

## **\*Ways and Means Committee**

**PURPOSE:** Holiday auction fundraiser which supports SGC community projects  
**YEAR:** 2019-20  
**CO-CHAIRS:** Sue Brickman and Catherine Mueller

### **General Description:**

- Attend all SGC Hort and General meetings prior to auction to announce/promote the auction.
- Write monthly Board reports and attend Board meetings.
- Newsletter submissions.
  - Monthly submissions to be light, enthusiastic and fun.
  - Include 'asks' for auction items and experiences, pertinent information about auction, date/time/place, highlights of donations/experiences, latest news.
  - Include finalized experiences in Nov newsletter so members can pre-shop and check their calendars.
  - Post auction. Continue to post experiences which have spaces available.
- eBlasts. Send 2-3 pre auction with detailed experiences and hot offerings.
- Keep track of expenditures/receipts. Submit to Treasurer for reimbursement.
- Greater Giving (GG) software is used to enter and analyze all data of donations including donors, attendees, items, experiences, values, etc. Reports can be run pre and post auction to determine exact up-to-the minute stat's, TY vs LY data analysis is excellent.
- Send email receipt of purchases to all auction attendees' week after auction using GG.
- Email and mail (those donations without email addresses) tax receipts to donors in the New Year.
- Assign W & M committee members to manage specific experiences, i.e., confirm guests, fill spots from waitlist, coordinate with hostess, correspond with attendees, etc.
- Bring sign-up sheets to Hort meetings for post auction signups of unfilled experiences.
- Chair spring Board Cocktail party in non-GCA flower show year.

### **June/July**

- Finalize W & M committee list for upcoming year.
  - Double check list and contact those members from previous year if they are not on list and those who you feel may be interested.
  - Send email to all committee members and thank them for their participation.
  - Send finalized list to Corresponding Secretary for yearbook inclusion by July 1<sup>st</sup>.
- Determine kick off date for W & M meeting in August

### **August**

- Create meeting schedule through entire season up until auction.
  - Meet for kick off meeting in August
  - Plan on meetings every two weeks starting right after Labor Day.
    - Wreath making meeting 2-3 days prior to auction.
  - Check SGC calendar and input all meetings including auction setup date. Include time/meeting address and all email addresses in SGC calendar. Setup reminder emails to go out several days prior to meeting (SGC calendar lets you do this).
  - Send email to all committee members and President with meeting schedule and remind them the SGC calendar has all meetings entered into it.

- Create Procurement form for current year, upload to SGC website, link to Greater Giving website, print off around 80 copies to bring to all meetings. Kim Bishop can help with this.
- As committee determine *firm deadline* for items and communicate to members throughout the season.
- Greater Giving, this is our auction software.
  - All procurement forms are entered into GG as well as members are able to access GG directly to input (preferable) their donated items, angel donations and RSVPs.
  - Historically Patsy Pattison does our banking and is our GG guru. Suzette de Turenne enters procurement forms and creates verbiage for all posters. Literally dozens and dozens of hours are worked inputting items, creating verbiage, etc.
  - We are trying to move more on-line input from our members so learn how to include links to forms, reservations and donations in newsletters & eBlasts.
  - All items entered should have event date and time inputted into GG so all post auction receipts will show this.
  - Have Suzette make certificate items a different number series to help make check out easier. Ex: Mariners tickets, opera tickets, etc., make 400 series.
- September newsletter is due August 17th. Include a 'Save the Date', encourage item & experience donations, and ask for volunteers. Create excitement!

## September

- Attend the SGC Fall Picnic. Give brief, enthusiastic pitch for the auction, ask for experiences, great items and Angel donations. Don't be shy, have fun!
- Set out procurement forms with the name badges for members to grab at all meetings.
- October newsletter is due on September 17th. Include GG links for the procurement form and Angel donations.
- First W & M committee meeting right after picnic.
  - Possible agenda to include discussion of expectations of committee members and break down of individual responsibilities. Review recap from January with all members.
  - Discussion of main tasks and assignment of these to committee member to spearhead (could be one or more members for each assignment). Some suggestions:
    - Donated items – receiving & storage of, delivery day of.
    - Volunteers – solicits, trains and oversees
    - Events – oversees procurement of events/experiences
    - Poster making – works alone or with a designated team.
    - Program and display – plans layout for tables, items, posters at SC and works with Chairs to implement.
    - Banking team is chosen by Patsy Pattison. DO NOT RECRUIT. Patsy will choose her team.
- **Create Auction Invitation and Angel letter.** This will go into November newsletter and mailed to those who do not use computers. See past examples for wording, graphics, etc.
  - Decide upon RSVP deadline with Meeting Arrangements
  - All checks (Angel, guest and/or luncheon) to one person, Meeting Arrangements. She will enter them into GG and then pass on to the Treasurer.
  - Checks are preferred (we pay a credit card fee) however anyone registering on line will then enter their credit card into the GG system and this is perfectly fine and helps with check-in and check-out.
  - Meeting Arrangements will use GG to register attendees and manage table arrangements.

## October

- Meetings every two weeks to check up on progress, polish experiences and brainstorm.
  - Keep discussing what experiences worked, didn't work. What items sold and didn't sell, repeats from past years, new ideas.
  - Try for approx. 15 experiences. Too many dilutes the experiences and then do not sell out. We want them to sell out, they are the bulk of our revenue!
  - Floral Design committee comes up with theme for the auction.
  - Discuss possible entertainment/music.
  - Signature cocktail both alcoholic (wine spritzer type) and non-alcoholic.
  - Confer with Meeting Arrangements.
- November newsletter is due October 17th.
  - Include GG links for angel donations, procurement forms and RSVP.
  - List as many finalized events as you can with their dates
  - Encourage attendance, donations, angel donations, bring a friend.
  - Remind members of the deadlines for RSVP and item donations along with drop off locations.
- October board meeting
  - ask Chairs of Floral Design, Photography, Provisionals, Horticulture, Conservation... to have their committees create an event or item for the auction. Deadline October 31<sup>st</sup>.
  - Get ideas of locations and date for the Board Cocktail party from Board members.
- Floral Design Committee comes up with auction theme and will coordinate all centerpieces. Provisionals are each required to make an arrangement. They are delivered early the morning of the auction. Floral Design makes sure there are enough centerpieces.
- Work with Meetings Arrangement Chair regarding setup for auction tables and banking. She will work with Sunset Club (Stephen) to go over table placements for auction, banking and luncheon. She is also in charge of the menu and seating. Decide whether or not to include a signature drink.
- Instruct membership how to use GG at general and hort meetings.

## November

- Meetings every two weeks to finalize all progress and polish experiences.
  - Create deadline for item donations.
  - Make two poster/signage making meetings.
- Mail Angel/invite letters first/second week of November to all sustainers, non-resident and honorary members. See list from previous year and amend as necessary.
- Send first eBlast 2<sup>nd</sup> week of November.
  - Include firm/finalized experiences and some great items.
  - Keep asking for items!
  - Include instructions on how to use GG to RSVP and for item and angel donations.
  - Include drop off points for item donations.
- Send 2<sup>nd</sup> eBlast last week November.
  - Detail experiences w/dates include some great items.
  - Include GG links for RSVP, item & angel donations.
  - Encourage bringing a friend to auction.
- Send around auction volunteer sign-ups at meetings as needed. Do this the last meeting before the auction.
- Auction 101 presentation at CUH meetings – 'How to Register on Line'
- Enter finalized experiences into SGC calendar.
- Patsy Pattison, aka The Bank, may want to meet in person with banking team and review GG.

## December

- Send 3rd and final eBlast 3 days before the auction.
  - Include all experiences and certificates w/date. Be detailed and to the point.
  - Remind everyone to check and bring their calendars for experience signups.
- **Several days prior to auction**
  - **Print bid sheets (and wait lists).**
    - GG software will generate these based on your input, double check for accuracy.
    - Print on two-piece stock (call Fed/Ex, Kinko a week ahead to be sure they have this type of paper).
    - Run a test sheet first. Years past there has been issue with lines not showing up on printed version.
    - Print extra blank bid sheets.
  - Affix silver stars to all certificate item bid sheets. *We may run certificate items as a separate number run in GG system to alleviate having to do this, i.e., 400 series for all certificate items.*
    - Those Certificate items which did not come with a certificate by those who donated (companies, restaurants, services, people) will need to be emailed or mailed via USPS. Suzette generates these thru GG and sends to Chairs.
    - Experience certificates will be emailed to winners eliminating the need for printed certificates. Suzette generates these thru GG and sends to Chairs.
  - Check stock of working pens
  - Order Balloons (Burnley likes to do this)
  - Check with Burnley for greenery for the auction tables. She likes to supply this.
  - Send out Wed and Thurs schedule to the volunteers.
- **Wreath making party 2-3 days prior to auction.**
  - Committee members create these for their donation. Usually hosted in someone's garage or basement. Each member brings their own blank wreath and decorations.
  - Procurement forms for wreaths to be made at last minute.
- **Day prior to auction.**
  - **Setup at the Sunset Club.** Deliver all tangible items, setup tables, displays, put bid sheets on clipboards w/pens, setup all posters, etc. Setup banking area, hardware, etc., and prepare all laptops by downloading GG onto them before the auction.
  - Poster at registration table stating, 'Registration opens at 10:15 a.m.'.
- **Day of Auction**
  - **Arrive early. All W & M committee and volunteers.**
  - **Keep doors closed until start time.**
    - **Poster at registration table stating 'Registration opens at 10 a.m.' is up.**
  - Last minute check and fluffing of items.
  - Train volunteers.
    - How to close a sheet.
    - How to close a guaranteed bid sheet.
    - Show examples of sheets closed out correctly and those not correctly.
    - Help show members to pick up items with bid sheets after lunch.
  - Place balloons by closing sections.
  - Place check out instructions on dining tables.
  - Setup angel donation station by registration tables and determine if another outpost should be setup in the silent auction area. We had 6 areas for Angel sign ups.

- You may receive day of donation items, be prepared to set those up (food, plant).
- Make sure gift certificates are not floating around. They go directly to the Bank.
- Open the doors!
- Announce closing times of sections several times.
- Announce when lunch will be served. Encourage buying!
- **Check out**
  - Be on hand to help with any situations.
  - Help winners collect their items and help pack if necessary.
  - Have several people stationed at the entrance doors to supervise the removal of items and eliminate things taken by mistake or otherwise. Bidder/winner should pick up the yellow copy of the bid sheet with their item and pass out the door giving the sheet to the person stationed there who has verified all is correct.
  - Patsy and team will provide certificates to those certificate items. Certificates not given by the donors will be generated by Suzette and emailed to the chairs to send to winners.
    - All certificate items should be their own number series to aid in checkout, i.e., mariner's, opera, ballet should all be 400 series.
- **Clean up**
  - Take home all clip boards, pens, posters and store until next year. Need lots of helpers for this.

## **December Post Auction**

- **Day after auction.**
  - Patsy will email all bidders a receipt of their purchases. Be sure that all Experience receipts include the date and time.
- Email W & M committee thanking them for their invaluable help all season long.
- December 17<sup>th</sup> is deadline for January newsletter.
  - Recap auction success, thank all donors, volunteers, etc. Include separate list of Angel Donors thanking them.
- Assign experiences to the W & M committee to manage. Generally, the person(s) responsible for bringing the experience to auction should be the one to manage it.
- Send experience attendees their experience certificate via email. These are generated thru GG by Suzette and are given to W & M chairs.
- Certificate items which did not come with a certificate by those who donated (companies, restaurants, services, people) will need to be emailed or mailed via USPS. Suzette generates these thru GG and sends to W & M Chairs.

## **January**

- Tax letters are generated through GG and emailed by Patsy/The Bank. Those donors who do not have an email listed need to be mailed tax letters. Patsy will generate these and give to the chairs to mail via USPS.
- Write thank you notes to Angels and donors as seen fit.
- Enter all Experiences into the SGC master calendar along with the time.
- Send list of Experiences, waitlists and attendees to all W & M members.

## **Spring and beyond**

- Promote events with empty spots in the monthly newsletters and at meetings.
  - Take sign-up sheets and posters to the meetings.

- Promote chronologically featuring the fast approaching experiences. You do not want to overwhelm the members with the entire year of experiences at each meeting or newsletter.
- Any new attendee to Experience must write check to SGC, note the experience number and name on the check and mail to treasurer. Treasurer then notifies Patsy/The Bank who then enters that information into GG. This ensures there is proper tracking of the event in GG and SGC is collecting experience fee.
- W & M committee members who are assigned an experience duty
  - Confirm who is attending
  - Fill from waitlist
  - Contact hostess of event with those attending.
  - Hostess will take over with instructions for attendees regarding the experience.
- Chair the Board Cocktail Party usually during the warmer months, May or June.
- Final responsibility:
  - Prepare auction material/notebook to be given to new Auction Co-Chair at the In/Out board meeting.
  - Meet with new Auction Co-Chair to help share more information and insight.

Respectfully submitted,

Sue Brickman and Catherine Mueller

2019-2020 Co-chairs of Ways & Means