



4. **Upload & Describe.** Before the auction begins, you can create a separate group for your event. This is important as if you choose to do an event, you cannot place your pictures into albums. You can keep the group closed and unpublished until the event begins. Organize all of your items into album categories such as clothes, household, toys, home décor, etc. It is important to write good descriptions for each picture. What is the condition of the item? What size and color is it?
5. **Categorize.** It is a good idea to create category headers using appropriate pictures with titles attached. After uploading these “category header” images, we sorted all auction items by category. This took a while, but made browsing much easier. On each category header we also listed “bidding increments” so that everyone was bidding by the same rules!



6. **Clear Instructions.** Pin a note about auction instructions to the top of the group page. Make sure you include details including what the fundraiser is for, when the auction ends, when and where pick-up is, and any other important information such as bid increments.
7. **Make the Group Public.** At the opening of the auction change your group from “Private” to “Public”. Also, you might need to go into your settings and change “Who can comment on your public posts” to “everybody”. This way people who are not your “friends” will be able to bid on your auction.
8. **Share, Share, Share!** We had SO many friends share the auction on their Facebook pages and we shared it on our local Craigslist, and local Facebook groups. Be sure to ask people to do this before the auction starts and then put out a request throughout the event.
9. **Closing the Auction.** Upon completion of the auction, we went through and “liked” all of the winning bids and posted a note on each item that the bidding was closed right away. We also sent Facebook messages to each of the winning bidders within 24 hours that included a pdf file of their invoice of won items.
10. **Invoices.** Printing auction invoices was a big help for us. We then sorted every item into piles for each bidder with their invoice attached so that pick up was quick, organized, and easy for everyone.
11. **THANK everyone!** As friends, family, and other supporters come to pick up items, be sure to thank them for their support. It is also a nice gesture to have thank you cards prepared and included with their goodies when they come to pick them up.

## Sample Invoice

# Purchase Order

Auction For (Adopted Child's Name)

To Benefit the Jones Family

Date: May 14th, 2014

Invoice For John Doe

| Item                              | Total          |
|-----------------------------------|----------------|
| Full Size Garland Book Pages #1   | \$5.00         |
| Yard Stick Star (7" life company) | \$8.00         |
| 12" Yard Stick Star               | \$20.00        |
| 7" yard stick star                | \$5.00         |
|                                   | <b>\$38.00</b> |
|                                   |                |
|                                   |                |
|                                   |                |
|                                   |                |

Make all checks payable to **Darla Jones**

PayPal payments can be made to:

[darlajones@hotmail.com](mailto:darlajones@hotmail.com)

Make sure you select gift so that the Jones' don't have to pay the fee.