

# FUNDRAISING IDEAS... HOW TO:

## Auction of Kindness



*By fundraising for EEL you'll be contributing to...*

### The Employment of School Librarians in rural West Ethiopia.

The Christmas Big Give is an opportunity for every donation towards our librarian project to be match funded. We can double the money you raise which means a librarian can be sponsored for as little as £100. That's a whole year's income to support a family and a whole year of librarianship to support education.

### WHAT:

Simply ask friends, family or colleagues to donate their 'kind acts' for others to bid on. You'll be surprised at the hidden talents people reveal when they offer to donate their skills to your auction! Kind acts to bid on could be anything from speciality cakes, a lesson in a foreign language, a cookery class, a guided tour of a local park or other tourist attraction, use of someone's swimming pool, a personalised poem or a flower arrangement for your dining table. The list is endless!

### NEEDED:

- Poster / Invite – we can provide template
- A selection of 'kind acts' from different friends/family/colleagues and a contact person for each item
- Email/text message invite that explains how the auction works
- A suitable venue indoors or outdoors with enough seating and a whiteboard or equivalent where all acts that can be bid on are visible
- Access to internet if hosting on Zoom or equivalent
- A willing auctioneer!
- Exeter-Ethiopian Link Leaflets – we can provide

### HOW TO:

- Set a date and time. Decide whether to hold your auction of kindness in your home, in the garden or other outdoor venue, or virtually on Zoom
- If hosting on Zoom or equivalent, make sure everyone invited knows how to access it using the chosen platform
- Create invite / poster and send out – email / social media / hard copies  
On the day..
- Set up the venue with enough seating for all those who have signed up and a list of all 'kind acts' ready for people to bid
- Decide on the minimum bid for each kind act
- Auctioneer to take one kind act at a time and offer it to the floor for bids!
- Check that whoever bids the most for each item knows who to contact as well as how and when they can redeem their kind act
- Thank people for attending and remind them of the impact their donations will have. When possible share with them the total raised