



How to Host a Silent Auction

Silent auctions are very successful and fun wrap-around events that appeal to many crowds. Here are some helpful tips to help plan your event.

Set Goals:

You are going to want to set goals for the number of attendees, overall dollars raised, and of course, your silent auction items. Remember, you will probably end up pairing items together, so if you want to have 25 baskets, you will need twice as many items donated.

Find Good Support and Volunteers:

Build a committee of friends, family, colleagues, community members, etc. to help reach your goals. Find people with different talents and strengths that can help you sell tickets, get publicity for your event, solicit auction items, assemble baskets, prepare food for your event and help you with set-up/clean-up activities.

We recommend that you have at least two volunteers to oversee the main aspects of your auction. These individuals will be in charge of helping you set up the auction items and monitoring the items during the event. Additionally, they can make announcements letting your guests know when items are being closed out. This is a great way to encourage last minute bidding and to build suspense! Additional volunteers can help with this process and help distribute auction items to the winners.

Find Attractive Auction Items:

In order to guarantee a better chance at receiving bids on your auctions you will need to have items that appeal to a broad range of interests. Some ideas include gift baskets, sports memorabilia, event tickets, movie tickets, and restaurant gift certificates. Make sure you include items of all price points so everyone can participate in your event. Also remember auction items don't have to be things, they can be services. These can include offering your beach or ski house for a weekend, having your teenager offer a night of babysitting or pet sitting, or even volunteer your walk team for a morning of yard work!

You can also use add-on fundraisers like 50/50 raffles, grab bags, and door prizes to appeal to all interests and give everyone a chance to take something home!

Contact your local Autism Speaks office for autism-related materials to display at your event, such as brochures and Walk Now for Autism Speaks banners.