

# Jeremy Dale's Confidential Guide to the perfect Charity Golf Day (part three)



## Ideas for a successful charity auction

An auction is a vital part of the fundraising effort but unfortunately the results can be very variable.

In my experience as a charity golf day organizer, guest and increasingly frequently as an auctioneer, it is really important to get the auction right!



## Charity Auction Do's and Don'ts

Here are some fully tested ideas about how to maximize fundraising without the whole evening grinding to a halt because of an auction that either lasts too long or is not entertaining enough to hold your guests' attention.



## Experiences make the best items.....not memorabilia

It sounds obvious but a successful auction has items that people really want to buy!

As a general rule, source items that are EXPERIENCES rather than signed memorabilia. Big game tickets, fine wine tastings, a holiday home for a week or lunch with a top business person are all great for auctions because they are experiences that will appeal to everyone in the room.

Four-balls at famous courses are also good sellers, especially when accompanied by a celebrity or golf professional because they are items that people cannot usually buy and will provide great days out.

There is a huge amount of signed memorabilia on the market and it no longer has the scarcity value it had in the past.

In particular, avoid signed shirts for specific football teams. A Chelsea or Man City shirt limits interest (and bidding) to supporters of that particular club and the returns are often disappointing.



## **Hire a good auctioneer and give him your best FIVE or SIX items.....and no more!**

DO hire a good auctioneer to make the auction process entertaining – a bad one will deflate the whole evening!

An experienced auctioneer will earn you much more in increased bids than you pay him and direct your guests to the silent auction in an engaging way.

Auction your best five or six items 'live' – any more means it can take too long.

An auctioneer who feels he has to rush through each item will have less time to interact with the audience.

**Please call me on 07748307849 if you would like a recommendation for a good auctioneer in your area.**







## Help the auctioneer with bid spotters and table numbers

Some rooms are easier for an auctioneer than others and it is hard to look in all directions at once so have some bid spotters standing at the sides of the room alerting the auctioneer to bids he may not easily see.

To also help him keep track of bidders, make sure all the tables have numbers and make the signs visible to the auctioneer from his position.....this will also help you locate each item winner with a contract after each item has been won!



## Allow your guests to donate at leisure with a really good silent auction!

Put the rest of the auction items in a silent auction and make sure there is some variety in the value of the auction items.

Do include some smaller items. Not everyone can donate large amounts so give them a chance to buy something and feel comfortable about having done what they could for the charity.

## Should you run the silent auction yourself?

If you run the silent auction yourself, you keep all the cash BUT you have to source all the items and collect all the money yourself on the day.

A specialist company that runs the auction will not charge you directly but will necessarily keep some of the money for their costs.....the advantage is that they save you time, effort and worry.

Either way, by having a silent auction you will take the pressure off your live auction, make it more entertaining and ensure the evening doesn't drag on too long.

**Please call me on 07748307849 if you would like a recommendation for a silent auction company in your area.**



## A personal experience.....how getting the auction right helps you hire a great speaker!

One last tried and tested idea.....you CAN probably afford to hire a really good after dinner speaker IF you get the auction right.

For one my own charity events, I hired a famous sporting speaker who I knew would be brilliant.....but expensive.

## How to earn back the speakers fee IN FULL

I also paid him his full fee of £1650.

This was money I did not really have BUT, in fact, it turned out to be worth every penny.

When negotiating with his agent, I did not query his fee but I did ask him to donate two big match tickets and lunch with him as a prize for the auction.

This was something he was happy to do and was a masterstroke because it sold for £2000(!) so I had earned £350 for the charity without even asking him to work for less than his usual fee.

Needless to say, he gave us a fantastic performance and absolutely made the night.



## Giving you great value at your charity golf day

It was a great professional lesson for me too.

As a golfing entertainer and trick shot artist, I am frequently invited to perform at charity days. I always offer an auction prize and some on course fundraising options so that anyone who hires me has the same experience as I did at my charity event.

It is a winning formula.

**For full details of the Jeremy Dale Golf Show charity golf day offer.....click this link..... <http://www.jeremydale.com/charity-golf-days>**





## **The Next Step.....**

**Thanks for reading. I hope you enjoyed the articles and that they will help you with your next golf day. Of course, you may want more ideas, suggestion and references so please email or phone 07748307849 today to arrange a no obligation call.**

**Kind regards, Jeremy.**

Jeremy Dale  
2015 Villages Golf Entertainer of the Year  
PGA Coach  
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**Delight your guests with the most entertaining hour in golf with Jeremy Dale and get great corporate golf day advice**

**Email [Jeremy@jeremydale.com](mailto:Jeremy@jeremydale.com).....or call now for a (free!) no obligation chat about your day 07748 307849.**

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