



royal manchester
children's hospital **charity**
supporting excellence in treatment, care and research
Registered charity number 1049274

Guidance for Volunteers and Authorised Fundraisers

Hosting an Auction

It is important to maximise the fundraising potential of any auction. To help you do this we have compiled some guidelines on how to run a successful auction.

- Secure the services of an auctioneer. The auctioneer should be able to work the room, inject enthusiasm and humour into the proceedings and drive the auction to ensure the maximum return for each lot.
- Do not let your auction go on for too long. An auction that runs on for too long will bore people and you will lose their interest and therefore not achieve the maximum return on each lot/prize.
- Ensure that you take payment for each lot/prize on the night.
- Do not release a lot/prize without payment. If the winning bidder is unable to make payment on the night then agree to send the prize on once payment has been secured.
- If the winning bidder wishes to pay by cheque we recommend that a credit card guarantee is also taken.
- Unless the winning bidder pays by cash always take their address and telephone contact details.
- The Charity has a template payment capture form which is available on request.
- Please note that the Charity is not able to claim Gift Aid against payment for auction items. Charities are only able to claim Gift Aid against personal donations and are not able to claim Gift Aid when the donor will benefit by making the donation.