

Great Items Guide

Tips, ideas, and resouces for getting
great items for your next auction

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Resources

The most important part of running a successful auction is getting great items. The first step is to think creatively about the resources to which you have access:

People

Who could offer items and recruit others to offer items?

- Board/council
- Volunteers
- Top donors
- Enthusiastic supporters

Channels of communication

Get the word out through mass appeals

- Email list
- Twitter page
- Facebook page
- Instagram
- Newsletter

Your community

Reach out to your personal connections

- Organizations that support or sponsor you
- Local businesses
- Local entertainment
- Local sports teams
- Local religious organizations

Item Mix

To meet your goal, you'll want a mix of high-, medium-, and low-value items.

High-value

At least 10

- A weekend at a ski lodge
- One week at a hotel in the city
- Golf passes + 2 hotel rooms

Medium-value

At least 20

- Paintball/skeet shooting
- Golf outings
- Tickets to sporting events

Low-value

At least 10

- One-on-one art/cooking classes
- Dinner for two at a local restaurant
- Gift basket of beauty products

Pro tip: Focus on acquiring items that offer a good rate of return, such as package deals and group experiences. When items sell close to or at value, you'll need fewer items to hit your fundraising goal. This means less work for you!

Your Item Donation Form

[your-organization].betterworld.org/donate-an-item

We've created an Item Donation Form to let people donate and upload items directly to your site (you'll be able to review all item submissions before they're published to your auction). This form lifts the work of sourcing and uploading items off your shoulders.

It's a good idea to send it to your greatest champions (board, council, top donors, etc.) to help them think creatively about the ways they could support your auction.

Creative Item Ideas

High-value

Medium-value

Low-value

- Visit the set of a movie / meet and greet
- Coffee / creative activity with a celebrity
- Be an extra on a TV show
- Be a seat filler at an award show
- Signed script or prop from a TV show or movie
- Skydiving for two
- Outdoor adventure trip (e.g. hiking, boating, fishing)
- Commission a painting from an artist
- High value artwork
- Corporate motivational talk
- Signed case of wine (or a really nice case of wine from a vineyard or private collector)
- Stargazing and champagne with a local astronomer for private party
- Small boat sailing cruise with champagne for small private party
- Hot air ballooning / helicopter tour / short private flight for two
- National park tour with lodging
- Dinner in an out-of-reach location (like a historical building)
- High-value clothing
- Antique or limited-edition collectibles
- VIP tickets to a concert (bonus for front row or backstage)
- Lesson or meet and greet with a professional musician
- Private show or signed instrument from a musician
- Ten suite tickets to sports game
- Play golf with a CEO or local celebrity
- Membership at a sports or golf club
- A year of driving range balls at a golf club
- Signed ball from a sports team
- International or domestic travel for two
- A week/weekend at a resort
- Summer home for a week/weekend
- Four golf passes + two hotel rooms

Creative Item Ideas

High-value

Medium-value

Low-value

- Name a character in an author's book
- Be treated to lunch/coffee with a professor or author
- Tickets to a show, movie premiere, film festival, or fashion show
- Paintball, skeet shooting, or laser tag for eight
- Tour of a company's headquarters and lunch with an exec
- Adventure with a business exec (fly fishing, rock climbing, etc.)
- Lunch with a restaurateur at their restaurant
- Winter externship or summer internship with a cool company
- Chef's table or tasting at a nice restaurant
- Name and create a sandwich of the month at a local deli
- Private after-hours shopping experience with champagne
- Catered picnic for two/four
- Private cooking class for a small group, theme of your choice, at your kitchen
- Date night package: dinner, movie, babysitter
- Girls' day/night: spa/massage, wine, pedicure
- A year of movie theater passes for two
- Private tour of a famous building, museum, or historical site
- Small boat sailing cruise with a picnic
- Lesson with a college/pro athlete (or play with/against)
- Sideline passes/tickets to a sports game
- Season passes to a ski resort
- Greens fees + cart + lunch at the clubhouse
- Bowling, mini golf, shuffleboard party for ten
- Weekend at a local B&B, hotel, or apartment
- Clothing item of a celebrity/athlete
- Cup of coffee every day for a year from a local café (or other food item)
- A case of wine
- One year membership at a yoga/pilates/barre studio
- Designer/high-end accessories
- A massage a month for a year or a few acupuncture sessions
- Set of three music lessons
- Four free haircuts
- Five sessions with a personal trainer

Creative Item Ideas

High-value

Medium-value

Low-value

- Shadow someone in a cool career
- Dinner for two/four at a local restaurant
- Grocery shopping with a chef or nutritionist
- Two tickets to a Broadway show
- Guided brewery/winery/distillery tour for six
- Four front-of-the line passes to a theme park
- Four VIP tickets to the zoo
- Sunday brunch for two
- Signed book from an author
- Local photograph or artwork
- Personalized monogram, calligraphy, or verse
- Bottle of wine or spirits
- A dozen cupcakes a month for a year
- Three signed bottles from the vineyard owner
- \$100 tab at a local restaurant
- Three-pack of gourmet coffee
- Gift basket of beauty products
- Gift cards
- Signed CD/memorabilia from a band
- Tickets to a local sports game
- Resume review from an exec
- Manicure/pedicure/massage/facial for a group
- Weekend of dog sitting
- Four hours of landscaping
- In-home dance lesson for private party
- Mentorship on how to make the most of college
- Home decorating consultation
- An hour of technology tutoring
- A family photoshoot with a local photographer
- Two hours of web design
- Start-up consultation/advice

Adding Value to Existing Items

Once you have your items, it's important to make the most of them. Sometimes the difference between a good item and a great item is a better picture or a few lines of text; it's worth it to put in the extra effort to make everything look and sound great.

You can also multiply the value of the item with some other creative tweaks:

Make it a group experience

Art lesson → Painting date for four

Add alcohol

Airplane cruise → Airplanes and champagne

Do it after hours

Gift-card → Private, after-hours shopping experience

Do it in a unique location

Catered picnic → Catered rooftop picnic for two

Add a chauffer

Cider tasting → Cider tour by limousine

Get it signed

Three bottles of wine → Three bottles, signed by the owner

Make it "sunset" or "sunrise"

Hot air balloon ride → Sunset hot air balloon ride

BetterWorld Consignment Items

An easy way to add more items to your auction is through our BetterWorld Consignment Items. These items are an easy and exciting way to add additional revenue to your auction, as your organization keeps everything above the 'reserve price'. To see the latest list of consignment items, send our team a note at support@betterworld.org and we'll take care of everything!

Here are a few sample items:



Kentucky Bourbon Trail

Three days & two nights at your choice of Omni Louisville Hotel or the 21C Museum Hotel for two, including a private distillery tour in a chauffeured luxury sedan

Value: \$2,600

Reserve Price: \$1,850



Bali's Exotic Indonesian Escape

Underwater adventures and serenity on land in Amed, Bali, for eight days & seven nights at Jepun Bali Villas for two, including scuba diving lessons and a Balinese massage

Value: \$5,500

Reserve Price: \$2,535



Kentucky Bourbon Trail

Your 2023 or 2024 Masters experience includes two badges to any one day of the 2023 or 2024 Masters Tournament. Hotel and lodging available upon request.

Value: Priceless

Reserve Price: \$7,400

Thank you!

And, as always, let us know how we can help!

**All the best,
The BetterWorld Team**

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