scuba diving)
8. Xylophone lessons

Y is for . . .

1. Yellow Lab puppy
2. Yearly lawn care package
3. Yuppie stuff
4. "Yesterday" album cover, autographed by the Beatles
5. Year of flowers
6. Yard service, mulch or bark

Z is for . . .

1. Sub-Zero refrigerator
2. Zebra striped rug
3. Zanzibar trip
4. "Zoo Doo"
5. Zirconium jewelry (CZ's)
6. Zucchini bread

Remember:

- **Use consignment items sparingly! Use to kick-start procurement**
- **Get consignments underwritten whenever you can**
- **Think unique!**
- **Ask for the bigger items first**
- **Take whatever you can get**
- **Don't be afraid to ask EVERYONE you meet**
- **Use the "peel the onion" technique**
- **Ask all those who ask you for help (return the favor!)**
- **Carry a procurement form with you everywhere**
- **Take extra forms with you on vacation (hotels, restaurants)**
- **Search your checkbook or on-line accounts for ideas**
- **Write down what YOU would buy, and then go find it!**
- **Don't think small: bigger items are often easier to get**
- **Try to get at least one item each week – make it fun!**
- **Turn the items in as soon as you get them to eliminate the last minute "crunch"**
- **Remember, every item you get adds value to the event.**
- **Get new items only, except for real antiques, used cars**

Additional tips and assistance are available on our website at www.auctionhelp.com

