



## **Job Description: Auction Committee Chair**

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### **VOLUNTEER POSITION:** Benefit Auction Committee Chair

This is a position that should be filled by a current parent for any and all who are interested fundraising and supporting Steppingstone School.

This person would be the leader of this Auction Committee; planning, organizing, and managing the Annual Benefit Auction, the primary fundraising event for Steppingstone School.

**TIME COMMITMENT:** Entire school year, beginning in August and finishing in June (though there may still be discussions through email over the summer months)

**DESCRIPTION:** Responsibilities include the organization and implementation of Annual Benefit Auction by the Steppingstone School. The Auction Committee Chair runs monthly meetings starting in August and moving to bi-monthly meetings typically in March and April (potentially weekly meetings just prior to the actual event). Auction Committee meetings typically last 1-2 hours with special meetings, such as Wrapping Day, requiring a longer commitment. Meeting can be held in person or via Zoom Meetings using the school account.

Project Management is a key focus for the Auction Committee Chair to make sure the main fundraiser for the school is highly successful each year. The parents of Steppingstone School decided they wanted to limit the amount of fundraising required throughout the school which makes the Benefit Auction critical to bringing in monetary support for the school and the students. The event typically has 200-300 guests each year with Silent and Live Auction, dinner provided, raffles, live entertainment, school presentations, and an Annual Giving portion.

See Monthly Duties below for more information.



## **GUIDELINES:**

- Run committee meetings, preparing an Agenda for the meeting, and providing Notes afterwards on what was discussed at the meeting to all committee members
- Determine, with the committee, the Calendar for the Auction Committee Meetings and events such as Wrapping Day, deadlines for various items (state raffle license, state liquor license, donations, etc.) and the next year's date for the Benefit Auction.
- Update the Benefit Auction Trifold, the ASK Letter, the Donor Letter, the Sponsor Letter, and any other document needed for distribution; the event Poster and Save-the-Date Postcard is typically created by the Marketing Committee.
- Work with school administration to get the Marketing Committee items printed for distribution
- Determine the Pick-A-Prize items for the raffle and assist with gathering the items for each prize
- Organize the Wine Raffle and make sure there is enough wine for each of the tiers
- Organize the alcohol needed for the Bar
- Set ticket price for Raffles, the event, drinks at the bar, basket items/gift certificates, and anything else available for purchase
- Work with school administration to get the Raffle and Liquor License from the State
- Assist the Acquisitions Team for acquiring donations for both the Silent Auction and the Live Auction
- Assist the Promotions Manager for promoting the Benefit Auction and increasing ticket sales
- Prepare presentations for promoting the Benefit Auction at such events as Orientation Day, the Science Fair, Winterfest, and others as required.
- Assist with PowerPoint slide show used for advertising at the Benefit Auction both on the main state and the side monitors
- Prepare the Order of Events by working with the committee
- Assist with the materials needed for the Master of Ceremonies, the Auctioneer, and volunteers making follow up phone calls (all have prepared scripts)
- Attend the Benefit Auction to conduct the Raffle drawings and make any necessary announcements
- Work with school administration to make sure all unsold tickets are accounted for and returned to the school



- Assist school administration with final reports and analysis of the Benefit Auction
- Be a Leader and Project Manager to work with committee members, other committees (such as Marketing), school administration, parent, donors, sponsors, and vendors

### **Monthly Duties:**

**August:** The first Auction Committee meetings begin at the end of August just before the start of the new school year. Typically this is scheduled during the last week of the month.

- **Calendar** – set the committee calendar for the year
- **Volunteers Needed** – identified which positions are vacant and begin planning for the first day orientation to ask for additional help from the parents
- **Orientation Day Speech** – work with Head of School for the orientation day speech where we explain what the committee is about, what our general plans are for the year, and ask for volunteers to fill vacant positions. Also, make sure to mention when the next meeting will be for anyone who wants to join in to see what the committee is working on.
- **Any Changes for the Auction** – this is the time to start discussions on any changes to the Benefit Auction. For example, we previously had removed a Costume Contest and Quiz Bowl to add the Wheel of Fortune Wine Raffle instead.

### **September:**

- **Welcome** – welcome the new members to the committee and thank everyone for volunteering.
- **Benefit Auction Ticket Prices** – the prices are typically \$85 per person or \$800 for a table of 10. We also typically offer an Early Bird price which is \$75 per person or \$750 for a table of 10 with the offer ending on January 1<sup>st</sup>. However, price increases are sometimes needed and each of these items need to be finalized for the marketing materials.



- **Marketing Materials** – all the marketing materials need to be identified and assigned. This list includes the **ASK Letter** for donations, the **Benefit Auction Trifold**, the **THANK YOU Letter** for donations, the **SPONSOR Letter** for the Auction, Social Media advertising (working with the Promotions Manager and/or the Marketing Committee), and any posters needed for advertising the event (posters are typically created by the Marketing committee). We do have templates for all of these items but they need to be updated with the current school year's event as well as the special purpose for the Auction Benefit (usually identified by Head of School). All templates are stored on the school's Google drive; see school administration for access to the materials.
- **Save-the-Date Postcards** – if, for some reason these weren't mailed out in June, then these must be mailed by the end of the month; work with the Acquisitions Team to get the items mailed using a mailing list generated by the school administration (typically Jason Roder).
- **Prep for Parent/Teacher Conferences** – identify anything needed so we can follow up with parents at conferences. This can include both vacant positions as well as any donations needed for either Winterfest or the Benefit Auction (such as gift cards or cash donations).

## October:

- **Donor Letters** – the Donor and Sponsor letters should be mailed by the end of October for the Benefit Auction for any company doing budget planning for next year. Everyone needs to go over the letters looking for spelling errors and making sure everything is updated. Once approved then the letters can be mailed out by the school using Steppingstone Letterhead. The Acquisition Team can create the mailing list based on previous donors working with the school administration (typically Jason Roder).
- **Benefit Auction Live Entertainment** – this needs to be determined at this time for the marketing materials. What type of musical entertainment is desired, the costs involved, and any possible sponsors for the group (both their performance and a table of 10 for them to sit at for the evening).
- **Benefit Auction Special Venues** – this is like the Sake Tasting that we had at the 2023 Benefit Auction. Need to decide if you want this option at the Auction Benefit then what will be offered and what costs are involved (if any). With the Sake Tasting, it was a business who offered the event free of charge with only a limitation on the amount of Sake that would be available.



- **DJ for the Benefit Auction** – we typically use the same person everyone but this needs to be finalized by November should a different DJ is needed.
- **Auctioneer for the Benefit Auction** – this needs to be finalized by November; see Head of School for further assistance.
- **Master of Ceremonies for the Benefit Auction** – this needs to be finalized by November; see Head of School for further assistance. In the past this has either been a parent volunteer or the Auctioneer (at an additional cost).
- **Vacation Packages for the Benefit Auction** – usually this month we finalize which Vacation Packages are going to be included with the Auction Benefit. This typically have \$0 cost to us if they do not sell, but do have a fee should someone purchase the trip so the minimum bid needs to be over the booking fee. See Head of School for the current venue for the trips.
- **Marketing Materials** – the marketing materials for the Benefit Auction should be finalized this month and printed. Packets will be given to the students/parents in November to take home and the Social Media platforms all need to be updated including the Steppingstone Website. Typically the Marketing Committee will create the posters based on the theme and the Promotions Manager will handle the Social Media integration.

### **November:**

- **Science Fair** – typically the Auction Committee does a small presentation at the Science Fair. Such items as a pre-made auction basket, marketing materials, and identifying any needs.
- **Benefit Auction Dinner Menu** – typically in November, a day is set with the chef to work out the menu options for the Benefit Auction. Donna will typically schedule this but it helps to have several people at the taste testing to help finalize the menu for all the marketing materials.
- **Donor Letters** – all the donor letters should have been mailed in October but if anything is outstanding, it is important to make sure they are mailed out this month. The Acquisition Chair will have a list of all our previously donors.
- **Auctioneer and MC for the Auction Benefit** – both the Auctioneer and someone who will act as the MC for the night must be identified by this point. Typically we pay for the Auctioneer services at the Live Auction but ask a parent to be the MC for announcements during the night.



- **Winterfest Raffle Parent Pack** – students will get their packets this month and everything needs to be finalized so sales can start for the Winterfest Raffle. Typically materials relating to the Benefit Auction are included such as event posters, the Benefit Auction Trifold, and Donation forms for the Benefit Auction.

### **December:**

- **Winterfest** – typically the Auction Committee does a small presentation at Winterfest. Such items as a pre-made auction basket, marketing materials, and identifying any needs.
- **Parent Donations** – typically we ask the parents for Gift Cards at this time (newsletter and at Winterfest) since many people will get them over the holidays. This is especially true for anyone who gets a gift card they did not want; donate it to the school for the Gift Tree Pick-A-Prize at the Benefit Auction.
- **Donation Status** – we may start getting some donations by this point so it is good to go over with the Acquisition items to see how things are progressing and if any help is needed at this time.

### **January:**

- **Donation Status** – donations will be coming in at this point so you will need to go over all the items. We will also get an idea about how donations are coming along and how the various donors are responding to our requests.
- **Status of Sponsors** – talk about any possible sponsors for the Auction Benefit to cover such things as the Live Entertainment, the Dessert Table, the Bar, the DJ, the dinner at the Auction Benefit, and any tables of 10.
- **Auction Licenses** – this month, both the licenses for the raffles and the bar need to be worked on for the state paperwork. The raffles include the Pick-A-Prize, the 50/50 Raffle, and the Wheel of Fortune Wine/Book Raffle. All the alcohol for the raffles has to be recorded for the state and nothing can be added even to auction baskets once the paperwork is submitted to the state. Only Beer can be included in the raffles; all hard liquor and wine must go to the bar (even if donated in an auction basket). The items at the bar do not have to be itemized on the paperwork as it is a separate license than the raffle ticket license; all alcohol must be listed on the raffle ticket license paperwork (the Wine Raffle in particular).





- **Ticket Sales** – the early bird ticket sales ends in January so the committee should have an idea on how many people are planning to attend the event. Typically we want around 200 people so if the number is lower, then advertising needs to be addressed to increase ticket sales as well as asking parents and board members to get their tickets purchased.

## **February:**

- **Auction Licenses** – both the Bar License and the Raffle License need to be filed by February with the state. The process takes 4-6 weeks with state so depending on the actual Auction Benefit date there could be some leeway on getting this item completed.
- **Planning for Wrapping Day** – this typically happens on a Saturday at Donna's house where we wrap all of the donation baskets. This takes most of the day depending on the number of volunteers. Everything needs to be at Donna's House and we need to ask for volunteers both in the newsletter and in personal emails.
- **Donation Status** – with Wrapping Day, we need to know what has been donated so the baskets can start to be organized. We also need to see if the Acquisition Chair needs assistance to make follow up calls or picking up items.
- **Ticket Sales** – checking to see how the sales are coming along and see if additional advertising is needed. Also need to set a date for when the tables of 10 lists need to be turned into Jason (guest attending).
- **Advertising in the Newsletter** – each week, something about the Benefit Auction should be in the weekend newsletter. Items included details on the Vacation Trips, examples of Auction Baskets, requests for donations, requests for volunteers, and both the Wrapping Day and Auction Day events.
- **Volunteers for Auction Day** – School administration (typically Donna Coffin) starts this, but we need to work on identifying which positions still need volunteers. There is a spreadsheet which identifies all the positions and the school will typically ask individuals, but it is important to help and follow up to make sure things are moving along.
- **Pick-A-Prize Items** – typically we have a Gift Tree, a Craft Beer Bundle, and a Chocolate Basket. If other items are decided on then everything needs to be finalized especially if the Raffle License is going to be filed this month with the state. All items for the Pick-A-Prize Raffles must be secured by mid-March (sooner for Wines and Liquor for the licensing).



- **Live Auction Items** – the list should be finalized on what is going to be offered in the Live Auction portion of the night.
- **Keepsake Catalog** – parent tribute ads, advertising from vendors and sponsors, order of events, live auction descriptions, and the auction special purpose all need to be started with cut-off dates set so the catalog can be finished and printed for Auction Day. Proof-reading is extremely important.
- **Parent/Teacher Conferences** – anything missing for the raffles need to be identified and parents will be asked at conferences to donate the items. Any volunteers needed for Auction Day will be asked as well during the conferences.

**March:** Meeting from March to the Auction Day are typically held in person and not via Zoom. This is because of the need to physically organize and wrap items.

- **Auction Licenses** – the license numbers should come in this month for both the bar and the raffles. School administration (typically Jason Roder) will follow up on the licenses to make sure we are all set for both items.
- **Wrapping Day** – this month a Saturday is usually picked to wrap all the donation baskets. The baskets will then be organized into the sections (A-D) and organized in Donna's garage for pickup on Auction Day. This is a whole day event and the more volunteers that come the better the event goes. IF you are unable to get everything done in one day, it may be necessary to schedule a second date. Usually straggler baskets that come in after Wrapping Day will be wrapped at the Auction Meetings.
- **Ticket Sales** – continue to follow up on the ticket sales to see what additional advertising is needed to reach the 200 mark.
- **Donation Status** – the list should be finalized this month both with the donations that come in as well as the section numbers assigned to each item. A lot of pick up happens this month so the Acquisition Team may need assistance in getting everything from the donors.
- **Sponsors Status** – any sponsors should be identified by this month so remaining un-sponsored items will need to be paid out from the Auction Committee budget money.
- **Boards for Trips and Live Auction**– boards describing the trips should be completed this month as well as all the Live Auction items.





- **Raffle Ticket Bundles** – all the raffle ticket bundles and drink ticket bundles are put together during the meetings. The raffle tickets are bundles per set ticket prices; for example: 1) Drink Tickets – 10 for \$10 or 20 for \$20; 2) Pick-A-Prize Raffle – 10 for \$10 and 20 for \$20; 3) 50/50 Raffles – uses a Deck of Cards that matches the theme of the event; and 4) Wheel of Fortune Wine/Book Raffle – 6 for \$60. Bundles may change based on price adjustments. The bundles are then counted and documented to help track ticket sales.
- **Finalizing everything for the Benefit Auction** – go over anything else that needs to be address for Auction Day including items offered at check in, board game tables (if needed), bar menu, and the check-out process.
- **Keepsake Catalog** – all the items for the catalog should be finalized and proof-read before printing. It takes about a week for the vendor to print the catalog but we usually try to get everything done 2 weeks so we have a buffer for proof-reading everything. A list of all the auction items will be printed as a separate insert for the catalog on the day of the auction.

### April:

- **Benefit Auction Month** – typically the Benefit Auction is scheduled towards the beginning of the month usually before Easter weekend. Depending on the scheduled date, you may have leeway this month to get things done.
- **Volunteers on Auction Day Setup** – School administration (typically Donna Coffin) works on putting this list together for all the volunteers needed on Auction Day. The process starts at 8:30am on the Saturday morning with volunteers picking up baskets from Donna's garage and others showing up at the Auction hall to start setting up the sections, setting up the bar, working on decorations, centerpieces, stuffing the keepsake catalogs, setting up the check-in desk, setting up the raffle table, setting up the gaming tables, and so on. Go over the list with Donna to make sure there is volunteer coverage for all areas.
- **After Auction Meeting** – this usually happens the morning after the Auction Day at the Morse's house around 10am (this year it was at 11am). This is to go over the Benefit Auction to discuss how things went, what went well, what needs to be addressed for next year, and the overall impression from everyone that attended the event.



- **Following up with Bid Winners** – sometimes the bid winners do not pay for their items before leaving the Benefit Auction. By the end of April, every unpaid auction needs to have a follow up call for making arrangements on payment and pick up of their items. If the winning bid still does not pay (or no one is able to contact the winner) then the items are offered to the Runner Up bids on every remaining auction. This is why the Auction Recorder documents the Runner Up bids for the Live Auction items and school administration holds on to the bidder sheets from the Silent Auctions. Hopefully by May, all items are paid for and arrangements have been made for pick up.

### **May:**

- **Auction Benefit Numbers** – go over the sales for the auction and what comments have come in from guests. Work with school administration to create a report that shows all the expenditures and profits for every category (food, entertainment, auction items, etc.).
- **Selling Leftover Items from the Benefit Auction** - there may be items from the Benefit Auction that will not save for another year (perishable or certificate expires). In May, the leftover items are posted through the Newsletter with a reduced minimum bid with individuals sending an email to school administration (typically Jason Roder) to “bid” on any remaining items. The highest bidder will win and can then make arrangements to pay for their item and pick it up from the school. Assist the Acquisitions Team in determining which items to include and the prices to offer.
- **Thank You Letters** – a mailing list is comprised of all the donors to the Benefit Auction (baskets items, certificates, sponsoring, etc.) and a Thank You Letter is sent out to each of the donors and sponsors. School administration (typically Jason Roder) will create the mailing list, and the Auction Committee will create the Thank You Letter. The letters are then mailed out by the end of the month.
- **Next Year’s Auction Day** – the date for the next Auction Benefit should be finalized.
- **Theme for Next Year** – the theme for the next Auction Benefit should be finalized.
- **Update Logo** – typically this just means adjusting the wording such as changing from the 32<sup>nd</sup> Benefit Auction to the 33<sup>rd</sup> Benefit Auction. Marketing Committee has a set logo that will be used for all future Benefit Auctions.



- **Changes for Next Year** – start the process of talking about any possible changes for next year's auction. No decisions will be made at this time; this is only for discussion over the summer so at the August meeting the changes (if any) can be finalized.

**June:** No meeting is needed; all items for June can be discussed through email.

- **Selling Leftover Items from the Benefit Auction** – there still may be items from the Benefit Auction that will not save for another year. Last month an attempt was made through the Newsletter, but this month at Graduation (end of the year event) another attempt is made to sell off the items that can't be saved for next year. Bidder sheets are printed for the remaining items and they are placed on a table at the graduation picnic. The prices are again reduced in the hope of selling any remaining items. Assist the Acquisitions Team in determining which items to include and the prices to offer.
- **Saving Leftover Items from the Benefit Auction** – there may be items from the Benefit Auction that will save for another year. Work with the Acquisitions Team to make sure these items are documented. May need to work with the Winterfest Committee as well to see if any of the items can be used for the Winterfest Raffle.
- **Save-the-Date Postcard** – at this time, a mailing list is comprised of all the attendees of the Benefit Auction. The Marketing Committee can create a new Save-the-Date Postcard for the next year's Benefit Auction (typically Donna Coffin reserves a date by this point) and it is mailed out to each of the guests. The postcard will include the new theme as well and should be designed to match. Sometimes, however, it is up to the Auction Committee to design the postcard to make sure it is mailed by the end of June.

**Additional Items to handle over the summer** – this is just a generic spot for any other items that you might want to address over the summer months.