

**A LETTER FROM KARL DIEKMAN...**

**Hello Fellow Woodland Rotarian,**

I am writing as our Club's President-elect to ask for your input on the annual Dinner Auction fundraiser. I am also interested in any comments you can share about fundraising as a general topic, not just specifically related to the Dinner Auction.

To start, the Club is on a path to establish a standing committee to manage Club fundraisers, especially the Dinner Auction. By establishing a standing committee for 'Fundraising' we can spend a little less time reinventing the wheel each year and focus more on increasing our effectiveness in raising funds. You will see more information about the planned standing committee for Fundraising and what we need to do to enact it before the end of the year.

Regarding the 2023 Dinner Auction, I am looking for three specific items and any other comments you wish to share:

1. Please look at the list of **"Main Activities"** below and let me know of any activities that should have been included but were not.
2. While I have talked to some members about the event, I am very interested in **what role(s) you would like to take** in organizing and implementing the event.
3. We want to make certain our funds go to a worthwhile community service activity, and to that end, I hope you will share any thoughts you have about **who or what we can support**.

**Your thoughts and creativity will be greatly appreciated by December 10, 2022. Please reply to PE Karl Diekman at** [**kddiekman@aol.com**](mailto:kddiekman@aol.com)**(Click on this link to prepare an email).**

**ROTARY CLUB OF WOODLAND**

**Event**: **Dinner Auction**

**Date**: **Saturday, April 22, 2023**

**Time**: 5:30pm - 9:30pm (Dinner served at 6:45pm)

**Location**: California Agricultural Museum & Event Center

1962 Hays Lane

Woodland

530 666-9700

**Main Activities:**

**Fundraising Committee Chair**

* Servers as the primary organizer of the event
* All sub-committees report to the chair

**Dinner Auction Fundraising Goals and Theme**

* Establish purpose for fundraiser
* Establish fundraising goal
* Select program theme
* Create event flyer for use in marketing event

**Tickets**

* Set ticket price
* Set ticket sales limit
* Market tickets

**Event Printed Program**

* Gather relevant information
* Print program
* Distribute program

**Social Hour**

* Secure Woodland Sunrise volunteers to staff bar
* Secure beverage sponsor(s)
* Obtain & deliver bar supplies
* Entertainment

**Dinner**

* Select caterer
* Select menu
* Serve meals, including dessert

**Silent Auction**

* Prepare donation request letter
* Develop list of potential item donors
* Solicit donations
* Gather items donated
* Store items
* Prepare bid sheets
* Set-up display
* Catalogue items
* Supply information to program publisher
* Determine & notify winning bidders
* Secure payment from winning bidders & distribute item

**Live Auction**

* Arrange for auctioneer
* Arrange for auctioneer assistants
* Prepare donation request letter
* Develop list of potential item donors
* Solicit donations
* Gather items & determine estimated values
* Store items
* Catalogue items
* Supply item descriptions & values to program publisher
* Record winning bidder names & winning bid amount
* Secure payment from winning bidder & distribute item, certificate, etc. to winner

**Sponsors**

* Set Sponsorship categories, benefits and goals
* Prepare sponsorship opportunity letter
* Develop list of prospective sponsors
* Solicit prospects
* Supply information to program publisher

**Raffles**

* Determine **grand prize** raffle award
* Set overall fundraising objective
* Set grand prize ticket price
* Print tickets
* Market tickets
* Distribute grand prize information to winner
* Arrange for **50/50** raffle ticket sales
* Determine 50/50 raffle winner & pay the winner

**Wine Auction**

* Collect wine
* Auction or raffle?
* Distribute wine to winning bidder

**Finances**

* Collect funds
* Pay bills
* Distribute proceeds

**Event Facility**

* Establish decoration plan
* Set up for dinner and auctions
* Clean-up after event

**Thank you for your input!**

**Karl Diekman**

CADRE Member

District 5160 Governor 2010-11

HEWRAG Director

530 574-4470