

## Da Vinci Academy Annual Auction Committee Roles and Responsibilities- January 2010

Committee Name	Description	Key Tasks	Timing	Needs
Auction Chair/Event Management – Chair: <b>Michelle Milo</b>	Coordinating all activities related to the auction	<ul style="list-style-type: none"> <li>Coordinate event activities with the Event Venue, including food and entertainment, auctioneer, table assignments</li> <li>Manage budget and report periodically on Auction Committee activities</li> <li>Coordinate with Parent Association</li> <li>Oversee sub committees</li> </ul>	Ongoing	Co-Chair needed
Auction Ambassadors – Chair: <b>Parent Association Ambassadors will serve as Auction Ambassadors</b>	One parent per grade/advisory group who will serve as point person and communications hub for all activities within that grade.	<ul style="list-style-type: none"> <li>Get familiar with auction activities, attending meetings if possible (or reading emails/responding via email)</li> <li>Serve as a champion for the auction within the class, coordinating donations, encouraging attendance, assisting with class project needs (see below)</li> <li>Serve as point person for auction committee to get communications to each classroom, make phone calls to solicit help for specific needs or otherwise help be the eyes/ears/arms/legs of the auction within each class and/or advisory group.</li> </ul>	Ongoing, starting immediately	Pre-K K- 1- 2- 3- 4 – Allen- Uhlarik-Boller – Schnecke – Burns – Detzler –
Procurement Committee: <b>Arlene Westbrook (External)</b> <b>Ray Sowinski (External)</b> <b>Donelle Duval (Internal)</b>	What good is an auction without something to auction off? The item procurement committee will take responsibility for soliciting businesses for item donations.	<ul style="list-style-type: none"> <li>Solicit businesses for item donations, working from previous years' procurement lists as well as soliciting new businesses</li> <li>Coordinating the activities of all procurement volunteers so that businesses are not solicited multiple times</li> <li>Work with Da Vinci Families on their donations and promote Donation Rally</li> </ul>	Ongoing, starting immediately	Committee Members Needed
Silent Auction Committee	Two silent auction sections of 50+ items will be available for auction attendees to peruse and bid on the night of the auction. Those unable to attend can submit proxies prior to the event for someone to bid on their behalf.	<ul style="list-style-type: none"> <li>Work with procurement committee to procure items for silent auction “theme baskets” (e.g., girls’ pampering, family game night)</li> <li>Assemble/package items for display at silent auction</li> <li>Write descriptions for the catalog</li> </ul>	Ongoing, peak in late April	Chairperson and committee members needed

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Live Auction Committee	The live auction is the capstone event of the evening and will be filled with items donated to Da Vinci, some class projects, and other unique or one-of-a-kind experiences.	<ul style="list-style-type: none"> <li>• Work with procurement committee to procure great items for the live auction</li> <li>• Develop visual displays for Live Auction items and assist with staging/setup of the live auction section the day of the auction</li> </ul>	Ongoing, peak on day of event	<b>Chairperson and committee members needed</b>
Take a Chance/Buy a Bottle Committee: <b>Georganne Brown</b>	These two popular programs will be back this year. Take a chance is a raffle of highly desirable items (for example, a Wii, a GPS navigation system) available only on the night of the auction. Buy a Bottle is a chance to purchase a bottle of wine, each of which have an envelope containing a surprise such as a gift certificate to a local business, or movie tickets.	<ul style="list-style-type: none"> <li>• Work with procurement committee to procure great items for Take a Chance and Buy a Bottle</li> <li>• Package the Take a Chance items</li> <li>• Stuff and attach envelopes to bottles for Buy a Bottle</li> </ul>	Ongoing, peak just prior to the event	<b>Committee members needed</b>
The Golden Ticket Committee	The Golden Ticket portion of the auction is a raffle of three big-ticket items (e.g., a big screen TV, an iMac)	<ul style="list-style-type: none"> <li>• Identify and purchase the items (we have funds set aside in the budget for this purpose)</li> <li>• Design and print raffle tickets</li> <li>• Promote ticket sales through Da Vinci families and the public</li> </ul>	Ongoing, beginning mid-January	<b>Chairperson and committee members needed</b>
Invitation Committee		<ul style="list-style-type: none"> <li>• Design the invitations in line with the theme and other printed materials</li> <li>• Assemble and Address invitations</li> </ul>	Late January/early February	<b>Several committee members and a chairperson needed</b>
Data Entry/Content Editor Committee: <b>Karen Smith</b>	Entering information about each item obtained for the auction, and editing that content for the final catalog and event-day materials.	<ul style="list-style-type: none"> <li>• Use online Auction website to enter item information on an ongoing basis during procurement (begins mid-January and runs until the Auction on May 2, 2009)</li> <li>• Edit item descriptions for publication in final catalog that prints a few weeks prior to the auction.</li> <li>• This work can be done remotely</li> </ul>	Enter item information – ongoing Edit item descriptions – mid April	<b>Several committee members needed.</b>
Catalog Committee: <b>Karen Smith</b>	Putting together the catalog that lists the items available at the event.	<ul style="list-style-type: none"> <li>• Design cover and layout of content</li> <li>• Organize content – including a welcome letter, program/schedule for the evening, auction rules, etc. Finalize item descriptions/content, and managing advertising and sponsor content.</li> </ul>	April, plus additional work the week prior to the event to produce the addendum.	<b>Several committee members needed.</b>

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Class Projects and Centerpieces Committee – Chair: <b>Anita Swartwood</b>	Creating unique ideas for each class or advisory group to do, which will then be auctioned in either the silent or live auction the night of the event. These projects are always a big draw and generate many bids. The children work hard on the projects.	<ul style="list-style-type: none"> <li>• Generate ideas for one-of-a-kind projects to be completed by each class or advisory group</li> <li>• Purchase supplies and create plans</li> <li>• Coordinate with volunteers and teachers/students to create the projects</li> </ul>	February - April	<b>Committee members needed</b>
Event Volunteer Coordinator	Make sure there are enough helpers for setting up the auction	<ul style="list-style-type: none"> <li>• Recruit volunteers to transport items and set-up the day of Auction (transport typically happens the day prior.)</li> <li>• Supervise/coordinate volunteers the night of the event</li> </ul>	Late April - Event	<b>Chairperson needed</b>
Event Promotion – Chair: <b>Jeff Oldham</b>	Promoting the Auction to the broader community	<ul style="list-style-type: none"> <li>• Create promotional messages and post online, place in local newspaper advertisements, and promote the event at other community events and with prospective families.</li> </ul>	Ongoing	
Sponsorship and Advertising Committee	Sponsorship and advertising help defray costs of the event and catalog.	<ul style="list-style-type: none"> <li>• Create an action plan for sponsorship and advertising</li> <li>• Network with existing and new businesses to obtain sponsorship for the event</li> <li>• Work within the Da Vinci community to identify businesses that can provide sponsorship for the event</li> <li>• Sell advertising space in our catalog</li> <li>• Get copy from advertisers, proof copy and layout for printing</li> </ul>	Ongoing	<b>Chairperson and committee members needed</b>
Fund-a-Project – Chair: Michelle Milo	At the auction, attendees can “bid” a certain dollar figure to contribute to each of the projects. An example of a recent project is the new library bookshelves. Fund-a-Projects usually three main categories – enhancements to facilities, upgrades to technology, or professional development for teachers.	<ul style="list-style-type: none"> <li>• Develop Fund-a-Project items via staff and administrative wish list.</li> <li>• Create insert for invitation</li> <li>• Write description for catalog</li> <li>• Pursue grant opportunities</li> </ul>	Ongoing	