

# 2021 CAMPAIGN SPECIAL EVENTS

## “RECIPE” BOOK

### Silent Auction

*Shared by UW Credit Union*

#### Contact

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#### Time Commitment

- Low  
 Moderate  
 High

#### Virtual/In-Person/Hybrid

- Virtual  
 In-Person  
 Hybrid

#### Suggested Donation Amount

We created a guide for starting bid amounts based on the items “value”. Sometimes the value of the item is known and for homemade or priceless items we’d ask the donator to give an estimate. During the final week of the auction the ECMs typically lowered starting bids for those items that didn’t have any bids.

#### Donations Raised

In 2020 our Silent Auction raised over \$11,400, which was our highest yet.

#### Description

Every year UW Credit Union hosts a Silent Auction to raise funds for our campaign. Liaisons from each of our departments are responsible for reaching out to local businesses and creatives to solicit donations. Many departments pool funds and donate a themed basket to the campaign and employees are also encouraged to donate crafts or skills.

#### Cost

\$180 for use of online virtual auction site 32auctions (there are different levels for this site and many other options out there)

#### Resources Needed

Our Employee Campaign Managers (ECMs) and department liaisons worked to ask for donations from the community and build internal enthusiasm for departments to donate baskets and other items. Our Executive Team and Marketing department usually also donates bigger ticket items from UW Credit Union partners (UW Madison sporting tickets, Brewer packages, etc.)

#### Instructions

- A month or so before our campaign starts the ECMs onboard department liaisons and they begin reaching out to community businesses for donations. Community donations typically include gift cards and merchandise. Liaisons can also work internally with their team to put together themed baskets (WFH Necessities, Game Night, etc.). The ECMs also put a call out to the organization and encouraged individuals with skills they’d like to share to donate items or their time (learn how to drive a stick shift, knitted blanket, wood working).
- The ECMs manage item tracking and collection using a combination of Excel and 32Auctions. For internal tracking they have liaisons update an Excel file with donated items, a description, pictures. The ECMs would then upload the item to the 32Auctions site.
- We reserved a large room in one of our corporate buildings for all items to be stored. The ECMs work with our Mail Room Clerks to organize items as they are delivered from our different locations.

- The ECMs assigned numbers to each auction item to keep track of everything, both on the physical item and on the website and Excel sheet.
- When the campaign started the ECMs turned the auction on through 32Auctions. The site manages bidding and tracking who has the highest bid. The ECMs could adjust descriptions, highlight items, decrease bidding amounts, etc. throughout the campaign.
- When the auction concluded the ECMs used data from 32Auctions to identify and communicate with winners. We typically host a pick-up day at our headquarters in Madison for Madison-area employees and transport out-of-Madison items to employees at their branch.
- We created an internal form for employees to pay for items electronically in advance. They could also pay with check or cash at the time of pickup (or pay their liaison who would then deposit the funds to the campaign account).
- The liaisons were encouraged to send thank you's to those businesses that donated items to our campaign.

### **Best Practices**

- We usually have over 150 items to auction off, so it can be difficult to keep track of everything. Having a process in place to track items as their donated and transported is very important to make sure things don't get lost.
- Auction items take up a lot of space so having a designated area where items can be stored and organized is very helpful. Because our pick-up has been in-person, having a large area to spread items out when employees come to pickup is helpful as well.
- Using some kind of online program like 32Auctions makes things manageable. We just set it up at the beginning of the campaign and pretty much don't touch it until the auction concludes.
- We've found success in having a variety of items and price points included in the auction so that everyone feels like they can participate.
- 2020 was the first year we did a call out for employee crafts and skills and we had a number of employees donate homemade items or their time. We think this also made the auction more engaging and added a level of connection that employees were missing due to the pandemic.
- We were concerned we wouldn't get many donations in 2020 because businesses had to close or were struggling. We were surprised by the number of businesses that participate...it never hurts to ask!

### **Sample Communications**

Request for Donation Communication:

Dear **[BUSINESS NAME]**,

UW Credit Union is a strong supporter of United Way. One way we do this is through our annual Employee Community Giving Campaign. Through a 3-week period we provide several opportunities for our employees to give through Special Events, our most popular and highly lucrative event is our Silent Auction.

We seek out local businesses to donate items which are then bid on by UW Credit Union employees. All proceeds go directly to United Way to support programs that address Education, Income, Health. Last year these special events generated over \$20,000 – all of which went to nonprofit agencies to support our local communities.

We are asking you to consider donating anything from a gift certificate to a large ticket item or multiples of both. Your donated items will directly contribute to improving our communities and you will also have free advertising for over three weeks to our company that has over 700 employees!

Thank you for your consideration. It is through your generous donations that we continue to make our communities a better place to live. To make a donation please contact **[LIASION NAME]**, in order to arrange pick up of donation items. We are asking for all donations to be made by October 5th.

We look forward to hearing from you!

**[INSERT EMPLOYEE SIGNATURE AND CONTACT INFO]**

## Thank You Letter:

Business Name  
Address  
Address

Dear Business Name/Contact,

Thank you for your generous donation of \_\_\_ to include in UW Credit Union's 2020 Community Giving Campaign. I sincerely look forward to listing your item and business in our Silent Auction Event and know it will be a great help in making our campaign a success! We hope to raise over \$230,000.00 this year and your donation will help tremendously during our Silent Auction event for employees. All of the proceeds raised through our Silent Auction Event will be donated to numerous United Way Organizations to assist with their efforts of improving our local communities.

Thank you again for supporting our campaign!

Sincerely,

[INSERT EMPLOYEE SIGNATURE AND CONTACT INFO]

## Bidding Guide:

| Value        | Starting Bid | Increment |
|--------------|--------------|-----------|
| Up to \$10   | \$2          | \$.5      |
| \$10-\$19    | \$5          | \$1       |
| \$20-\$49    | \$10         | \$2       |
| \$50-\$79    | \$20         | \$2       |
| \$80-\$99    | \$30         | \$2       |
| \$100-\$149  | \$40         | \$5       |
| \$150-\$199  | \$60         | \$5       |
| \$200-\$299  | \$80         | \$5       |
| \$300 and up | \$100        | \$5       |

## SharePoint Page (with link to auction):

### Silent Auction

**Date:** The auction will run Nov-November 5<sup>th</sup> at 3pm.

**BID NOW**

**Pick-Up:** We will be doing pick-up and payment on November 12th from 8-4pm. We will email you following the close of the auction with an option to sign up for a specific time on the 12th for pick-up (to ensure social distancing). If you are outside of Madison or cannot attend at that time, please email [communitygiving@uwcua.org](mailto:communitygiving@uwcua.org)

If you are purchasing an "experience" and don't have a physical item to pick up, you will be emailed after the close of the auction by the Community Giving team with next steps or applicable contact information.

We will accept cash, checks, or [Charitable form withdrawal](#). We cannot process debit or credit cards, sorry.

\*We encourage all employees to follow UWCU Covid-19 precautions when using auction items\*



## Pick-Up Instructions:

### IF they have a physical item to pick up:

Congrats and thank you for your Silent Auction purchase! **You are receiving this email because you purchased an item that needs to be picked up.** Here are the next steps:

1. To ensure social distancing, we have implemented a timed pick-up on Thursday, November 12<sup>th</sup> from 9-4 (3500 Community Room). Please sign up for your time [here](#), as soon as possible.
2. Select your payment option:
  - a. **UWCU Account:** To make pick-up as quick and contact-less as possible, please pay for your item on [Charlie](#) by **NOON** on Wednesday, November 11<sup>th</sup>. Within the form, select **Other** and add **Silent Auction** into the description. If you bought multiple items, add up the total of your items and enter as one transaction.
  - b. **Cash or Check at Pick-Up:** If you don't have a UWCU account. Please bring cash in the exact amount (we will not have change) or a personal check to pick-up. We are unable to process credit or debit cards.

If you have any questions or concerns about the above, please let us know.

Thanks,  
Eli, Emily and Josey

### IF they have an electronic pick-up

Congrats and thank you for your Silent Auction purchase! **You are receiving this email because** your item can be provided electronically and does not require pick-up. Here are the next steps:

1. Select your payment option:
  - a. **UWCU Account Owners:** Please pay for your item on [Charlie](#) by **NOON** on Wednesday, November 11<sup>th</sup>. Within the form, select **Other** and add **Silent Auction** into the description. If you bought multiple items, add up the total of your items and enter as one transaction.
  - b. **Non UWCU Accounts:** If you don't have a UWCU account. Please reply to this email to make arrangements for payment.
2. Once we receive your payment, we will email you specific next steps for your item.

If you have any questions or concerns about the above, please let us know.

Thanks,  
Eli, Emily and Josey