



# **Everything You Need to Know to Raise Money (And Have Fun) With a Charity Auction: An Insider's Guide to the Ins, Outs, Ups and Downs of a Profitable Event**

*Robert Baird*

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In refreshingly clear language, Robert Baird walks you sequentially through the steps you need to follow to carry off a rousingly successful golf tournament.

From the first chapter, Is a Charity Auction Right for You, to the last, The Big Night, Baird securely holds your hand to make sure you know what to do at every juncture. And as you would expect, other chapters focus on setting a budget, developing your auction catalog, the check-in and checkout processes, and how you can raise additional revenue while the auction is in progress.

But Baird doesn't stop there. He wants to absolutely, positively assure your success. So he offers a 54-page appendix that provides samples of every single thing you need. There's not space to list everything here, but a sampling of the 22 appendix items includes: 11 checklists for everything from the room setup to the sound system to cleanup; four pages of gift ideas; a sample financial statement; a sample invitation, and a sample check-in sheet to use as guests arrive.

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