



Silent Jewelry Auction

The Silent Jewelry Auction is a fundraiser that was designed with the sophisticated in mind. The silent auction is a way to bring givers together for the love of jewelry and the support of the MS cause. Jewelry will be provided by a jewelry company who is willing to offer its jewelry and share the proceeds of the auction.

Resources and materials needed:

- Indoor space that can accommodate the event needs (house, loft space, club house, etc.)
- Tables for jewelry display
- Seats and chairs for the guest
- Soft drink and appetizers
- Tables for sign in and MS awareness materials

Confirm the date:

- Partner with indoor facility staff and book a date that works best for you and the facility
- An evening during the week will work best for such an event

Location and date:

- Obtain approval in writing from the event facility manager for the date of the event
- Obtain approval of which objects in the facility can be used for your event

Promote the event:

- Invite your family, friends, co-workers, Atlanta business executives and Atlanta social scene
- Send invites via email and mail that include RSVP's
- Send invites to some of Georgia's city mayors and legislators

Financial donations:

- Sell tickets to the auction at a minimal price
 - Set up a table for straight donations



In-kind donations:

- Provide a list of items to companies that are needed for the event and a date in which you will need to receive them

Volunteer needs:

- You will need roughly 8 volunteers to make this event happen (registration table, host, etc.)
- Assign each volunteer to a station or a position for the entire event
- Schedule arrival, break, and clean up time for the event and volunteers
- Volunteers will be needed event set-up and clean-up

Strategies and tips:

- Gain support from your local community
- All members and volunteers involved in the event should be dressed elegantly
- Make sure the jewelry store owner has insurance for the jewelry
- Have detailed agenda and appropriate documents the day of the event
- Have a run through of the event prior to the event date
- Have extra materials (can never be too sure)
- A few days before the event, call attendees to confirm attendance
- Provide security for jewelry
- **HAVE FUN!!**

