**AIB Online & Silent Auctions**

**Guidelines for the AIB Online Auction**

The AIB Online Auction is an important fundraiser for the National Awards Program. All revenue from this auction is credited to the National Awards Program. The AIB Online Auction uses “Bidding for Good,” an auction site designed for not-for-profit organizations that charges an annual fee as well as a % fee on each winning bid. Laura Kunkle manages the AIB Online Auction, editing all material, entering the items into “Bidding for Good,” and notifying winning bidders.

It is our goal to offer 30 items that will generate an average winning bid of $500. Our goal is to raise $15K each year. It is our intent to collect items insofar as possible that are valued at $600 and above. Items offered should be of value to our AIB communities – or from our AIB communities. The more we can personalize an item and make it “invaluable,” the more compelling it will be.

The AIB Online Auction generally goes live three weeks before the Symposium and then closes one week after the Symposium.

To ensure that an item will get generous bids and appeal to more than one bidder, the items must:

1. Have an interesting/catchy title
2. Be compelling
3. Have great photos
4. Have a great write-up

Items that have done well in the Online Auction include:

1. Visits to AIB communities with hotel stays, restaurant vouchers, tickets to museums, attractions, etc, offer personalized tours from an AIB rep, and anything unique and special about that community
2. Horticultural packages that include plugs, plants, or collections that are difficult to get in the open market and are useful to AIB communities
3. Great artwork of gardens, trees, or plants
4. VIP tickets to garden events
5. Consultations/workshops with experts or talks from experts such as AIB judges are well received

Any help you can give us to secure really great AIB Online Auction items would be greatly appreciated and would be important to ensuring we are doing what we can to support the National Awards Program.

**Guidelines for the AIB Symposium Silent Auction**

The AIB Silent Auction is an important fundraiser for the annual AIB Symposium. All revenue generated from the Silent Auction is credited to the symposium. The Symposium Chair and Laura Kunkle, with assistance from the Symposium Committee, are responsible for the Silent Auction by securing the items, displaying the items at Symposium, collecting payment, and ensuring all bidders receive their items.

It is our goal to raise $10K each year from the Silent Auction. As it is difficult to set up more than 100 items, the value of each item needs to be in excess of $100 for the goal to be achieved. As each of the items will be placed on a table for viewing, it is important that there is something visually compelling on the table for each item. These items are secured from our AIB communities, from friends of AIB, from Judges, and Board members. Sometimes, a potential sponsor would rather give product than cash. The Silent Auction is the perfect place for such a gift.

Items that have brought in the highest revenue would include:

1. Personalized trips where the guests stay in the home of an AIB member
2. Horticultural packages that include unique collections of plants, new varieties of plants, hard to find varieties of plants
3. Horticultural tools/equipment/fertilizer products
4. Ornamental pots, birdhouses, hanging baskets, etc.
5. Art/Crafts/handmade items
6. Wine/food baskets - these are great as folks can enjoy them for the next few days of the Symposium
7. Product unique to a community such as a fresh lobster dinner sent from Maine
8. VIP experiences to shows, theme parks, concerts, etc.

A listing of Silent Auction items is sent to attendees just prior to the event so they can review the items before the auction starts. The Silent Auction has been held on Thursday evening at the opening of the Symposium. Enthusiasm is high this first night as friends reunite and the energy is really positive as everyone is hopeful they will go home with awards. The Silent Auction stays open 1 hour after the Thursday Awards program ends and then all payment is made and folks take their items. As most bids are made in the last few minutes of a Silent Auction, that last one-half hour is critical. Items that did not receive any bids are set out for the rest of the Symposium awaiting a bid.

Any help you can give us to secure great Silent Auction items would be greatly appreciated and would be important to ensuring we are doing what we can to support the AIB Symposium.