

Live Auction Checklist



Display area

- Live auction items are on display during the silent auction
- Good lighting
- Items are displayed in one place – not scattered around the silent auction
- There is a sign identifying them as Live Auction Items
- Located conveniently close to the silent auction

Item numbers

- Items are numbered
- Numbers are large enough to be easily seen
- Items are displayed in numeric order
- Numbers are in the same order as in the catalog

Item displays

- There is enough space between items as to set each one off
- Items have pictures or attractive displays to draw attention
- Descriptions are displayed with each item
- Description are large enough to be easily read from 4 feet away
- Descriptions have descriptive headings
- The items' main features are described in bullet points
- Descriptions are standing up

Activity preceding the live auction

- Items (or their displays) are moved to the stage area for display during the live auction
- No long-winded speeches, awards, entertainment, etc. that cause the live auction to start late
- Live auction is started during dinner or dessert
- Good “emotional appeal” speech or video

During the live auction

- Good sound system
- Everyone in the audience has a place to sit
- Good auctioneer
- Good item describer
- Good display people and/or PowerPoint slides
- Good bid spotters
- Fund-a-program is done effectively
- Everyone has a bid number
- Bid numbers are big and bold – black on a white background
- Centerpieces are short enough that guests can converse over them
- There are no breaks except for drawings and Fund-a-program's emotional appeal
- Items are affordable and have wide appeal
- The room is light enough for the auctioneer to see well
- The auctioneer is not blinded by a spotlight