

**EVENT PLAYBOOK**

Silent Auction Guide

Run a silent auction that raises funds and awareness.

Plan

- Set a date, venue, and fundraising goal.
- Recruit a small team: solicitation, setup, checkout, promotion.
- Solicit donated items from local businesses (offer a thank-you and receipt).
- Decide on bidding: paper sheets or a mobile bidding app.

Set up

- Group items into attractive lots with clear starting bids.
- Create a bid sheet for each item with a minimum raise.
- Display the Foundation's story, donate QR code, and mission.
- Set a clear auction close time.

Run & close

1. Welcome guests and explain how bidding works.
2. Announce 'closing soon' warnings to drive final bids.
3. Close on time, tally winners, and handle checkout.
4. Thank winners, donors, and volunteers; report your total.

Make giving easy

Add jadabascomfoundation.org/donate and the donation QR to every table for guests who want to give beyond the auction.