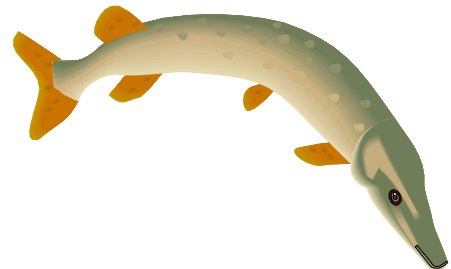
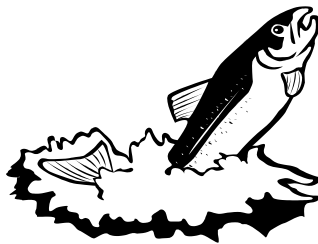
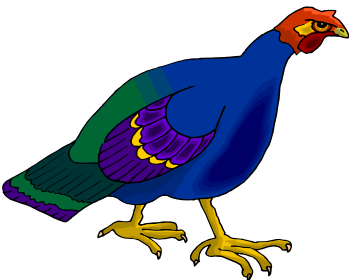
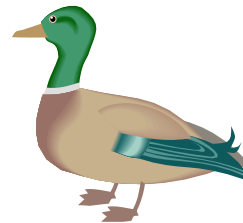
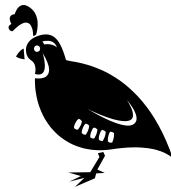
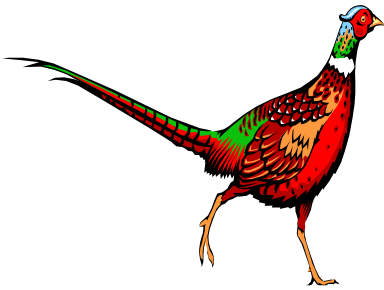
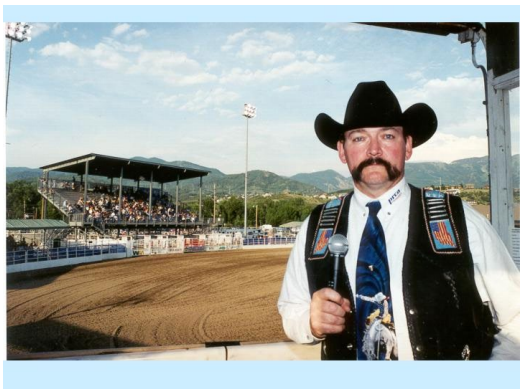




**SO YOU WANT TO HAVE A CONSERVATION AUCTION
BY
COL. LES OHLHAUSER
2ND EDITION
MAY 2004**





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Welcome to the world of conservation fund-raising auction. First, I would like to identify why I am somewhat of an authority on these types of auctions. I am the auctioneer for over 75 auctions each year for conservation groups in the United States and Canada.

The organizations I currently work auctions for are: Pheasants forever, Ducks Unlimited, Quail Unlimited, The National Wild Turkey Federation, Trout Unlimited, Foundation for North American Wild Sheep, Rocky Mountain Elk Foundation, Safari Club International, B.A.S.S., Muskies Inc, NRA, and the Mule Deer Foundation. Let's face it; if it walks, crawls, swims, or flies, I have probably been involved in an auction to solicit funds for the conservation of that species. I also do a considerable amount of livestock and horse auctions. In my free time I announce rodeos and bull riding events.

I have been an auctioneer for over 25 years and have donated my time freely for all conservation auctions, that's right FREE! I have had the rare opportunity to witness, borrow and steal ideas from all conservation auctions. My best year totaled over \$8 million, raised all for conservation organizations. I have assisted different chapters and watched their banquet funds double. **Understand what may work in one state, may not work in another state.**

A point I would like to entertain is that you, the committees are to assume your banquet attendees all hunt, fish, and camp. Do not let your auction title limit you to what you can sell. In the past I have witnessed auctions and have seen the majority of the prints that are indigenous to the conservation group you belong to. Those prints could be: animal/bird/fish/ or what ever you are trying to promote in your conservation organization. Variety is the spice of the auction. Once you have established a mixed bag of prints, outdoor, hunting, and fishing items you have given your attendees a smorgasbord of items to select from.

All of the documentation that is enclosed is strictly **MY OWN** point of view. I hope anything I write does not offend anyone. Utilize what you want for your own function and I wish you the best of luck and success. I have been asked many times, "What is my favorite conservation group?" Folks, all of them, we are all under the same umbrella, conservation, education, habitat of our greatest natural resource, wildlife.

Yours truly,

Les Ohlhauser

Les Ohlhauser

Professional Rodeo Announcer & Auctioneer

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SELECTING THE DATE

The number of people you get to attend your event is going to be based upon aggressive ticket selling, publicity, and the date. The most important thing you have to remember is what time of the year you plan on hosting your banquet. Review the hunting season dates of your state. Never try to put on a banquet during a hunting season. Your attendance will be lower. A good time of the year to have a banquet is from Jan-April or September-December if it does not conflict with hunting season in your state. The majority of the events I do are in the spring of the year. Very little is happening and it is a great way to cure “**CABIN FEVER.**”

Remember you are not the only organization that is hosting a banquet. Check out the other conservation groups and look at their agendas. You can do this by calling the national headquarters of that conservation group. They will give you an idea of what is happening in your area. Many of your attendees are members of these other organizations and can possibly tell you of upcoming events. Ah yes, the **Internet** is another great tool to find out about conservation organizations and events in your area.

Consider the time you want to start your auction. If it is during the week you are going to be working with the working schedule of your attendees. Allow them enough time to possibly go home and get their spouse, change clothes, get the baby sitter, and feed the dog. A majority will come directly from their work place to your event. You have to take into consideration travel time, rush hour traffic and inclement weather conditions. An auction hosted on a Saturday evening gives everyone ample time to get to the banquet.

SELECTING THE LOCATION

The location of our event is very important. Is it conveniently located so all of your attendees can find it? What time will your room or rooms be available for setup? Make sure you and the banquet coordinator are very clear on this time. I have arrived to set up and found another event going on and it set the committee back regarding the time we could set up.

The size of the room is by far the most important thing to be considered. The number of people you will have attending the banquet depends greatly on the size of your room. No one wants to be crowded. Key things to take into consideration are the number of the tables you will need to seat the audience, auction items to be displayed, raffles, silent auction items, and perhaps vendor displays. Do you want to display an ATV or a boat?

VERY IMPORTANT! Get a signed contract with the facility you decide upon. Do not take it for granted you will have the location next year. Someone is bound to get married and take your date.

The lighting is important, you need to have sufficient lighting to let everyone see your items that you are displaying and selling. The lights should be bright during the first part of the event. Turn the lights down for dinner and your guest speaker if you have one. Some people bring ugly dates, just kidding. Once the live auction starts, turn up the lights!

In all probability one of the most overlooked items is the PA system. The ideal PA system is one that has speakers in the ceiling, covering the entire room. If your PA system is located in the podium it will not cover much area. Most locations have a stage they put the podium on. If the PA system is located in the podium they will turn up the volume and deafen those people sitting in the front. Those people sitting in the front are VIP's usually and this is not a good thing.

I like to see a landline microphone and a wireless microphone. Prior to the auction I will take the wireless and walk around to the various raffles, games, and make announcements, drawing attention to the audience. I would not use a lovelier mike. They clip to your jacket or shirt. It is a very small mike and does not have enough drive.

I usually arrive early and check out the system and adjust the volume a little higher. Remember when the room fills up you will have different acoustics. If your location is set up for a wireless mike use them. When the auctioneer is selling a hunting or fishing trip, your donating outfitter can give a description of what you are selling. I generally ask the outfitter/speaker to be on the stage two items prior to that item to dismiss the time it will take walking up to the stage or plain just trying to find them after your event starts. The more information you can give on the auction item SELLS the auction item. Limit their time, they are not running for office!

ALCOHOLIC BEVERAGES

If you have 100 people at your event, you should have a minimum of two wet bars. 200 to 400 people in attendance, you should have a minimum of 4 wet bars. Remember you don't want your bidders **standing in a line**, when they could be buying raffle tickets, putting bids on the silent auction items or reviewing your items for the live auction.

What time should the bars close down? The auction is concluded and now you have everyone trying to clear his or her bills. The majority of the people will wait until the lines clear up before paying their bill. I suggest once the auctioneer says **SOLD** on the last item, the wet bar remain open at least one hour after the auction.

Several organizations will reward the top buyers or the consistent bidders bid a free drink ticket. You wouldn't believe how much mileage you can receive from this little reward. Take the responsibility of making sure that the person who has had too much to drink does not drive. Whoever is in charge of these drink tickets needs to be cognizant of their value and don't hand them out to everyone. **You will be paying for them in the end.**

ORGANIZING THE AUCTION

When is the best time to start organizing next year's event? As soon as the auctioneer says SOLD on the last item. You can always clone the last auction, although variety is the spice of the auction. Remember you are putting on a **fund** raising activity. New fun ideas make the people who attend the last function come back.

The attendees who attend your event don't in all probability attend more than 5 events each year. Considering the cost of your tickets and the amount he or she wants to spend is something you will want to take into consideration.

A good time to start planning your function is a minimum of four months from the date of your event. The first meeting should be the meeting you review last year's event. Accurate records are very important. Review your items that you had and the cost you had invested in them. What was the cost of each item and the profit margin? When I am in charge of the auction I build an EXCEL spreadsheet. I will give a sample of this at the end of this program.

What worked or did not do so good should be taken into consideration. Committee personnel should be assigned to work specific parts of the event: raffles, silent auction, auction, tickets, banquet coordinator, check in and check out. As you progress with the meetings a report should be given by each committee person assigned a specific duty. Brain storming each area gives new ideas and short cuts to accomplishing the mission. Everyone is directly or indirectly responsible for items for your event. **Do not promise your donors that their item will be a live auction item.** Obviously you want the premier items in your live auction to bring you the most money.

Through out the course of the year you might establish new sponsors and donors. This information should be documented by name, telephone numbers, address and what value they could have to your event. A business card will be a great tool. Remember all FREE donated items are where the profits are going to be recognized at the end of the auction.

All items that are donated, sponsored, underwritten, or bought should be recorded. Remember you have to send out thank you notes. Knowing who gave what will bring them back as a donor/sponsor next year, possibly with a more generous offer. A specific location should be established to store these items. Scattering the items between households and business locations is disorganization. Some donated/purchased items are bound to be left off of the list. Make sure donors receive a donation slip for their donation. Remember the IRS.

PUBLICITY

It is now time to let the general public know about your function. Placing posters in key locations through out the community is one way. Sporting good stores, businesses, and local livestock barns, feed stores, service stations and the local store where you purchase your hunting and fishing licenses are good locations. You should target the hunting, camping, and fishing community.

A great way to get some **FREE** advertisement is the local radio stations. Give away some free tickets to the local radio station to give away on the air. The radio station will advertise your function and possibly allow one of your representatives to go on to the air and describe your event. Remember your mission statement of your organization: habitat, conservation, youth programs, and women in the outdoors programs. Expand the knowledge of the general public your goals and past efforts of accomplishments. Why should they attend?

Local distributors of alcohol/beverages can be an asset in getting posters out in the community. These people stop at quite a few stores/businesses and they could be willing to drop off a poster. The more visibility you have the better your attendance will be.

If you are an established conservation organization you should be able to get a list of all those persons in your town or surrounding towns belonging to your organization from your national headquarters. This list is usually a peel off type of label you can put on an envelope and mail. Target those people who live within 100 miles of your event. Get out your business card file and start calling your friends and business associates. Several of these businesses have a fund set up for donations. Perhaps you have just found your newest sponsor?

Wild Wings Gallery located in Minnesota, sells wildlife post cards. I purchase several hundred of these cards. Depending upon which organization I am working with I will send a post card with a picture of that particular animal on the card to my possible attendees. I make the address labels and put them on the post card with an explanation of the event, date, point of contacts, all of the important data. Letters get thrown into the garbage; post cards with wildlife on them get put on the fridge with a magnet. This is a great way to remind your attendees of your event.

The local paper is a good source to place an ad. Tell the people what is going on. Give them a number they can call or list places the tickets will be available. Some functions will establish a telephone number with an answering service. The answering service can be recorded to give out information or it can be an actual person giving out the information. Some services will take credit card orders and mail out the tickets. Remember to give all information that is necessary to get the person to your event.

A good place to start with placing your poster is in your own place of business. It is possible you have hired several new employees who are outdoors type of people. They may not have established new outdoor friends. What better way to establish new friends than at a conservation event? Several organizations will take a featured piece of artwork and display it in a sporting goods store or a business with a poster. It draws attention to your event. Usually a business that displays the item will end up purchasing the item.

This works very well in banks and sporting goods store. It does not hurt to give the manager or president of the store a complimentary ticket. You are receiving free advertisement. Usually several tickets will be purchased by that company for your event. They could get caught up in the excitement of your event and purchase several items.

TICKETS

Now that you have finished the date and the location, it is time to get the tickets out. Your tickets should have all of the important information printed on them. Date, time, location, point of contacts, telephone numbers, a small detailed map on the back side of the ticket and a very important piece of information, your website. It is a new century and everyone has a computer and most organizations have a website. Your website is a very valuable piece of information and I will discuss this later in this book.

Hopefully you have kept a record of last year's attendees. These should be the first people to be contacted. Advance tickets will always be your strong point. You will know how to plan your banquet more accurately with the knowledge of how many tickets you have sold. **NUMBER** all of your tickets. This ticket number can also be used at their bidding number that will be assigned when that person arrives.

All committee members of the event should be able to sell tickets. Review the earlier part of this book under Publicity. Some of these businesses could very well be willing to sell tickets for you. The person on your committee who sells the most tickets should be rewarded as well. An early bird prize for the people who buy advance tickets should be decided. A framed print, a firearm, or something worthy of value will be an attractive incentive for tickets to be purchased early. Remember the more money you deposit also gives you a working capital.

Giving out complimentary tickets to major sponsors or donors is a good way to keep these valued customers. You can sell tickets for individuals, couples, and children or sell a table. Many corporations would like to sit together, so offer a corporate price for the entire table. Make that table reserved at the banquet and it does not hurt to put a bottle of wine or two at that table. Extra attention will go a long way when it comes to bidding at the auction!

Another way to sell more tickets in advance is the Buddy Ticket program. Advertise to your possible attendees that for every member they sign up, both the person who signed the new person up and the new person signed up each will go into a drawing for \$100 worth of raffle tickets. Some events will use a firearm, print, or something else of value for this incentive. Remember each new person is generally good for 10 other names of people they know. Generally the average person spends \$100 at your event. Do the math.

DISCOUNTED RAFFLE TICKET PACKAGE

Several chapters I have worked with do a special on early bird tickets and raffle tickets. Buy your ticket for x amount of money and receive so many raffle tickets at a bargain price. Example: Your meal cost you \$35, charge \$40 or \$45 for your meal per person or \$80 for a couple. Now on your early bird meal/raffle ticket you could charge \$75 per person and include \$100 worth of raffle tickets to your attendee. This is known as a discount raffle ticket package. You are getting paid for the meal and raffle tickets and making money. Raffle tickets are just paper.

Your attendee will look at the options and know that the meal ticket per person is \$40 or \$45 and the raffle tickets would cost them \$100 at the event. They are now spending \$75, saving \$70, and this package is attractive. I have found that once that person gets to the event they will purchase more tickets. This ticket package is prepaid either by a check or credit card and is money in the bank. They generally have forgotten they spent \$75 several weeks ago.

You must have a good selection of raffle items in your general or bucket raffle. I usually suggest you put a firearm in the general raffle. You can change the amount of this ticket, as it will greatly depend upon the cost of the meal per person in your area. I live in Denver and most meals cost the committee \$35 to \$45. I have been to functions in smaller towns in Kansas and Nebraska and they will serve you a half a cow for \$10! That same \$10 in a large city, you might get the silver ware and the plate, but no food.

If your organization does not require your attendee to be a member you are ok on this matter, as you will not have to charge for a membership as well. Your person is getting a meal and \$100 worth of raffle tickets for \$75. Raffle tickets are just paper. You can structure this ticket by the cost of your meal ticket and raffle tickets. I know of several chapters who made over \$4000 profit on just early bird discount raffle ticket packages. Another good reason why you should have a website. I will have a copy of a discounted raffle ticket package as an example at the end of this book for your review.

THE PROGRAM

The program will be the most important piece of literature you hand out. This should be placed at each dinner setting or handed out when the attendees pick up their packages at the door. Always have enough programs. Prior to the auction starting ask your audience if they in fact have a program and if not where they are located. Get several of your committee personnel to hand them out. The program should be attractive, several organizations have a program cover preprinted by their national headquarters. It is just a matter of ordering the programs well in advance of your function. The program should be outlined with the following information:

1. Cover Page
2. Inside cover
3. Directors / Special guests, letter from the chair person and the mission statement
4. Method of payment (List exactly what credit cards you will be taking)
5. Rules of the auction, silent auction, raffles etc.
6. Auctioneer's note
7. Auction items with complete description
8. Silent Auction items (My own personal auctions I do not list these, it is just taking up more space)
9. Special raffle items and rules
10. The last page should list each donor that assisted in making your event a success!

Cover Page

The cover page of the program should be the title of your event. Some events will have a featured artist do the cover of the program. Scan a piece of their artwork to be featured at your event and use this as a cover.

Inside of the Cover Page

The inside of the cover could be dedicated to the artist who is featuring a piece of artwork. A short biography of the artist and the art will help sell that piece of artwork. If you do not have a featured artist, a mission statement of your organization can be used.

Directors, Special Guests etc

List all members of the committee and board members by their names and titles. A major sponsor that assisted in putting your event together should be given a full-page acknowledgement if possible. Always compliment the hand that supports you. Any special guests or speakers could be listed with a short bio of who they are. Don't forget to list spouses or significant others who assisted. Indirectly quite a few of these ladies assist and never get credit for it.

Methods of Payment

Method of payments should be established I as the auctioneer tell the buyers that you will accept checks, cash and the following credit cards. All credit cards should be mentioned that you would accept. You don't want to **embarrass** a buyer when they go to pay and find out their method of payment is the only one you don't accept!

Auction Items

You should have your auction items listed in numerical order in the program. Some events will put a color-coded dot on the auction items, silent auction items, and raffle items. Give a full description of the item. The more information you can provide the better understanding your audience will have of the item being sold. Hunts will be described later, but should have the following information:

Example:

Item # 1 SD Pheasant Hunt for Two Hunters donated by Stubble Ducks Inc.

This is a two-day hunt for two people in the state that produces the number one bird hunting for pheasants in the nation. You and your best friend will have the opportunity of a lifetime to hunt pheasants near Kennebec, SD. This hunt includes lodging, food, and bird cleaning. Guide service will be provided. You can bring your own dog or dogs will be provided. This hunt can be upgraded for more days or more hunters. Buck and Bucktooth will be your hosts for this event. The buyer of this hunt will **need to coordinate** the dates of this hunt with the donors.

Hunt Description: 2 person / 2 day pheasant hunt

Where: Kennebec, SD

When: November? To December?

Alternate Years Available: 2005-2006

Company: Stubble Ducks Inc

POC: (point of contact) Buck and Bucktooth Slammer

Address: 1234 End of the Road,

Telephone number: 605 – 123 – 1234

Fax Number: 605 – 123 – 0123

Email Address / Website: bucktooth@stubble.com / www.stubbeducks.com

All of the information above should be on a hunt donor form and I will discuss this later.

An original piece of artwork should be listed as an original. Is it acrylic, oil, or watercolor? You need to make sure all items are displayed correctly to show their true value.

The live auction items do not need to be in their numerical order as long as they have a numbered dot on them. Sometime it is difficult to display in numerical order because of the lay out of your room. If you have one person in charge of the live auction items they should be familiar with each item and where it is. Once the auctioneer calls for it, the presenters should have it in their hands and ready to sell.

NEVER start or end your auction with a high dollar item. I suggest starting the auction with a low dollar item and then gradually increase to the items by value. Try to get the high dollar items in the middle and then sell all of them in numerical order. The audience will see the value level and they will all be close to the true value if not higher. The first item of any auction tends to sell low.

I like to get the feeling of the audience and then I will know what to expect. If you place your high dollar items at the end of your auction, it will not work. Some people may have to leave early and wanted to bid on the trip, hunt, or firearm. If they leave before the item is sold you could have lost some money.

NEVER LIST THE VALUE OF THE ITEM YOU ARE SELLING! You have just limited your buyers from bidding over the listed value. Most committees should give the auctioneer the cost or minimums of each item prior to the sale as well as the fair market value. Would you buy an item with a listed value of \$1000 and knowingly can purchase it somewhere else for less? Your buyers are looking for bargains. I as the auctioneer will give out the fair market value of the item, if the items stall out. Example: I have a bid of \$500 and I know the fair market value of the item is \$2000. I announce to the audience the FMV of this item is \$2000 and they are really getting a good deal. People tend to bid more then. If the value of the item is listed I assure you, **you will only get half price for that item.** If a firearm or a piece of artwork is sponsored, I mention that sponsors name and it should be listed underneath the item.

How many auction items should you have? This will depend greatly on the amount of tickets you have sold and how much time you allotted for your auction. **Remember** you have to do the raffles, other drawings, and make several announcements during the auction if you have to describe the hunts or trips in the live auction. I personally can do 65 items in two hours, but I do not know your auctioneer and his skills. I would recommend not having over 40 items for an audience of 200 or more. If you have an audience of 100 or less I would keep it to around 25 items.

NEVER take a break during the live auction. There are several reasons for not doing this. I as the auctioneer have created the excitement of the auction and if I stop I have to get the audience all fired up again. More importantly, if you are a singer you warm up your vocal cords prior to singing. You sing for 10 minutes and then stop and start again 10 minutes later. Guess what, you have to warm up your vocal cords again before starting. This is a major strain on anyone's voice.

Rules of the Auction, Silent Auction, Raffles

NO items should be removed until they are paid for. A member of the committee should be responsible to get those items purchased to the buyer after the buyer has cleared the finance table and shows a paid receipt. Do not let the buyer get his or her own items. You might have several prints that have the same animal in them and they will look similar. I suggest putting a dot with A for auction, SA for silent auction, and BR for bucket raffle on each item. Number them accordingly to identify them with the number you have in the program if they are listed. It is better to give the buyer the right item, then having to go look and see who took the wrong item!

Auctioneer's Note

I, as the auctioneer like to be mentioned by name, address, email address, and telephone number. Your function always generates new business. If anyone has any questions they can usually contact me at the function and I can assist them. It should be noted that in the case of a tie bid after the auctioneer says SOLD, the item would be reopened for bidding. The only two parties that will be allowed to bid are the two parties in question. I as the auctioneer will take the bid I personally took as the last bid.

The bid spotter whose party thought they had the bid will have the opportunity to raise that bid. I usually remind them that this auction is for conservation and this usually calms down both parties. This will happen occasionally and should be put into the program under the title of **AUCTIONEER'S NOTE** in bold print.

SILENT AUCTION ITEMS

Some events list the silent auction items in their program. Usually they have a higher value than the raffle items. There is really no work involved in silent auctions and they generally show a tremendous profit. On the silent auction sheets that I make, I make sure there is a good description of the item. I will have an enclosure at the end of this book for you to look at. It is not hard to make a fool proof bid sheet on EXCEL. I usually have several starting bid increment pages done for each auction. An example would be \$10/\$20/\$30/\$40 and on up. On items that are less than \$100 in value I usually set the increments at \$5. Any thing above a value of \$100 I set the increments at \$10.

Some silent auction sheets have the bid increment posted at the top, such as \$5 or whatever.

I assure you someone will bid \$20 and someone else will come in behind them and bid \$22 and not the \$25. If you do the sheets above there is no guesswork at what the increments are to be.

Buy outs should be noted on the silent auction sheet. For example the item is valued at \$200, you paid half of that or it is a fully donated item. I will put behind the value \$200 or \$225 the words buy out. If someone puts their bid number there, they own it and all bidding ceases for that item. I usually make out the silent auction sheets, but do not put a number on them until they are properly displayed. I then go through and number the item and make sure that number corresponds to the spreadsheet I have on the items.

The bidding sheet should have a place for the bidder to write their bid number or name. Make sure you have enough ink pens for the silent auction. Using your time line, announce when the silent auction will close. Depending upon how many items you have, close it in increments and there is a reason for this. If you close it during the live auction everyone will get up and run over there to bid and the auction will cease. If you have 50 items, close it down in increments of 25. Have your auctioneer announce that silent auction items 1-25 will close in 10 minutes. After the allotted time is over, have your committee rep pull the sheets on those 25 items. Wait 10 minutes and announce the closure of the last 25 items will be in 10 minutes. I would suggest closing down the silent auction with in 10 minutes of starting your live auction.

I would suggest having each silent auction item in numerical order on a spreadsheet. Once the silent auction is closed down, give the sheets to the computer guru in your organization. The list will already have the description and item number. All your person has to do is key in the price and the winning bid number. Print off approximately 5 pages per table. Send your committee person out to the tables to hand out. Make sure they identify what they are receiving. This is one way to do it. You can do it with an overhead projector as well. Same kind of format above, but now you are putting it on a big screen for everyone to see. At the conclusion of the auction if you take the time to call off each sheet you are wasting valuable time.

RAFFLES

I like to see a program identifying the different raffles and the rules with the amount of each raffle program. You can have a general raffle or you can have a bucket raffle. In the general raffle the attendee puts their tickets into a large drum or container. A bucket raffle the tickets go into the individual bucket representing that item. Make sure the buckets are identified and the item as well. If you have a special raffle that is of value, leave it until the end of the live auction. As earlier stated in the silent auction you can list your different raffle items and pull numbers for each item. You can do a print out or use an overhead projector to identify your winners.

ALWAYS CHECK WITH YOUR STATE GAMING COMMISSION for the state regulations in your state. YOU will need a Raffle License for any raffles.

CREDIT VOUCHERS

This is a very simple way to make more money. When people attend your event they usually have a limited amount of cash in their pockets when they arrive. Assign your raffle ticket sellers a book of credit vouchers. I usually order the vouchers in a NCR form, two pages. Once the raffle seller's gets one complete they should turn them in to the finance table.

The finance table should have a sheet assigned to each bidder; a master bill is what it is generally called. The original copy of this voucher will be inserted/stapled to that bill. Once the bill is paid, the original copy is marked paid and the buyer is to receive the carbon copy. I assure you, you will see a **CONSIDERABLE AMOUNT OF PROFIT IN ALL OF YOUR RAFFLES USING THIS METHOD**. This method allows your buyer to spend more money without having to reach for their wallets.

At the end of the evening they can pay for all of their charges and purchases with a credit card, check or cash. Here is a sample of what that credit voucher should look like.

CREDIT VOUCHER STUBBLE DUCKS ANNUAL BANQUET Name: _____ Bidder #: _____ Charges this Voucher: \$ _____ Description of Charges: _____ Signature of Bidder: _____ Raffle Sellers Signature: _____ Date: _____ Signer agrees to pay all above charges in full today and acknowledges above charges are true and correct. Not to be used for cash or bar charges
--

SELLING RAFFLE TICKETS

There are several different ways to sell raffle tickets. Depending upon how many people you have at your function you should have a minimum of 2 raffle sellers for every 100 people and increase the sellers accordingly. Several organizations will give each seller a color-coded dot. As soon as a sale is completed, they give the buyer a dot to put on their lapel. This assists in recognizing who has bought their tickets. Several of the buyers will try to collect all of the color-coded dots.

Each raffle seller should be familiar with the prices of each raffle. I would suggest having at least one person in charge of the raffle people. Each person should sign for his or her tickets and money they start out with, known as a bank. Each raffle person should have some credit vouchers in their moneybags and be familiar on how they work. If in fact during the course of the evening the raffle seller would have to use the rest room, have them turn in their banks/tickets to the person in charge. I am not questioning the integrity of the sellers, but you can tell them the state gaming laws charge that all money and raffles need to stay in the room the event is being held.

Who should sell the raffle tickets? Remember you are putting on the event of the year; you have your targeted audience in attendance, but this one time. If you have enough people on the committee use them. They are usually familiar with the audience and can solicit funds out of that aspect. Several organizations will hire ladies to sell the tickets at a 10% commission of what they sell.

Remember at the beginning of this book when I stated, “These statements are my own personal views only?” Well, here is one. I would not recommend using high school students or children to sell the tickets. You might get 1 out of 3 sellers that have an outgoing personality. The others will probably be nervous and intimidated and more than likely be shaking like a coyote trying to pass a peach pit.

Who you hire is your business, but I suggest they all be properly attired. Several organizations will hire ladies from the local dancing “club” and I don’t mean Polkas either. Two hockey pucks and a band-aid would cover more than what they generally wear. You don’t want to offend your audience. You can get students from the local college/university, or rodeo club if you have one in your town. I have seen events where they will hire the local sports cheerleaders. Some committees will get polo shirts, T-shirts, hunting vests and baseball caps. This attire will stand out and let the sellers be identified easily.

You can structure your raffle tickets in books as well. The price of 5 tickets is \$20. They receive 5 tickets and one of the tickets is marked bonus. If you have a bonus raffle only those tickets marked bonus go into that bucket. You can have more than one bonus item.

BUCKET RAFFLE

Select the items you wish to put into this raffle. Make sure you have one bucket for each item prior to the auction starting. Any container is good enough; as long it will do the task it was intended to do, hold tickets. Number the bucket and the item corresponding to the bucket it goes into. I label each bucket with a description of the item as well.

FIREARMS

If you have a gun board or will be giving any type of firearms out in your event in a raffle, silent auction, or live auction make sure your audience is aware that all winners must have a background check done before they can receive their firearm. This check does not include black powder weapons so far. In your program list the business name, point of contact, telephone number, and address of the people that will arrange for them to pick up their guns. Prior to the event starting I have a form I assign to the committee person in charge of the guns and have them complete it. It is a three-page NCR form and it looks like this:

Make: _____	Model: _____
Firearms Dealer: _____	
Address: _____	
Phone Number: _____	
Winner’s Name: _____	
Address: _____	
Phone Number: _____	
Chapter Name: _____ / Banquet Date: _____	
Winner: Bring this copy to claim your gun	
White Copy: Winner	Pink Copy: Chapter Copy
Bottom Copy: FFL Dealer	

GENERAL RAFFLE

A general raffle is a raffle where you display the raffle items on a table. The buyer has the opportunity to win any of the items on the table. All the tickets are thrown into a large container/tumbler and the names or numbers are pulled out and the winning ticket holder announced. Some events will let the winning ticket holder choose their own items. If you have the time this is great. The only drawback to this, you could have quite a line of people waiting to select their items. I suggest letting the first 5 winners pick their item and after that it is the committee who selects for them. Another way is to have all of the winning tickets numbered and the winners are then put on to a template/graph and put on an overhead projector. It does not take long to make an overhead graph prior to your event.

You can color-code your raffles or tables. Call them the Red, White, and Blue Tables. You announce that you will be pulling tickets for the color of the table and those people are to look at their numbers.

PACKAGE RAFFLES

This raffle usually generates quite a lot of interest. You could have a golf, fishing, camping, or hunting package. In each package have items indigenous to the title of that package. Place a bucket or tumbler on each of the tables and let the buyers throw the tickets in the package they are interested in. **ONE TICKET** pulled and the winner will receive that entire package. I have done upland game, waterfowl, and big game packages with a rifle or shotgun on each of the tables. This will generate more interest and you will sell more tickets. Here is a sample of what I put on package that was titled the Turkey Hunting Package:

1 each Benelli Nova Camouflage Shotgun

1 each Camo coat / 1 each Camo pants / 1 each Camo shirt / 1 each Camo Cap

1 each pair of binoculars / 1 each set of calls / 1 set of decoys / 1 each back pack

Display the items on a mannequin to show the audience all the items they will win. Make sure they know one ticket will be pulled and the winner gets it all. We sold the tickets as a stretch raffle: One stretch for \$20 / 3 stretches for \$50 / 7 stretches for \$100

I was fortunate to have a local sporting goods store sponsor the entire package. We placed their banner on the table or behind on a display board. Anyone who won this package could take the clothing back to the store and exchange it for the size that fit them.

LADIES RAFFLE

Guys lets face it, if you want to get a few extra days in the field or on the water, don't forget the ladies. You can always find items for this table. You can do this as a bucket raffle for the ladies only. Not hard and usually generates money. Do not be afraid to put hunts, fishing trips, rafting, dinner outing etc. on this table. Some events will put a ladies rifle or bow on the table.

CHILDRENS RAFFLE

Several of the events I work will have young adults attending. You can always get donors to give up something for the youth programs. If it were a bird hunting organization I would try to get a .20 gauge shotgun, either a single shot or pump. I always begin my auctions with this statement. I acknowledge all of the children in the audience to stand up and then I make this statement. **"Past, Present, and the Future. Grand Ma and Grand Pa are the past. We are the Present. The Future just stood up and stands before you.** What we do tonight will insure them a place in the world of conservation." With any luck they could get elected president and remember you!

PENNY RAFFLE

This raffle is usually for one to three items. Most events pick out a \$200 item. You will need 500 double numbered tickets. Each double ticket is thrown into a container. If the buyer pulls out ticket numbered 0500, they pay \$5.00, and so on. This raffle if done properly can generate around \$1252.50. Everyone likes to gamble.

STRETCH RAFFLES

This raffle gets quite a bit of attention only because of the amount of tickets the buyer will receive. The guy with the longest arms is usually quite busy for this raffle. You will need quite a few tickets for this raffle. Most events will charge \$20 a stretch. The stretch can be done either way: Place the ticket under their shoe or boot and let them use their hand and stretch it over their head. The second way is to have them grab the ticket and stretch their arms out. Remember this, raffle tickets are only paper. Now the buyer is receiving lots of tickets, not 5 tickets, but 30 to 50 tickets! Never use a square box to put these tickets in. I would recommend a big tumbler; square boxes tend to get tickets stuck in the flaps. Everyone wants to see the tumbler go around.

Tell your buyer to write down the first number and the last number on their program. If a number is called out, any number they have in between has to be theirs.

DECK OF CARD RAFFLE

Using a deck of cards, sell each card for \$5 or \$10, depending upon what you are trying to raffle. Tear the card in half, giving one half to the buyer. I suggest not using a pinochle deck; it could get you several winners. This raffle is usually called a speed raffle and done when the people are seated and eating. **DO NOT STOP THE AUCTION TO DO THIS RAFFLE.** Several events will use a firearm, spotting scope or an item of some value. It usually nets you a good profit.

DUCK / PHEASANT WALK

This raffle usually generates a lot of excitement. You take a numbered board, with the numbers usually in squares of 4x4 inches. You sell all of the squares to your buyers. All of the numbered squares should be placed on a poker chip and thrown into a bucket. Let the buyer reach into the bucket and pull out a chip. At some time during the auction you take a duck and let him loose on the squares. Of course you want to have a wire around the board. Whatever square the bird drops his last meal in is the winning square. This person receives half of the money that was raised by this raffle. If you get a bird that has eaten lots of green/fresh food you could have several winners.

BROWN BAG RAFFLE

Curiosity will always get someone to spend money. Take two items of some value and wrap them in brown paper. Sell raffle tickets for these two items. Place a bucket in front of the items. A good item for this raffle is usually a watch. The curiosity of what they can win usually gets quite a few tickets in the bucket. You don't want to do a gag gift if you want the people to participate next year, they will remember.

LUCKY RAFFLE / AUCTION

This raffle will generate some fun and could be a very profitable one. Take seven baseball caps, they could be caps from a local sports team, possibly autographed by a celebrity sports figure. They could be your conservation organization caps as well. Auction each cap off in a row; you won't lose the momentum of the cause. Each buyer will receive one part of the theater ticket. You keep the other ticket. At the completion of the auction of the seven caps reach into the bucket and pull out one ticket. That person just won.

What did they win? I suggest putting a shotgun or rifle in the raffle. I have found in most events each cap will average around \$250 per cap and some others have gone as high as \$450! Obviously if you have the gun sponsored it generates quite a profit.

MYSTERY GUN RAFFLE / KEY AUCTION

This is a fun raffle and will generate you a profit. Purchase a firearm of value around \$400 to \$500. Put it in a gun case **where no one can see what it is.** Keep the identity of the gun between the committee chair and the people you bought the gun from. The less people who know what is in the case the better you are. Put a padlock on the case and lock it. Now take that key and have 5 to 8 other keys available. **ONLY ONE KEY UNLOCKS THE LOCK and make sure of this!**

Now you will go to your auction program and you will find 8 items of value around \$25 to \$50. In your program space these auction items every 4th or 5th auction item. Advertise in your program that this is the first item for the mystery gun they will be able to purchase by auction and so forth.

I assure you those items will average around \$250 to \$300 dollars each! The first two items usually pay for the Mystery gun and the rest is profit. Do not let anyone know what that gun is in the case. At the end of the sale of the last item in the Mystery Gun auction bring all your buyers up front. In the order they purchased their item, let them select a key. I have yet to find an auction where one or two of your buyers will always buy more than one key auction item.

RING TOSS

Take a set of elk antlers, deer, antlers or even full bottles of wine, anything that a ring can fit around. Charge \$10 for 3 tosses. If the person gets lucky and puts a ring on one of the tines or the neck of the wine bottle give them a prize. This prize could be a limited amount of raffle tickets, a limited edition print, the bottle of wine etc. If you have a certain bottle of wine or tine on one of the antlers that is more difficult to get the ring on, use this as a bonus raffle item. If your buyer gets a ring on to that tine or bottle, give them a certain colored raffle ticket, which can be deposited for a select bonus prize.

ROSE RAFFLE

Most events will have ladies present and you will want to keep them occupied. Depending on how many ladies you have present (check your ticket list) purchase 50 to 100 long stem roses. Your local florist should be able to sell you these at a reasonable cost. Each time you sell a rose, give the buyer a raffle ticket, you keep one and put it into a container. You should be able to sell these roses for \$20 each. Have a table of prizes to give away for the ladies to select from. One of these prizes should be a GRAND PRIZE. It could be a Ladies Luxury package, dinner, manicure, hair dresser, dinner, theater tickets, concert tickets, meal to a fancy restaurant, limo service etc. Several organizations will put a firearm, a fur, or select jewelry in this event. Put the winning tickets into a container. Pull out the tickets and place that name on a view graph and using an overhead projector, identify your winners. This particular raffle usually sells out first.

PICK OF THE AUCTION/LITTER/HERD/FLOCK OR LUCK OF THE IRISH RAFFLE

This raffle will generate some money. Look at your auction items and identify only those items you will want to include in on this raffle. Make sure these items are **marked clearly**, a ribbon or some type of way to make them identifiable from those items not included in this raffle. Some auctions will include everything in the live auction. Other events will select 15 to 20 items. Sell the tickets at \$20 each. Set up a tumbler by the auction table for the buyers to deposit their tickets.

I suggest selling your tickets throughout the course of the evening and make sure your MC announces only one ticket will get selected and the winning ticket holder will be able to pick anything off of the table of the live auction. Again make sure you identify these items. Just prior to the live auction announce that they have 5 minutes to get into this raffle. Now, depending upon how many people you have in your audience you can limit the amount of these tickets. If your audience is 200 in attendance, then sell 100 tickets, which will be a selling point.

Remind the audience that several of these items are valued over \$500 and they know they will sell high in the live auction. One ticket pulled and that person gets to select one item and will not have to bid against anyone! Put up a sign by your live auction items advertising this raffle.

DO NOT SELL the tickets just before the live auction begins, as it will take up too much time. Just prior to selling the first live auction item, pull one ticket and let that person select their item. The majority of the time they will select the firearm if you include it in the raffle or a limited edition print valued at \$200 or less, your cost.

Depending on how many people you have, the amount of limited tickets you are going to sell will be your profit margin. Your goal is to sell out all of the tickets. A great way to increase your sales is when everyone is eating their dinner keep advertising your raffle and send through the raffle ticket sellers.

BEER GLASS / WINE GLASS / STEIN RAFFLES

Several organizations will have glassware available for you to purchase for your event. It will usually have the logo of the conservation organization on the piece of glassware you are trying to promote. Several avenues you can select here to make a profit. Several events will purchase the select piece of glassware with the conservation logo and try to get a sponsor to underwrite the purchase price of the glassware. That sponsor can then put their logo on the glassware as well. All profit so far.

Several organizations will get a major distributor to sponsor several kegs of beer or purchase the beer. Make sure the host hotel will tap the keg and serve the beer. Now you can do several things to make a profit. You can sell the glasses at \$10 each and the buyer can have a “bottomless cup” basically they can drink until the well runs dry. I usually sell the cup for \$10 and give the buyer 5 raffle tickets for a print and let them drink until the well runs dry. Either way it will work for you!

If your organization does not offer bulk purchase on glassware you can contact the following company. I have used them in the past and they are a tremendous group to work with. The name of the company is:

Glass Tech

21255 NW Jacobson Road, Suite 100

Hillsboro, OR 97124

Phone: 888 284 7934 / 503 646 3989 / fax 503 626 2890 / www.glasstechweb.com

DOOR PRIZES

A door prize gift is usually given to participants of your event. These items are usually a print or something unique. This is usually a way to get the ice broken at your event by making someone a winner before the auction begins. The time to give away the door prize is when everyone is eating. Have your committee people hand these out, so your guests can finish their meal.

WHEN SHOULD THE COMMITTEE EAT

I remind you, this is your big event of the year, you have a targeted audience, and your one big time to make all of the money you will finance your goals with. **YOUR** committee **SHOULD NEVER** eat with your guests. If they have been assigned a duty of the auction they should be doing just that. If they sit down and eat, they are not doing their jobs. You can arrange for the committee to eat two hours prior to the doors opening. This is also a great time to go over any loose ends and congratulate them all for doing an excellent job!

THANKING ALL OF THOSE WHO ATTEND/ SPONSORS/ AWARDS PRESENTATION

You want to thank all of your attendees for their participation in the event. You most definitely want to thank all of your sponsors and donors in your program and verbally in front of your audience. You should put them in your program in the back in alphabetical order. If an item in the event is sponsored by a store/company, get a banner and put it on that table. Special mention of these people will make it a lot easier getting a donation or sponsorship next year. Awards for your event should be given out during the meal. Everyone is seated and paying attention.

The awards presentation **should not be done** just prior to starting your live auction. Some of your awardees may or may not be there to accept their awards. Several will want to talk and who knows if they are running for a public office. It could get very long winded and valuable time will be lost.

DECIDING WHAT TO AUCTION, SILENT AUCTION, AND RAFFLE

The big decision now is deciding how that big room, full of items, is to be divided throughout the auction, silent auction, and various raffles. A very simple rule to follow here and ask yourself this question, “What items will bring the most money for the interest of your buyers?” One man’s vinegar is another man’s wine. If you bought any items, how much did you pay for them? You don’t want to insult a donor by putting their donation in the silent auction or raffle if they have been told it will be an auction item. Here again when you are soliciting your items, **NEVER** promise the donor that their item will be a live auction item. Let me give you a scenario, you receive a donated hunt valued at \$500, you use it as a major raffle item and sells over \$1000 worth of raffle tickets. Now you can go back to your donor and tell them their item brought \$1000! Make sure proper advertisement is given to that donor.

As the auctioneer, in the live auction I like to see items that I can work with. I have sold everything from vasectomies to battery cables. I will later discuss artwork, but would like to mention that most artwork done by established artists should be in the live auction.

Optics, cameras, firearms, custom made knives and bronzes are items that should be placed in the live auction. If you have a low dollar item place it in the silent auction. You can see a pretty good profit in the silent auction if it is done correctly. Your raffle items have to **be of some value to entice** the buyers to purchase raffle tickets. A framed print or two here always work. Most events will put a firearm in the general raffle to promote ticket sales. This is a good place to get rid of certificates from local donors, such as, lube jobs, restaurant certificates, grocery store shopping cards etc.

Unique items should always go into the live auction. I have two people that are craftsmen. One makes a custom wagon and the other a custom lamp. You cannot buy these at any store and the cost of these items is around \$150. They will sell for over \$300 in the live auction. Any non-exclusive item will generate more money in a raffle. People usually know the value of most items they can buy locally and won’t spend more than 75% of the value. Exclusive items that are indigenous to your organization, such as a RMEF package, Pheasants forever, DU etc. have items and artists that promote their art that can only be purchased by attending that event. Several of these items make excellent auction items. The less valued items should be in the silent auction.

I as the auctioneer would like to spend more time getting you money for quality items then having to sell a \$29.95 rod/reel combo that could be purchased at K Mart or Wal-Mart. The items for the auction should be items that the purchaser doesn’t see in most sporting goods stores. Remember I could be selling a valued item for more money and it takes just as long to sell a lesser value item. Which one is going to give you the greater profit?

Local sportsman’s clubs who donate a round of trap, sporting clays, or hunting birds have to be dealt with in a manner that you do not offend the donor. The amount you would have to pay if you bought it at their location needs to be taken into consideration. An item that will cost you \$25 to \$100 should be placed in the silent auction or a bucket raffle.

DONATED HUNTS & FISHING TRIPS

Oh boy can I have fun with these. I want you take this position now. If a bird hunt or fishing trip is donated and it is for one person only, how much fun will you have? Everyone has a best buddy they would like to have them accompany them. Try and get trips that allow two people to participate. It is easier to sell the item. I usually stop half way through the sale of that item and tell the bidders that they are only buying half a hunt and their friend is buying the other half. You can sell a trip for a lady or child only in some cases. I have sold several of these and in most cases it will work. Everyone can sell a youth hunt. Then again does your boyfriend, wife or girlfriend want to go by him or herself?

You can get away with selling a solicited hunt for one hunter only if the donor will allow you to upgrade to adding another hunter/fisherman for a reasonable price. Upgrades are very important.

Big game hunts are a different matter. If you pursue a donation make sure you get a references and all of the specifics of the hunt. A hunt donation form is your key tool to this. I will have a copy of a donor form as an enclosure to this book. Most conservation organizations already have the standard donor form available for you. This form is a tool that will assist you in several ways. I usually have a 3-part donor form. One copy goes to the donor, you retain one copy, and the other copy goes to the buyer. This donor form should be made accessible to the auctioneer in the event there is a question on the donation during the auction.

Most outfitters will donate a hunt for one person, with hopes a friend will book with the buyer, giving him some profit on his donation. A very detailed description of the hunt/trip and the particulars should be listed in your program. Instruct the MC/Auctioneer **PRIOR** to the live auction to mention several times, that there are going to be hunts offered for one or two people. If there are any questions, the possible buyer should contact a committee person to get clarity on the hunt. **Rule out** any questions prior to the auction starting.

If an outfitter donates to your event and gives you a minimum and then requires a percentage split after that minimum it is very questionable if you want that particular hunt. Let me give you an example. John the Outfitter says he needs a minimum of \$1000 for his hunt and a percentage split. If it sells for \$2000 in the auction, he is getting his \$1000, and if the split is a 60-40% split, and you are to receive the 60% split, you will get exactly \$600 and he will receive \$1400. Not a good donation at all. Several outfitters will require a minimum on their hunt and as long as it is reasonable it is a win-win situation.

One advantageous way to sell a hunt or fishing trip is to have a video or pictures available. Make sure you have the available equipment to show the videos. You should review the video prior to the event to make sure it is in good taste. Put a video camera in someone's hands and he or she automatically turn into Steven Spielberg. If the outfitter or donor is available let them speak about the hunting or fishing trip. A past client who is in the audience is a major asset if they can speak on the hunt and give their recommendations.

OUTFITTER DONATIONS

Now I am going to entertain a dilemma that varies on which organization you belong to. The split between the committee and the outfitter is going to receive some thought. Several conservation organizations will request a 70-30% split, and some will request a 60-40% split. The higher part of the split would be going to the organization. Please use some thought here. The most common question I hear all of the time at an auction is **why the quality of the hunts is not as high as it should be** or why is there not more hunts in the live auction?

There are several reasons for this and I am going to give you **my own personal** view. First of all lets identify the outfitters costs:

1. Outfitting License
2. Outfitting Insurance
3. Leasing of property (A major expense)
4. Guide fees
5. Horses and you do have to feed them
6. Vehicle Expenses / Insurance
7. Advertisement / Magazines / Brochures / Stationary / Business Cards
8. If they attend several sportsman shows, they have travel, lodging, food, booth fees etc
9. Lodging /Hotels / Wall Tents
10. Food
11. Clothing
12. Optics
13. Computer / Website

14. Landowner Tags

15. Plus any thing you have as an expense in your own business!

I am sure I am leaving some things off the list. The outfitters get hit up all of the time for donations. There are a lot of conservation organizations requesting the hunts from these outfitters. They have to make a living too and you cannot expect them to donate on a scale where they lose money. I have found if you meet them half way, yes half way, a **50-50% split** on their donation **you will get their donation**. The quality of hunts in your auction has just reached a higher echelon.

Let me give you another scenario. Several hunters show up in a camp and they discuss how much they each paid for their hunt and how they procured their hunt. Several guys will have paid \$2000 to \$2500 for a hunt that the outfitter normally charges \$3500. It never fails; one hunter will have got his hunt at a tremendous bargain for \$1000. This is usually the hunter that will brag to everyone how he “stole” the hunt. In most cases he is going to be the braggart of the camp and usually require extra attention and in some cases even demand it. Protect your outfitter donors and the integrity of their hunts. If you establish a working rapport with this outfitter you can depend on him for a generous donation time to time. Make sure your auctioneer gets the program prior to the auction for review. If he has any questions on a hunt description he can contact you prior to your event to discuss and get clarity.

ARTWORK

We are now going to enter an area that generates the most money at your event. I am an auctioneer who sells quite a few livestock sales. I know the difference between an Angus and a Hereford cow. I found myself doing quite a few conservation auctions and of course selling quite a few prints on the auction block. When I represent a rancher who is doing a purebred sale on bulls, cows, or horses, I am selling something he has worked very hard to establish. His breeding program and his reputation are his lifeline of hard work. I better know the specifics bloodline and genetic traits of his livestock. Artwork is no different. I have taken a very personal interest in art. I personally know and work with over 30 artists and quite a few galleries that represent these artists. I have taken it upon myself to learn the world of art. Before I sell any art in an auction, I usually tell the audience they can possibly buy this art at their local art gallery. They will usually pay double and get TAXED on it. Most importantly the money they spend on the artwork at the auction is going to the conservation group and will assist the goals of that group they are attending that evening!

You would be surprised to know quite a few of your attendees do know something about artwork You mention the words Terry Redlin at a DU auction and everyone will turn their heads to the podium.

Artwork is usually where you will see the most profit at your function. Selecting art for your auction should be fun. Do not order just one specific species of animal for your function. You have to assume if the attendees own a shotgun, they own a fishing rod or rifle. Not all art has to have wildlife in it to sell. A function that has 100 people in attendance should have as a minimum of 10 prints in the live auction. I usually feature several Southwestern pieces of art and they bring good value.

ORIGINAL ARTWORK

Original art comes in my different flavors. I know the difference between oils, acrylics, and watercolors. I will not embarrass an artist by **calling their original art a limited edition print**. Limited edition prints are prints that are made from an original piece of artwork and they are signed and numbered. Originals are one of a kind and the buyer is buying the only piece from that particular artist! It will have a greater value than a limited piece of artwork. These pieces of artwork don't happen over night when they are being painted. I have sold several original pieces of artwork anywhere from \$500 to \$125,00 each!

If you have any kind of original pieces of artwork, canvases, or a giclee in your event you must display them correctly. They need to have light on them. Several locations will have tracking lights. You can purchase artist lamps for little or nothing. Most places that sell lamps or lighting will have them. Place the original on an easel. Take the artist lamp and place it on the easel with duct tape or a clamp. Plug it in and watch that sucker shine! Anything that shines will catch the eye of a human being. It works for fish does it not? Reel them in folks.

Most artists will donate to your event on a 50-50% split. It is always great to have one or two pieces at your event. Their artwork is usually the high dollar item at your function and you don't have any investment.

ARTIST PROOFS

The artist usually signs artist proofs with the edition number and an AP. Example: 5/96 AP. An artist who publishes an edition of 960 prints usually takes the first 96 for themselves. They will review these prints personally for flaws in the colors. These prints are more expensive and the auctioneer should note this.

REMARQUES

Several artists will do a remarque. A remarque is a small original drawing of art usually oriented to the specific print. It is placed in the border in one of the corners or the center of the border on the print. Some artists will do a pencil remarque and others a color remarque. **The rule of thumb on a remarque, if it is in pencil it doubles the value of the print and if it is in color it triples the value of the print. Again, your auctioneer should point this added attraction out to the audience.**

CANVAS / GICLEE ARTWORK

One of the newest techniques on the market today are canvas and giclee artwork. If you cannot own the original, own the next best thing, a replicate. The process to do this type of artwork is very intricate. The artist will take the original and have it scanned for color saturations. It is then printed with very minute dots by ink jets to establish the very same colors and abstract of the original piece of artwork. These productions are done on canvas and not lithograph paper. It has the very same texture and appearance of the original, but obviously not the original.

This form of artwork really has taken over the market regarding limited edition artwork. The giclee's and canvas are usually numbered editions, but very low numbers. They usually cost a little more than the prints, but will sell higher. Read the piece on original artwork regarding how to display them with artist lamps.

CONSERVATION EDITIONS

Conservation editions are prints that are specifically done for a conservation group. The artist will usually sign the print with the limited edition number and place a CE or C/E behind the number. They will bring a good price.

OPEN EDITIONS

Open edition artwork is just that. An artist who does an open edition reserves the right to publish the original, as many times as there is demand. The open edition artwork is not a numbered print. An open edition is less costly, but still has a good value once it is framed and matted. Beauty is in the eyes of the beholder or beer holder.

WHERE TO FIND YOUR ARTWORK

This list is enormous. Several organizations will request you purchase the artwork through their banquet package. They will try to have a mix of the different species of birds, waterfowl and big game artwork. One of the most prestigious companies to order your artwork from is the **Wild Wings Gallery located in Lake City, MN**. They have a tremendous amount of famous artists and a vast selection to choose from. They do have conservation packages for different conservation groups and their framing is outstanding! I work with these people all of the time and the quality of the artwork and the framing will make your event shine.

Another company that does a tremendous job in the world of artwork is **Country Reflections**. They too have a great selection of artists to choose from. I use them when I need western artwork and some select artists for big game. They have a vast selection to choose from and their framing is outstanding. I have known these folks for several years and have absolutely nothing but praise for their quality in artwork. At the end of this book I will list their website and address.

Furniture stores are a great place to look for artwork. They will display a bedroom, dining room, or a living room set of furniture and add as an accessory, **artwork**. You will be totally surprised in what you can find in wildlife and western artwork. It is priced very reasonable.

Regardless of where you get your artwork make sure you give the company enough time to get it framed and matted well in advance of your event. A minimum of 4 to 6 weeks is usually a good lead requirement.

CERTIFICATES OF AUTHENTICITY

Most artists will include a Certificate of Authenticity with their art. This document usually gives the print title, when it was published, what kind of paper it is published on, the number of the edition and the print number, and how large the edition is. It usually includes a bio on the artist as well. This certificate should accompany the print. I usually request that the framing company put it in envelope and place it on the back of the framed and matted print.

Several organizations have what is called a banquet package. In these particular packages there are quite a few prints and other conservation items. YES, there are some quality prints and they do quite well in the auction. I have on the other hand seen print packages I would not give a nickel for. The banquet packages are great and are set up to make you revenue. They introduce new items each year with new-featured artists and items. It is an easy way to do one stop shopping. I would like you to take into consideration this fact. For example you live in a town where there are several of the same conservation organizations. Each chapter will order the very **same** conservation package and if you attend the **same** auctions for each of these chapters you are more than likely to see the very **same** items. Not fun and exciting is it? Remember you are having a **fundraiser** and you want a variety for your audience.

FRAMING

A piece of art is just that, until it is framed and matted. Be careful of who you have frame and mat your art. Questions you need to ask of your framer:

1. Are they using quality matting?
2. Is it acid free?
3. Do you want the prints single, double, or triple matted?
4. Do you want UV glass, non-glare, conservation, or regular glass?

Several frame shops will utilize the same molding, (wood) and matting on the prints you give them, giving the artwork a generic appearance. Yes, they can do better and you need to advise them of your needs. If you give them a budget they need to follow it, but quality should be a factor.

I compliment framers on going the extra mile. They usually will do several mat cuts bringing out a higher value in the artwork. These mat cuts are templates and it does not take much to do them. If a framer charges you extra for these cuts they are ripping you off. I request a brass nameplate for each print. The cost of these is anywhere from \$5 to \$10. It will definitely add class to your artwork.

You will want to try and keep the cost of your print and framing under \$150 for each piece. The framing cost will usually depend upon the size of the print. I would hope your auctioneer could generate more than that during the auction. The auctioneer has to be knowledgeable: he is working for you and hopefully for conservation.

The majority of the people who attend your event are of the testosterone side of the human species. They purchase the art because of what they see in the art. Very few consider the framing and matting. When they get home and meet the estrogen side of the family, this is the question most frequently asked, “And just where do you plan on hanging it? It does not match the décor of the carpet or the wall color.” Most framers will match the matting to the colors within the print. It is ready to adorn the walls of any room.

A suggestion that could make you knowledgeable on framing and could be fun, is to visit a frame shop. Ask the questions I presented earlier. Don’t mention your function at first because the framer will start to see dollar signs.

BRONZE, HYDROCAL, AND PEWTER STATUES

Most events will feature a bronze, pewter, or a hydrocal statue. In most cases these are not cheap so know your audience. The time it took to create the cold cast and then the casting is expensive. Most will be in limited editions. Several artists I know will sell these to you for your event for either a minimum price or a split. Ask the artist to send you a photograph of the possible selected piece and a brochure of other pieces of their artwork. Size of the bronze is very important. Not everyone can fit a 3-foot bronze in his or her home! Look up the artist’s website before you contact them. This will give you an idea of what you are looking for. Type in the words wildlife bronze artwork and have fun viewing all of the pages on the Internet.

Pewter statues are just that, they are made from .999 pure pewter. They are inexpensive and will be a great auction item.

Hydrocal statues are what are considered a poor man’s bronze in the world of artwork. They are made from a hydrocal stone base and sometime will include a pewter piece in the diorama of the artwork. They have every appearance of a bronze, but are made from hydrocal stone with a bronze patina. They are inexpensive, but sell quite well in the live auction and silent auction.

SETTING UP FOR THE AUCTION

It is now time to have the auction, let the fun begin! An event that starts on time and ends in a fashionable manner will stay in the memories of your attendees. I cannot stress enough how much you need to be organized and start on time. **DO NOT LIST YOUR AUCTION TO START AT 8PM** and then at 8PM have several raffles or guest speakers’ talk before you start the live auction. All of this should be done when your audience is seated and eating. Several events will recognize trophy awards for the games they harvested the prior year. If you have a short awards presentation prior to the live auction this is good. If you have quite a few to give away, perhaps you might want to plan on having another event and title it the Trophy and Awards event.

Not everyone in your audience cares on who killed what, what they killed it with, and when they killed it or even where they killed it. Take into consideration of who your audience is.

How do you get the audience to be silent? I would suggest having someone **sing the National Anthem**. What I recommend is to get a Boy Scout troop or military group to present the colors and then have the singing of the **National Anthem**. I have used professionals, young adults from high schools or universities. If you know of someone with a good voice, use him or her.

I stated this earlier, but I feel it is important enough to mention again. All members of the committee should eat before anyone arrives, hopefully two hours before you plan on opening the doors. Arrange this with your banquet coordinator. You should be available to greet your attendees and go to work selling your function. **This is your one time big event of the year and with your targeted audience in attendance.** You cannot make money if you as a committee are sitting on your backsides.

At the time of the auction all items should be numbered. Each auction item should be typed or printed on a receipt. These receipts can be purchased from your conservation organization headquarters. This receipt should have the total description of the item, the number assigned to that item and the fair market value of the item, not what you paid for it, but it would cost the buyer if they had to purchase outside your event. The receipts should all be in numerical order in which you plan on selling the items. Once the auctioneer sells the item, a recorder can then record the amount sold and the bid number of the buyer who purchased the item.

If you do not use bid numbers, the receipt is usually handed to a runner and they will take it to the person who purchased the item for their signature and then turned into the finance table. If a buyer wants to leave early and wants to settle their bill, you are ready for them. Do not ask your auctioneer to do the recording. He will have enough on his plate once the auction starts.

Depending upon the size of your auction I would have a minimum of two receipt runners. You don't want to slow down the auction. I do record each price for each auction item and the bid number in my program. If your recorder has a question on the price or bid number get it answered immediately before you go on to the next auction item. **PLEASE** instruct your ring men, bid spotters, or floor auctioneers, all one in the same, just different names, to **stay with the winning bidder until the receipt runner gets to them for their signature**. If you have a large room they could need a GPS to get around!

The best bid cards are 5x7 index cards with **BOLD BLACK NUMBERS PRINTED ON THE CARD**. Several events will use the banquet ticket as their bidder number. Make sure you instruct the auctioneer on this method so he can alert the buyers to have that number accessible to the receipt runner.

You will need a minimum of two people to carry the auction items through the audience. One to carry the item you are selling and one to get the next item. Several events have stepped up to the world of modern technology. Prior to the auction they make slides for each auction item and using a power point put them on one screen or two screens depending upon how large your audience is. Make sure they are in order!

BID SPOTTERS, RING MEN, OR FLOOR AUCTIONEERS

The people assigned to this task should be professionals. I **strongly recommend not using** the committee personnel as bid spotters. Why not, several reasons? They like to visit too much with their buddies. They don't understand the auctioneer. They tire out halfway through the auction, **remember** you had them there early assisting in the setup. Ask the auctioneer if he can provide his own personnel. Usually he will bring people he has worked with in the past and they are professionals. Your auctioneer will / should visit with them before the auction and give them the particulars of each item to be sold. Remember this is your one time event and you want to get all of the money you can from your audience.

A professional bid spotter will be able to spot a bidder. He will shout if he gets a bid. Most committee people catching bids will **raise their hand if they are catching bids**. I can hear a bid spotter shout when they take a bid. **I cannot hear a hand go up into the air**. Several events will get color coordinated shirts and caps for these guys. It makes them easier for your buyers to spot so he or she can bid. The bid spotters are the people who create some excitement, screamers, and shouters, whoop it up; they will add enthusiasm to the event. Your audience will laugh at them because of their happy go lucky attitude. Once your bid spotters are introduced and the audience knows who they are, they will be identifiable to your audience. They will call them over to their table and ask them to watch them when a particular item comes up for auction. Remember **these guys know how to understand an auctioneer** and can make the job of buying more fun!

ORANGE CONED FLASHLIGHTS

A technique that will assist your audience to know exactly who has the bid will be the use of **orange-coned flashlights**. These flashlights can be purchased for around \$5 at your local Sams Club, Costco or Wal-Mart stores. Once the auctioneer or the bid spotter takes a bid, the auctioneer will direct the closest bid spotter to that person. The bid spotter will turn on his flashlight and raise it above his head. This is a signal to everyone in the audience who has the bid. If another bid spotter gets the bid he will turn on his flashlight and yell to acknowledge **he now** has the bid. The previous bid spotter will now turn off his flashlight until he has another bid from his buyer and then repeat the process until the item is sold. **Once it is sold the bid spotter will then stay with the buyer until the receipt runner gets to him and they should be able to find them easily.**

What to give your bid spotters for their work? Several events will comp the meal for them and award them \$100 worth of raffle tickets. Remember raffle tickets are only paper. Give them a table in the farthest corner in the room for their dinner. Once the auction starts they will give up their chairs and your important people still have the best seats in the house.

SELECTING THE AUCTIONEER

You have worked very hard to put together your auction. It is now time to sell the items. The audience will generate the price you get for your items depending on how hard you auctioneer will be working. Selecting the auctioneer should be done very carefully and done by the entire committee. Each one of the people on the committee has been to enough events and will know of an auctioneer who stood out from the rest. Several committees will ask the local auctioneer in the community. This person will usually donate his time.

CONTACT YOUR AUCTIONEER WELL IN ADVANCE! Do not take it for granted just because he did it last year he will be able to do it again the following year. Your event is not the only event requiring the presence of an auctioneer. I do several auctions that try to keep the same date and then others will change their dates. When you do over 100 auctions each year confirmation of the date is important.

Your local auctioneer's greatest asset to your event will be that of knowing most everybody in the community. Is your auctioneer's chant clear and is he knowledgeable regarding your type of function. I personally think that if you have to pay an auctioneer to do your one night conservation auction it is wrong. If this person cannot take the time to assist you with your event and conservation they are not sportsmen and should not have the microphone in their hand.

You can compliment your auctioneer by giving them a membership to your organization, a complimentary meal for he and his wife or guest. Several organizations will compliment him with \$100 worth of raffle tickets. Again remember it is only paper. I have in the past received hunting trips from the committee members, shotguns, and rifles for committees that I have established a rapport with. Several other ways to compliment your auctioneer for his efforts is to buy him a gift certificate for a local sporting goods store, Cabela's and Sportsman's Warehouse are two that come to mind. If he is not a hunter, perhaps a gift certificate for two people to a local reputable restaurant. I am a life member for most of the conservation organizations I work with. I did not pay for them, they were given to me for my hard work I have done in support of that conservation organization over the years. If your auctioneer has to travel a long distance to get to your event, you should consider a hotel room, fuel, or their airline ticket.

To make the auctioneer's job easier, a committee person should get with him as soon as he arrives. Go over the agenda with him. Make sure he is aware of any minimum prices that you have set. An idea that usually works is to have a program listing all of the fair market values and the actual price you have in the items. It will give the auctioneer an idea of where to start the bidding.

I have done auctions where I have done 75 items without stopping. Not all auctioneers can do this. Remember selling livestock at the local auction barn is a lot quicker. There you are dealing with professional buyers. Most conservation auctions the auctioneer is dealing with a semi-pro bidding group. If you feel your auctioneer is running out of wind, you can stop the auction, to give away several raffle items. An asset to any auctioneer is to have a reader. This person should be knowledgeable of the auction items and have a resonant voice. This will allow your auctioneer to catch his breath in between the selling of the items. I on a personal basis do not like to be stopped when I start an auction. I want to start on time and end on time. Stopping the auction can cause the auctioneer to lose the momentum of what he just got built up.

If you are a singer you will not sing one song until you warm up your vocal cords. You have to warm up your vocal cords before you sing, well guess what? So does an auctioneer. You stop him he has to start all over again. This is a strain on his voice.

Depending on the size of your event several committees will get two auctioneers. One auctioneer will help catch bids while the other one is working. If you require two auctioneers please have consideration and ask the auctioneer you have selected whom he wants to work with. More than likely he will have a partner he works with and would like to share the fun with him. Several of the national conventions I work will have a total of 6 auctioneers!

The **biggest concern** of any auctioneer is having enough time to sell all of the items. Most items are self-explanatory. Remember if you have hunts and a speaker, this will take a couple of minutes. The live auction should start ideally at 7:30pm. An auctioneer can only do you justice if he has the time to do it. If the live auction goes later than two hours people will tend to lose their interest and leave. They will remember the long time they had to sit and it will be difficult to sell tickets to next year's event. You have to remember your buyers still have to pay for their items, collect them, and get them to their vehicles or hotel rooms. If they drove to your event they still have that drive home. Depending upon the time of the year the weather can be important regarding which state you live in.

THE FINAL PAPERWORK

Congratulations! Your event is over and you have raised several thousand dollars from your event for conservation! Everyone is a happy camper. It is now time to thank all of the people who supplied you with items for your function. Big or small, regardless the value of the item, a **THANK YOU** letter should be sent to all donors and sponsors. A little kindness and they will support you again next year.

Several events that I do I have turned them on to a new concept. I know of a company in New Mexico that makes custom jewelry, the **Red Bluff Buckle Company**. We order money clips with your conservation organization logo on them. They are in expensive around \$20 wholesale price and retail price is \$45. Send a money clip with the thank you note to your major donors, sponsors, and hunt donors etc. It is an inexpensive gift and they will appreciate it.

I have worked with Red Bluff for quite a few years. They also make custom belt buckles, knives, and ladies jewelry. I will include their name at the end of this book. On another note I usually have them make a buckle, knife, and a money clip, all of these items are custom made and put it in the live auction. They are drop dead gorgeous and will bring you double of what you will pay for them. They usually charge you only half the price of the retail value. The interesting concept about this company is they can do any design or logo you want them to do!

If you have bought any items on credit, all of these accounts **should be paid within two weeks after the completion of your function.** These people have to make a living as well. I know of several events that the outfitter split donations were not sent out until 3 months after the event. They did not donate again. When they were asked the following year the committee was told where to go and it was not a very cold place either.

If you have splits with outfitters, again pay them within two weeks. What they donated is their living expenses and lifeline. How would you like someone to hold your paycheck for several weeks? Almost all of the artists and the framers I work with will send and frame art and will not worry about the payment until after the day of the event. Most companies you work with will take a post-dated check. They understand the world of conservation. This will allow your event to free up funds to work with. Your treasurer should receive all receipts. I will enclose a copy of a request for payment form I use and it works.

Review all of the items you sold. You have to ask yourselves this question, “Which items made money and what didn’t make you a profit?” Remember that EXCEL spreadsheet I talked about earlier? Here is your tool to find out your P&L’s. All of these numbers should be taken into consideration.

These numbers should be presented at your committee meeting. Through out the course of the year all committee people could be looking for new ideas to support your event.

A NOTE FROM ME AS AN AUCTIONEER

I would like to thank you for taking the time to read this program. I enjoyed putting it together and hopefully it will be a benefit to your event. I can only reiterate what works at one function may not work at another. I did the first copy of this book several years ago and thought I would be mailing out only a couple thousand copies. **Boy Howdy was I ever wrong. I have mailed out over 25,000 copies!** I felt it was time to re-do the book as I have also gained knowledge of new innovative ideas. I wanted to share them with you. In the event you have any new ideas for me, please send them to the address in the front of the book or send them via E Mail.

In the introduction, I told you I do over 75 auctions each year. The most frequently asked question, “How can he afford to travel so far and for free?” The majority of the cattle sales I do are in several states and Canadian provinces. The sales manager will pay my airline ticket and hotel expenses. I work for them and make them money. They are paying for my experience, voice, and knowledge. They have worked hard establishing their cattle herds. Not only are they delivering a product to the consumer, they have to show a profit for their efforts and labor. I am their product consultant.

Your event is no different, I work for you and you should expect a profit from my knowledge and expertise. The question you are asking now, “How can we afford an airline ticket and still make money?” I have contacts with quite a few vendors, galleries, guides and outfitters. I am a guide and outfitter and know that world inside and out. I KNOW artwork and the world of hunting and construe this information to your buyers. I usually can sell one or two items and my plane ticket is paid for. I have a travel agent and she knows how to book flights. Orbitz, Expedia, and a few other Internet services offer some great flights at a very reasonable price. The rest of the items I can bring to you will be clear profit. I know how to get prices for art that should be paid for art. My background in marketing has allowed me the good fortune to expand and share it with conservation and other fundraising activities.

I had mentioned this before and will do so again. I tell the people before the auction starts, there is a possibility they can purchase some of the art at a local gallery and pay two to three times more plus the tax. They will also pay double or triple to have it framed and matted. They have the opportunity to purchase it tonight at the event and support their conservation organization and its goals. I am going to enclose several forms that I have worked with and a list of people that can be of a great advantage to your event. Remember these are people who can help, not necessarily donate for **FREE**. Most companies will give you a reduced price and if you buy in volume they could very well donate an item. **DO NOT** take advantage of them.

I wish you all of the success in your endeavors and hope you attain your goals in the support of all conservation and wildlife. The following pages are going to be examples of different form that I use for my events. They could possibly work for you event, maybe so, maybe not. Regardless if you have someone who has any computer skills, put them to work for ideas they may have to create documents to assist you in your needs.

I use a company by the name of PBS. Lisa is just that. She has worked many a banquet with me and knows exactly what I need you may contact her at:

PROFESSIONAL BUSINESS SERVICES, llc

Lisa Thorn

303 232 5135

lisa@pbsllc.net

If you need any NCR forms done you can contact her for your needs. She is reasonable in price and remembers buying volume is always the way to go.

I have drawn up sketches on EXCEL and WORDPERFECT and sent them to her. She would make changes and always to my advantage!

When you go through this book and find a place where I mention an NCR form, you can bet she did it and it is on file in her database!



Once I have all of the items into the database I will make additional pages for Auction, Silent Auction, Bucket Raffle, general raffle, door prize etc. I will then go back to my original pages and identify those items I want to place in the program and then I will copy, do not cut and paste, and place them on the page they need to be.

You will want to keep a record of all of the items. I use different colors to assist in the identification of where I want that item in the program. Number the items in the live auction, as you will want them for your program. Sort and Ascend and you will have them in order. Now you are ready to write your descriptions for your program.

Each time a committee person turns in a donation form or hunt description you need to make sure it gets added to this list under the appropriate category.

If the paperwork is complete, put down Yes under the received column, it is not received then a NO-goes under that column until the item is in hand.

After your event is over with, you can now gather all of your auction receipts and silent auction receipts and key in the data of what that particular item sold for. Find the column of what you paid for it and do the math. You now have identified your Profit and Loss. (P&L's)

I keep all of the records of any banquet I set up on a disc. I can review all items from previous years and it assists when planning your next year's event. You will know what you had, what it sold for, and more importantly which committee person was responsible for getting it.

SILENT AUCTION SHEET

Item # _____

Description: _____

\$ BID	BID NUMBER	\$ BID	BID NUMBER	\$ BID	BID NUMBER	\$ BID	BID NUMBER
\$50		\$95		\$140		\$185	
\$55		\$100		\$145		\$190	
\$60		\$105		\$150		\$195	
\$65		\$110		\$155		\$200	
\$70		\$115		\$160			
\$75		\$120		\$165			
\$80		\$125		\$170			
\$85		\$130		\$175			
\$90		\$135		\$180			

Thank you for bidding generously! The money you spent tonight will enhance and support your goals towards conservation, education, and habitat programs!!!!

This sheet is done on EXCEL as well. I would recommend having sheets for the following increments and always make more sheets and have them on hand.

\$10 / \$20 / \$30 / \$40 / \$50 / \$60 / \$70 / \$80 / \$90 – These sheets should be done in \$5 increments

\$100 / \$120 etc – These sheets should be done in \$10 increments

I do make a sheet up that states: **Bid What Ever you want to!** You will receive several items that perhaps you would like to just let them go for whatever. In most cases they will go higher than the value of the item!

Depending upon the size of your event and what you want to put into the Silent Auction you can start those sheets with whatever \$ number you want to.

As you can see, once the bid increments are already indicated, there will be no mistake of what they bid!

BUY OUT – This should be the last increment you have on that page. If a bid number goes into that square, pull the sheet.

Once the Silent Auction is complete and you have access to a computer and printer, key in the winning bid number and the high bid of each item. Print several copies for each table and pass them out for your attendees to see who won the bid. The silent auction sheet will go into the bidders file and on their master bill. When they clear the finance table you will have all of the information ready for them.

Raffle / Meal Ticket Package

General Instructions

Please complete one form per member (making copies if necessary). For example complete only one form if you are attending with your spouse and child. Complete another form if you are bringing someone who will be attending with you. **PLEASE PRINT CLEARLY.**

Personal Information

Last Name _____, First Name _____
Address _____, City _____, State _____, Zip _____
Phone() _____ Email address* _____

- We will not share your email address with any other person or organization and we will keep it for two weeks after the completion of our event.

Select membership option and include the amount indicated in your payment:

_____ Renewing Associate Member (Annual Membership)	\$25
_____ New Associate Member	\$25
_____ Rooster Booster	\$50
You will receive Cap and decal signifying Rooster Booster status	
_____ Magnum	\$100
Gun Case by Browning	
_____ Sponsor	 \$250
You will receive a Lapel Pin and Sponsor Edition Print of the Year	
_____ Life	 \$1000
You will receive framed Life Member Certificate with Gold Pin and recognition in Annual Report	
_____ Patron	 \$10,000
You will receive Patron plaque, PF Jacket and recognition in Annual Report	
Payment Plan Available	
_____ Ringnecks (Youth)	 \$15 / \$5 if you sign up at the banquet

Calculate payment total:

Membership dues (from selection above).....	\$ _____
# of Meals _____ @ \$45.00 each.....	\$ _____
# of Meals _____ @ \$80 for a couple.....	\$ _____
# of Child Meals _____ @ \$11.00 each.....	\$ _____
Discount Raffle Ticket Packs _____ @ \$75 each	\$ _____
Total	\$ _____

Remember pay \$75 and receive \$100 worth of raffle tickets and one free adult meal ticket!!!!

Please Check Payment Option:

_____ Check or Money Order enclosed (Payable to **Devils Head Chapter of Pheasants forever**)
_____ Credit Card (**circle one: Visa/Master Card**)
Card # _____ Expiration Date _____
Signature (**required for credit card purchases**) _____

Please send completed forms to: Les Ohlhauser

% Nestlé Purina
4555 York Street
Denver, CO 80216

Direct Inquiries to: Les Ohlhauser

800 346 8702 ext 256 / 303 295 0818 ext 256

lohhauser@purina.com // Devil's Head Pheasants forever Chapter web site: www.pheasantsforever.us

TIME LINE

0700 Committee meets at Restaurant for breakfast

0800 Meet at Joe's house to load up all items

0900 Meet at the Auction Location to Unload and Set Up

1200 Noon Have pizza delivered to Location – Feed the troops!

1300 Finalize Set Up / Check in – Check Out

1400 Committee to leave to change clothes

1500 Committee returns

1530 Committee has dinner / Go over instructions for the night

1630 Doors open

From 1700 to as long as you like the MC / Auctioneer will make various announcements of the Raffles etc

1800 Announce that Dinner will be served in a half hour to find a seat

1815 Make sure your host knows they will be serving meals in 15 minutes

1830 Serve the Meal

1840 Announce several of the raffle winners if they have sold out on your select raffles

1845 Announce the Award Winners / Guest Speakers

1855 Announce the live auction will begin at 1915

1910 Announce they have 5 minutes to bump the bids in the SA and announce when you will close them

1915 Start your auction

1930 Announce that Silent Auction Items 1-15 will be closing

1945 Announce that Silent Auction Items 1-15 are closed and will be pulled / Announce the closing of the next group of Silent Auction Items until all have been closed.

2100 Auction is complete

2102 Start announcing your winners of the various raffles like the gun board if you have one

This time line is one I use and you can again tailor it to your event. I hand it out to each committee person and the last statement I have on it is this one:

CLEAN UP / ALL COMMITTEE PERSONNEL TO ASSIST

HUNT / FISHING TRIP DONATION FORM

Outfitter Name: _____
Company Name: _____ // Outfitter License #: _____
Address: _____ / State: _____ / Zip: _____
Telephone # _____ / Fax #: _____ / Email: _____ / Website: _____
Number of Hunters donation covers: _____ Number of Non-Hunters: _____

Hunters per Guide (Circle one) 1x1 2x1 Other: _____

Location of Hunt: _____ / Game to be Hunted: _____

Hunting Season: _____ Number of Days this Hunt is for: _____

Can this Hunt be taken in an alternate year: _____ If yes what year or years: _____

Can this Hunt be Upgraded: _____ / Game that can be added: _____ / Cost of Upgrade: _____

Cost of Extra Hunters: \$ _____ Cost of Non-Hunters: \$ _____

Transportation during hunt is mostly Foot/ Vehicle/Horses/Boat/Air/ Other (Circle One)

Is trophy prep included? Yes or No (Circle One)

Licenses or Permit Fees Required: _____ Trophy Fees that are Included: _____
Trophy Fees that are not Included: _____

Hunt Arrival & Departure Point: _____ Are there any special charters not included in the hunt that are needed Yes or NO (Circle One)
Type: _____ Cost: _____

Type of Accommodations included on the Hunt: _____
Weapons to be used: _____ / Restrictions: _____
Any Weapon Permits Required: _____ Does donor provide these permits: _____
Do you wish to exhibit at our banquet? Yes or No (Circle One)

Special Notes: _____

Note: We also need 4 copies of your brochure and Price List for additional information on the hunt and your services

Value of Donation: \$ _____ / This is a 100% donation/This is a 50-50% Donation (Circle One)

I certify that this hunt/trip and the export of any trophies will be carried out in accordance with all applicable laws. I will obtain all necessary permits and certificates when applicable.

Signature of Hunt Donor Title Date

Committee Person Signature: _____

REQUEST FOR PAYMENT FORM

REQUEST FOR PAYMENT

1. Make check payable to : _____

2. Address: _____

3. Date: _____

4. Requestor of Check: _____

Amount of Check: \$ _____ Check #: _____

Date Check mailed: _____

Item to be Used for: _____

5. Invoice Attached: Yes // No If no please explain why:

The person requesting the check must complete Items 1-5

All receipts to be filed for future review to include chapter and tax audits.

The business's listed on the following pages are people that I have worked with in the past in support of conservation fund raisers and help support **CONSERVATION FUNCTIONS**. Please feel free to contact them. The majority of these people are artists and will possibly give you a price discount. Remember they have to make a living too! When I order items for a banquet I usually will contact these people. They are special interest items for your event.

Do not send a chapter letterhead requesting a free item! You will be shot down pretty fast. Think about it, how professional is that? Represent your chapter and be a professional!

Go to the **Internet** and type in the name of the company and you can find most of their websites if there is one.

Wild Wings Gallery
Conservation Fund Raising Department
S. Highway 61
Lake City, MN 55041
800 628 4608 // www.wildwings.com

This company is a one-stop shopping center for your conservation event! They can and will provide you with several catalogs throughout the course of the year. They are always introducing new items and artists. One of the most recent world-renowned artists to be join the Wild Wings Company was Mr. Terry Redlin!

Two years ago the Cabela's family bought this company and it has grown in leaps and bounds. These people go the extra mile to make sure your event is a success. Wild Wings features several banquet packages and each one will make you a profit. I have been working with these people for over 12 years and have nothing but outstanding things to say about them!

Terry Doughty Wildlife Art
1065 Alfred Street
Brookfield, WI 53005
800 554 1493
www.terrydoughty.com

Thunder Mountain Press
404 S 7th St. Bldg 31
Milwaukee, WI 53201
800 452 7574

White Oak Publishing
Larry Zach
901 SE Trilein Drive
Ankeny, IA 50021
515 964 1570

Natures Whisper
Robert Hinton
2612 S Van Eps
Sioux Falls, SD 57105
605 332 6215

B&B Glass Creations
Audrey and George Heiney
10726 Kipling Way
Broomfield, CO 80021
303 469 8924

Charles H. Denault Studio
The Buck Rub Inc
1395 E Baker Rd.
Hope, MI 48628
800 777 4902

Roger Flythe
P.O. Box 2675
Silver City, NM 88062
505 388 3082

Excellent Southwestern art and originals. Roger and Sandy will work with you on a **50-50% split**. I have worked with this man for quite a few years and he is as honest as the day is long. They also make some excellent elk antler jewelry!

Leon Parson Studio
1512 Ridgeway Ct.
Rexburg, ID 83440
208 233 3728

Hayden Lambson
427 S 2000 W
Pocatello, ID 83201
208 787 2333

Cattle Creek Publishing
P.O. Box 109
Victor, ID 83455
800 963 4087
www.cattlecreekpublishing.com

This company is the artwork of Tom and Manuel Mansanarez. Check out their website for new additions of their featured artwork. They are great artists and will work with you in your needs.

Bear Claw Inc.
Russell Jorgensen
22 North State Street
Preston, ID 83263
208 852 3060
He has a great selection of prints and hydrocal statues

HAGEN FISHING RODS
Mr. Keith Hagen
RR2 West Highway 16
Mitchell, SD 57301
800 541 4586

If you are looking for a custom fishing rod for fly-fishing, spinning or bait casting this is your company! They have a great selection to choose from and they will customize the rod with your chapter logo/name. You can order fishing lures with your chapter logo and name on them as well.

BIG SKY CARVERS
P.O. Box 507
Manhattan, MT 59741
800 735 7982

Phelps Western & Wildlife Art, Inc
Mr. Rusty Phelps
12050 Greentree Road
Black Forest, CO 80908-4125
719 495 0586 // 719 495 9807

This artist is nothing less than outstanding! He has a great selection of western and wildlife sculptures to choose from. His art could very well be the feature item of your event. He has a tremendous selection of hydrocal sculptures to select from and they are all reasonably priced!

Loon Lake Decoy Company
170 Industrial Court
Wabasha, MN 55981
800 555 2695

Country Reflections Fine Wildlife and Western Art
www.countryreflections.com
888 476 7279
Darrel & Bonnie Herrick

This company features some of the greatest western and wildlife artists in the business! They can fill your any needs for any well-known artists. Tim Cox is a featured western horse artist and they have his prints. The framing on the prints you will receive from this company is far superior to any I have worked with. They have both limited and open edition artwork. If you check out their website you will be amazed on their artist list! I have put on entire banquets with all of their artwork! I have nothing but compliments to these people!

Red Bluff Buckles
Jimmy & Tammy Cotant
82 Wrangler Road
Continental Divide, NM 87312
505 862 7042
redbluff@cia-g.com

You need to contact these people and get their catalog. All of the jewelry they make is custom made. You can get a buckle, knife, and money clip with your logo and put it in your live auction. It will be a featured item. They make great bracelets for the ladies as well. Quite a few of the committees are ordering money clips from this company to give away as thank you gifts for their donors. Check them out.

Scott Lennard
Bronze Art
Frontier Studio
268 Taylor Road
Libby, MT 59923
406 293 7158
www.scottlennard.com / frontierstudio@libby.org

Outstanding selection of bronzes and will do custom work. This artist has some spectacular pieces and very reasonably priced! When you are buying from Scott you are buying QUALITY!

Fred Boyer Bronzes
201 Shirley Way
Fairmont Hot Springs
Anaconda, MT 59711

Doug Eck Studios
Bronze Sculptures
P.O. Box 504
Hobart, WA 98025
425 392 9693 // dougeckstudios@msn.com

Fawn Creek Fine Art
Tony Weiss
970 878 0955
654 Main Street / PO Box 1076
Meeker, CO 81641-1076
www.cmn.net/~fawncreek

Joshua Spies
Wildlife Art
466 S Lake Drive
Watertown, SD 57201
605 886 7397 // 402 614 8730
www.joshuaspies.com

I would suggest looking at his website and contacting him! This young artist has taken the world of art and made it spectacular with his pieces of artwork. His detail is nothing less than perfect! He is a conservation artist and one of the best in the world. In his span of painting he has already won some very prestigious awards!

FURS by Robert
Bob Rose
PMB 133 / 3760 Market Street NE
Salem, OR 97301
503 390 4786
FBRRose@aol.com

Great selection of furs to select from and he will assist you in your selection. All of his furs are very reasonably priced. I have sold hundreds of his furs and they have done quite well! Don't forget the Ladies!

Rocky Mountain Antler CO.
Bill Moyer
535 S Lindsey Street
Castle Rock, CO 80104
303 688 5213

WOW! This man features some of the best in antler creations. Lamps to Chandeliers! Everything he makes is custom and it is fantastic. I have sold Bill's quality work a bunch and it brings top dollar!

Ken Whitney
5754 Prescott Street
Littleton, CO 80120
303 795 8927
bethwhitney@msn.com

I have known Ken for over a decade and his original artwork is nothing less than superb and correct. I will guarantee his artwork every time. I have sold several of his pieces and they have been the high dollar item of the auction! Ken will do commissions and he will work with your organization for your specific needs. He will do a 50-50% split. HOW CAN YOU GO WRONG!

BAFCO
Jody & Bayley Barton
The Big Ass Fish Company
www.bafco.biz
bafco@ascalaska.net
907 248 7934

These people are wonders when it comes to metal art. Check out their website!

Tracy's Studio of Fine Art
www.tracystudio.com
Box 200
Mtn. View, OK 73062
580 347 2198

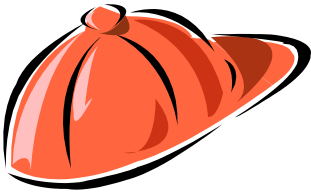
Valutime Inc
3536 Hwy 100 South
St. Louis Park, MN 55416
952 897 3860
Jason Price

If you need a sign or a **Banner made** that will last this is your company! Quality to the max!

Dill Custom Knives
Robert & Bonnie Dill
1812 Van Buren
Loveland, CO
970 667 5144

GLASS TECH
21255 NW Jacobson Road, Suite 100
Hillsboro, Oregon 97124
888 284 7934
www.glasstechweb.com

You need any type of glassware these are the folks to talk to! There is not a thing they cannot do for your needs in glassware! Go back to the raffles in my book and you will see how to market your glasses. They offer a variety of quality glassware and it will make you money!!! I have found that working with these people it was easy and they will strive to make your event the best one ever!



BASEBALL CAPS & OTHER APPAREL

Logos Sportswear & Promotions

Pat Scalf

P.O. Box 10262

Glendale, AZ 85318-0262

623 537 4169

info@logosapparel.com

www.logosapparel.com

EVERYONE needs a good baseball cap for his or her event. I have worked with Pat for several years and he has without doubt the best selection of hunting caps to select from. He always seems to have some good deals going on too! I am totally impressed with his quality and attention to detail. He offers a full line of clothing as well. If you need a brief case this is the guy to talk to! I work with no one else but him. Remember if you are going to use the logo of your organization you will need to get permission! Most of them have a copyright restriction and permission will be necessary. I have found by letting him put the animal I want on the cap and sending me a proof I can make my own decisions. Several committees I work with have used this company for several years! Order his catalog and he will work with YOU!

I can only provide you with the information to make your event a success. Share the wealth of this book with other conservation groups. Any time you send someone to these people on the previous pages you have established rapport with these people and they will not forget you and your event for future orders.

This book is a **guide for your success**. Feel free to change the rules and regulation to assist in your event.

Remember we are ALL under one umbrella, to conserve, promote, educate, enlarge habitat, ALL WITHIN our conservation organizations.

WE ARE A CONSERVATION TEAM!

