

2008/2009

ONS Foundation/ONS Chapter Silent Auction Toolkit



A charitable 501(c)(3) organization empowering cancer nurses in education, research, and leadership development

September 2008

Dear ONS Chapter Leaders and Representatives:

Successful fundraising is an integral and important part of the ONS Foundation's existence as a charitable organization. Likewise, fundraising is important to each chapter's sustainability.

Following a successful endowment building campaign, the Silver Anniversary Campaign, the ONS Foundation is expanding its ability to serve thousands of cancer nurses by expanding its fundraising reach beyond Pittsburgh, by equipping ONS Chapters with tools to support the important mission of the ONS Foundation and themselves. This silent auction guide is a tool to help your chapter begin local fundraising efforts for both the ONS Foundation and your local chapter.

We encourage you to not only utilize the resources here focused on a silent auction fundraiser, but also to utilize the assistance and guidance available through the ONS Foundation and its staff.

We continue to highlight key "human" assets that can assist us in building successful fundraising programs at the local and national level. These are the many dedicated volunteers who believe in the mission of the ONS Foundation ***to improve cancer care and the lives of people with cancer by funding oncology nursing research, scholarships, awards, and educational programs.***

This guide is merely a starting point to focus on a particular fundraising event that has proven to be successful for other ONS Chapters. **Other ideas and creativity are welcome....please contact our staff at 412-859-6242.** We also invite you to visit the ONS Chapter virtual communities' website monthly at <http://chapter.vc.ons.org/> for updates and additions to an emerging fundraising toolkit for ONS Chapters.

Let's work together and grow together to increase resources that support this great profession of oncology nursing.

Thank you for your support and consideration!

ONS Foundation Board and Staff

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The State of Philanthropy in America*

Charitable giving in the United States reached a record high of \$306.39 billion during 2007, up 3.9 percent from 2006.

Giving By Source

Giving from individuals, which continued to account for an overwhelming majority of all contributions (74.8 percent), increased by 2.7 to reach an estimated \$229.03 billion.

The next biggest source of contributions was foundations, which granted \$38.52 billion, an increase of 10.3 percent from 2006. Foundation grant making is a greater percentage of total charitable giving than it has ever been, the study shows.

Charitable bequests rose an estimated 6.9 percent in 2007, after a 7.7 percent drop in 2006, reports Giving USA. And corporate giving, including corporate foundation giving, increased 1.9 percent in 2007, making up 5.1 percent of total giving

Giving by Subsector

Religion was again the largest single recipient of charitable contributions in 2007, making up just over one third (33.4 percent) of total giving.

The next largest benefactors of charitable giving in 2007 were education (14.1 percent), human services (9.7 percent) and foundations (9.1 percent).

Giving to all subsectors rose in 2007, except to foundations. The subsector making the biggest gains in 2007, though, was international affairs, which grew 16.1 percent. Environment/animals grew 10.8 percent, human services 8.4 percent and arts, culture and humanities grew 7.8 percent.

- Religious organizations: \$102.32 billion (33.4 percent of total giving)
- Educational organizations: \$43.32 billion (14.1 percent of total giving)
- Human service organizations: \$29.64 billion (9.7 percent of total giving)
- Foundations: \$27.73 billion (9.1 percent of total giving)
- Health organizations: \$23.15 billion (7.6 percent of total giving)
- Public-society benefit organizations: \$22.65 billion (7.4 percent of total giving)
- Arts, culture and humanities organizations: \$13.67 billion (4.5 percent of total giving)
- International affairs \$13.22 billion, 4.3 percent of total giving
- Environment and animal organizations: \$6.96 billion, 2.3 percent of total giving

*Information obtained from Giving USA 2008

Additional information about charitable giving trends in the US can be obtained at
<http://philanthropy.com/free/articles/v12/i01/01001601.htm>

Background on Fundraising – ONS Chapters Can Help!

Some details:

Categories of Gifts

Annual gifts – Gifts that are regular yearly gifts contributed for unrestricted operating support or for ongoing programs and services.

Major gifts – Gifts that are often much larger than annual gifts (\$1,000, \$2,500, \$5,000 or more) and are usually designated for a specific project.

Planned gifts – Most of these types of gifts are made through a person's will or bequest.

In-kind gifts – Gifts of product or services that help a charity to achieve its mission. In-kind gifts are received often in support of auctions and raffles that allow the charity to conduct a fundraiser.

Sources of Funding

Individuals

Corporations

Foundations

Government

The ONS Foundation working with ONS Chapters

What Alumni Groups are to Universities and Colleges, ONS Chapters are to the ONS Foundation. **Here are some ways that Chapters can help maintain the important work and mission of the ONS Foundation:**

- Commit a portion of your ONS Chapter Treasury annually to support the ONS Foundation.
- Through your local networking, help us by sharing contacts you have with individuals, corporations, and foundations in your area that understand the important need to support oncology nursing
- Encourage a commitment from each individual in your chapter. Gifts do not need to be large. Even a gift of \$25 can, with other gifts, create a profound impact on the future of cancer nursing through the ONS Foundation.

Let's put some “Fun” back in “Fundraising”

And, finally, an ONS Chapter can host a fundraising event to support the ONS Foundation.

An ONS Chapter’s Fundraising Event provides three benefits:

- *Raises important funding for the ONS Foundation*
- *Increases a Chapter’s “team-building” and camaraderie*
- *Builds awareness for oncology nursing in local communities throughout our nation*

Caveats for ONS Chapters

The ability for donors to claim a tax deduction for their gifts is limited to contributions made to only 501(c)(3) charitable organizations like the ONS Foundation.

Although ONS and ONS Chapters are considered nonprofits, gifts to the ONS or ONS Chapters are not considered charitable contributions, and, thus, are not deductible.

Please review the Chapter Policy Manual on the ONS Chapters Virtual Communities’ website at:

<http://chapter.vc.ons.org/>

Disclaimer Policy

To comply with federal fundraising regulations, the following statement must be displayed prominently when conducting fundraising for the benefit of an ONS Chapter

“CONTRIBUTIONS OF GIFTS TO THE ONCOLOGY NURSING SOCIETY ARE NOT DEDUCTIBLE AS CHARITABLE CONTRIBUTIONS FOR FEDERAL INCOME TAX PURPOSES.”

Successes of the ONS Foundation and What It Means For You

Created in 1981, the ONS Foundation, charitable organization, has provided over \$20,000,000 in support to nurses working in oncology care, supporting them in their professional aspirations.

Recently, the ONS Foundation concluded the Silver Anniversary Campaign that secured funding for an endowment of over \$10,000,000, created to serve cancer nurses now and in future generations to come.

Funding through the ONS Foundation is provided for:

- Lectureships
- Public Education Grants
- Conference Scholarships
- Academic Scholarships
- Research Grants and Fellowships
- Career Development Awards
- Education Programs
- And MORE!

We can help YOU!

With Educational Needs and Goals

With Research Interests

With Leadership Development

Our Core Beliefs Reflect A Determination and Passion for Empowering Every Nurse Working in Oncology Care:

- Ensure that every patient with cancer will have a well-educated oncology nurse providing quality care that is based in a practice of cultural sensitivity.
- Provide oncology care based upon scientific evidence identified through collaborative and multi-site research.
- Empower oncology nurses to take leadership roles to affect positive outcomes for cancer care throughout our world.

We invite each ONS Chapter to support the mission of the ONS Foundation though financial support and special event fundraising, ensuring a future of superior cancer nursing care.

A Guide to Producing a Charitable Silent Auction

Created for ONS Chapters



Silent auctions are a fabulous fundraising tool that virtually any individual or organization can use to raise money. You are only limited in size and scope by your ability to solicit auction items. Many organizations and charities incorporate a silent auction into another event, such as a dinner, awards banquet or program. A silent auction is fun for everyone and can be a great pre- or post-dinner activity, fun activity during a casual pub reception/fundraiser, or during your chapter's holiday party.

Organizing and running a silent auction does not have to be a difficult task; a small silent auction committee will do just fine for planning such an event. Successful silent auctions can help you raise a lot of money quickly and can even turn into a great annual fundraising event for you or your chapter.

Auction Time Table

There are a lot of different steps to follow to make sure your auction is a success. For convenience, we have listed out each step on a timeline.

5 months or more prior to the event

Set Auction Date and Reserve Venue

Consider holding your event prior to the holiday or end of the year. Dates at this time of the year are particularly effective because people are in a shopping mood. Your silent auction might be held in conjunction with an annual meeting or holiday party. At the event, plan to have an entertaining speaker or performer to bolster your program. Determine a date that works well for your chapter members and a date that you think you will have greatest participation.

Talk with the owners/managers of the facility where you hold your regularly scheduled chapter meetings. See if they will donate the space understanding that you are hosting a fundraiser. Ask a local pubs or sports bars to see if a traditionally slow night might be accommodating for your event. Again, they may provide a great deal of in-kind support and even donate a portion of the bar proceeds.

4 months or more prior to the event

Organize Auction committee

A successful auction requires a lot of work. No one should do it by themselves or in small numbers. We recommend dividing the committee into two different groups. One group to focus on procurement of auction items. The other group will focus on the actual arrangements and logistics of the auction. See p. 6 for more information on putting together your auction committee.

3 months or more prior to the event

Send out letter to membership/local businesses appealing for contributions

A well-written letter sent to your members with a contribution form can help you bring in items for your auction.

Publicize the event

You can't publicize your event enough! See below for ideas for publicizing your event.

Begin Procuring items

1 month prior to the event

Promote the ONS Foundation at a chapter meeting and/or in the chapter newsletter

Many members are not aware of what the ONS Foundation does for the oncology nursing profession. Heighten their awareness as the auction draws closer to drive giving upward! Contact the ONS Foundation for ideas and information about the ONS Foundation and its important role in supporting cancer nurses.

Send out invitations to the Auction

Day of the event

Set up auction

Hold event

collect payments

Within one week following the auction

Send check to ONS Foundation and letter

See sample “Letter to ONS Foundation”

Within one month following the auction

Send letter thanking donors and Bidders

Putting together an auction committee

The following structure is recommended for creating an auction committee:

Auction chair

This person is the leader of your committee. The primary qualifications for the Auction Chair are a willingness to serve and the ability to lead. The first order of business for the Auction Chair is to assemble the committee and lead that committee to set an ambitious yet realistic goal for the auction.

Procurement Team

The procurement team is a group of individuals who will be tasked with soliciting contributions to the auction. The ideal person for procuring is someone who has both the time and willingness to contact members by phone for donations. You need individuals who are both friendly and persuasive for this task. Divide your membership list between each member of the procurement team for phone contacts.

Arrangements team

Depending on the size of your auction, you will need a person or team of people for each of the following:

Publicity

Publishing flyers, sending out press releases, writing articles for the newsletter, making announcements at chapter meetings, sending invitations to members.

Set up

This group is responsible for coordinating with the facility to arrange the event and make sure that tables are set up for the auction. They will also determine which items are placed where.

Banking/cashier

These individuals are responsible for totaling up each purchaser's bill and collecting money. Ideally this individual has some math aptitude or at least the ability to use a calculator! The banker will also determine which methods of payment will be accepted (i.e. will you accept credit cards?) and have cash on hand for change. If credit cards will be accepted, you will need to arrange some method for processing credit card payments.

Publicizing your event

The following methods are good ways to promote your auction event:

Flyers (see below)

Press releases (See sample below)

Articles in chapter newsletter (See sample below)

Letters to members

Announcements at meetings

Invitations (See sample below)

Procuring items for your auction

The best ways to procure items is to contact your members, asking them to contact people and businesses they know. You can also approach area businesses directly

1. Send out a letter (see below) to each of your members soliciting donations. Be sure to mention that the money raised will benefit the ONS Foundation. Suggest items that they can contribute. Some items that tend to sell well include:
 - Gift baskets
 - Wine
 - Gift items
 - Holiday décor (if your auction is held during the holidays)
 - Anything for kids (parents and grandparents go crazy for these items!)
 - Food of any kind
 - BooksCash contributions can also be made.
2. 2-4 weeks after sending the letter follow up with members who have not responded by calling asking for a donation.
3. Complete a donation form (see below) for each item procured and turn in to the Set Up Team. Make sure the form is filled out completely. The address is important so a thank you letter can be sent following the auction. The item value is helpful for establishing the bid amounts.
4. Arrange to pick up the item prior to the auction. Members may offer to bring the item with them. This works, but if possible, it is a good idea to get it from them ahead of time to minimize the possibility of the item not making it to the event.

Setting up for the auction

One to two weeks prior to the auction:

- Make sure you've collected all items for the auction
- Confirm details with the facility where you will be holding the event
- Create bid forms (See below)
- Pick up any items you will need to decorate for the event

The day of the auction:

- Arrange auction tables with items. Pay attention to the mix of items and their placement.
- Set bid sheets out with the items. Make sure you have a pen for each bid sheet. Nothing slows bidding down faster than having nothing with which to write your bid down!

How do you set bid prices?

The general rule of thumb is to start the bidding at 50% of the stated value of the item. The bidding increases from there in increments equal to 10% of the value (for convenience sake you can round). You can offer a “guaranteed bid” price which means when someone bids the “guaranteed bid” price, the bidding stops and that bidder wins the bid. The guaranteed bid price is typically equal to 150% of the stated value of the item.

For example:

Stated retail value=\$50

Bidding starts at \$25 and increases in increments of \$5

Guaranteed bid price=\$75

Collecting money

Before the auction:

- Determine which methods of payment you will accept. The more methods of payment you accept, the easier you make it for people to buy.
- Arrange for a credit card processing machine if you will be accepting credit cards.
- Arrange to have cash on hand to make change.
- Coordinate volunteers to help tally winning bids at the auction.

During the auction:

We recommend that you have some form of entertainment or a speaker after the auction tables close to allow time to calculate purchases.

After the auction tables close, gather up all bid sheets and begin tallying results. There are many different ways of doing this. Beforehand establish a method for doing this with your banking/cashier team.

After the auction:

- Deposit the funds immediately.
- Have a check made out the ONS Foundation and mail out within a week of the event. Sample letter to ONS Foundation is below.

Post-Auction follow up

The auction is finished and hopefully you have met or exceeded your fundraising goals. You're almost done. Here are a couple loose ends to tie up before you move on to your next project:

- Send thank you letters to everyone who contributed an item to the auction.
- Send thank you letters to everyone who purchased something at the auction
- Hold a wrap-up meeting with the auction committee to discuss what worked well and what could be changed for your next auction.
- Keep a record of donors for your next event.
- Submit the information on your event to ONS/ONS Foundation for publication in (issue)

Sample Press Release

PRESS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:

LOCAL CHAPTER OF ONCOLOGY NURSING SOCIETY HOLDING BENEFIT
AUCTION FOR CANCER NURSING CHARITY

City, State—The XYZ Chapter of the Oncology Nursing Society will hold a silent auction on DATE. All proceeds from the auction will be donated to the ONS Foundation, a not-for-profit organization committed to advancing the professional aspirations of cancer nurses.

The goal of the silent auction is \$\$\$\$, and the chapter hopes to make this an annual event.

“We are so excited to be able to give back to our profession in this way and have fun at the same time. It’s a win for all concerned,” said (Name), President of the XYZ Chapter.

The organization is currently soliciting donations for auction items. If you would like to contribute or attend the auction, please contact Name, Auction Chair at (number).

Newsletter article

It's Time to Have Fun During Our Silent Auction!!

Mark your calendar and make plans to attend the XYZ Chapter's first annual silent auction to be held on (DATE).

This is your chance to do a little holiday shopping and support your profession all at the same time. All proceeds from the auction will go to the ONS Foundation, supporting education, research, and leadership programming for all cancer nurses. Plan to attend the holiday luncheon, bring a friend, and bring your checkbook!

Also, we are still collecting items for the auction. If you or your company would like to contribute to this worthwhile event, please contact (Name), Auction Chair by calling (number).

Sample Donation Procurement Letter

Date

Name
Address
City, State Zip

Dear First name:

I would like to invite you to participate in a very special event. The XYZ Chapter of the Oncology Nursing Society will be holding a silent auction at (name of venue) to benefit the ONS Foundation and we need your help to make it a success.

The ONS Foundation is a not-for-profit 501(c)(3) charitable organization with a mission to improve cancer care and the lives of people with cancer by funding oncology nursing research, scholarships, awards, and educational programs.

The work of the ONS Foundation is supported by tax deductible contributions made by individuals, companies and organizations.

Here's how you can help us affect the future of cancer care:

1. Please consider contributing an item to the silent auction. The item can be donated by you, your employer, or both. Some items that have sold well at past auctions include: gift baskets, wine, holiday décor items, any food items and books. I have enclosed a donation form for you to complete.
2. Please mark your calendar now and plan to attend the auction on (DATE). The auction will be held in conjunction with our regularly scheduled chapter meeting(?) or during our special event. You will receive more information in the mail. We encourage you to bring a friend or colleague and your checkbook.

Thank you in advance for your support of this important event, (First name). Together we can make a difference in the quality of cancer care.

Sincerely,

President

Sample invitation text (or for flyer)



And Chapter logo here if one

Silent Auction Benefitting the Oncology Nursing Society Foundation

This is your chance to pick up some holiday items, network with friends and colleagues, and to benefit the future of cancer nursing by helping to raise funds for the education, research, and leadership needs for cancer nurses.

Contact (name) to RSVP

Date:

Time:

Venue

Donation Form

XYZ Chapter

Silent Auction to Benefit
the ONS Foundation

Thank you for your making a contribution to our silent auction. Please complete this form and fax to (Name) at (FAX number).

Donor Name: _____

Organization name: _____

Mailing address: _____

Phone: _____

E-mail: _____

describe the item you are donating (Please be as descriptive as possible): _____

Approximate retail value: \$ _____

Thank you for your support!

Bid sheet

XYZ Chapter of ONS,

Silent Auction – (DATE)
To benefit the ONS Foundation

Item: _____

Donor:

Retail value: \$

Minimum Bid: \$

Bids increments: Minimum increase of \$

Guaranteed Bid Price: \$

Letter to ONS Foundation

Date

Contact Name
ONS Foundation
125 Enterprise Drive
Pittsburgh, PA 15125

Dear Linda:

Enclosed you will find a check in the amount of \$\$\$\$ payable to the ONS Foundation. These funds were raised at a silent auction held by the XYZ Chapter at our (name of auction event).

On behalf of the XYZ Chapter, I would like to thank you, the ONS Foundation Board, and everyone associated with the mission of the ONS Foundation for your outstanding contribution and service to our profession. We are proud to be able to financially support such a worthwhile organization.

Sincerely,

Chapter President

Thank you letter to donor

Date

Name
Company
Address
City, State Zip

Dear First name,

Thank you for your generous donation of (item) for the silent auction held at the XYZ Chapter event to benefit the ONS Foundation.

Thanks to you and other donors like you, we raised over \$\$\$ helping the ONS Foundation sustain its mission of supporting oncology nurses in education, research, and leadership.

Ultimately, you are touching many thousands of lives of cancer patients and their families by empowering cancer nurses in their professional development.

Thank you again for your generosity!

Sincerely,

Auction Chair

Thank you Letter to Bidder

Date

Name
Address
City, State Zip

Dear First Name:

Thank you for attending our event and participating in our silent auction. Because of your participation, we were able to raise over \$\$\$\$ for the ONS Foundation.

The ONS Foundation is a not-for-profit organization that operates to empower cancer nurses in their professional goals. The ONS Foundation promotes and supports education, research, and leadership development in cancer nursing, thereby enhancing the knowledge and competency of cancer nursing professionals who touch the lives of thousands of patients living with cancer each day. The work of the ONS Foundation is supported by tax deductible contributions made by individuals, such as you and me, corporations, foundations, and other organizations.

We hope you enjoyed the auction. Together we have made a difference in the future of cancer care!

Sincerely,

Chapter President