

WE REQUIRE 150 PEOPLE FOR SUCCESS. IT'S EASY!

- ★ Incentives work—especially for a small group. If given enough notice, most people, once they commit, show up. Offer an additional raffle ticket to everyone who brings someone else.
- ★ Do not schedule the event when a million other things are going on. Some things you cannot foresee, but the night the Rabbi's daughter is getting married is not a good choice.
- ★ Let people know they can request certain artists and images. That usually sparks some interest & makes everyone feel involved.
- ★ One large Parish erected a giant wooden palette on the foyer wall. Anyone who wanted to become a patron of the event became a spot of paint. We also printed a page in the catalogue the night of the show, recognizing the patrons.
- ★ Pick a person to head up publicity that knows the community and will not drop the ball because he or she has too much on their plate. You need someone who is excited about it and will spread that excitement around.
- ★ Remember our motto...no one ever came to an Art Auction because the food was good or the invitations were pretty. They came because someone ASKED them to be there.
- ★ One group offered a \$150 Gift Certificate for dinner at a new restaurant in town to the person who sold the most tickets to the art auction.
- ★ Use e-mail! This is such an effective way to send one message to several people at the same time. You could send weekly reminders about the auction and have them e-mail you back with their art requests. Ask them to forward the e-mail to other friends and co-workers to help spread the word.
- ★ Any Realtors on your board or in the congregation will have addresses of homes recently purchased. What a better person to have in your audience!
- ★ Use modern technology. One Rotarian created a website advertising the Art Auction and offered a free raffle ticket to anyone who brought someone else. You do not make your money on your raffles—just getting them there should be your goal. We will entertain them, educate them, and make them glad they came.
- ★ Utilize local talent! A harpist, pianist, or violinist performing during the preview will add to the ambiance of the evening.

- ★ The catalogues listing the art have blank pages that your organization can sell or give away to local vendors in return for refreshments. You may even sell them art for their place of business.
- ★ Use your publicity to create some excitement. One Officer's Club printed a flyer that said, 'Watch Your Mailboxes.' Eight weeks later, they sent one that said, 'State of the Art is coming...;' then another that said, 'State of the Art is here!'
- ★ Contact a local winery, micro brewery, or liquor store for donations to hold a "Tasting" during the preview. A pastry shop, bakery, or restaurant would also make a donation.
- ★ Encourage walk-ins! Put up a sign outside the auction location saying simply: ART AUCTION TONIGHT!
- ★ Send us information about the company(s) that make donations, and we can print an advertisement in the catalogues that we use for the Auction. It could include information such as: 1.) The name of the company and a copy-ready logo. 2.) The name of the owner. 3.) What their specialty is.
- ★ Pre-Auction cocktail parties at a member's house could ignite enthusiasm. Schedule a pre-auction "cocktail dinner" with an international theme to draw an audience. Take dinner reservations (along with auction reservations). The admission price covers the dinner and auction. Different members can hold different themes: Italian, Chinese, Fiesta, Greek, etc.
- ★ Radio and Television Stations can "advertise" your Art Auction as a public service announcement at no charge. We have a step-by-step form that takes only 5 minutes.
- ★ Offer a few dollars off the admission price if they buy their tickets in advance.

🕒 YOUR TIME LINE SHOULD BE 🕒

- 8 WEEKS BEFORE THE SHOW:** send out a teaser flyer:
"Something's Coming"
Create some curiosity!
- 6 WEEKS BEFORE THE SHOW:** send out a flyer with what, when, where
- 3½ WEEKS BEFORE THE SHOW:** mail your invitations
- 3 WEEKS BEFORE THE SHOW:** send out another flyer to advertise any incentives
- 10 DAYS BEFORE THE SHOW:** follow up with a reminder phone call to ensure your required 100 people