



Auction Overview – New Parent’s Guide

When you’ve never been to the auction before, it can seem pretty daunting. This overview helps you know what to expect. First of all, your biggest surprise may be what a great time you will have at the auction – it’s really fun!

The event has a theme each year and a large committee of volunteers prepares all the details of the event, from publicity, to decorations, to donations and finally, setting up the event itself – these volunteers work tirelessly all year long. This year’s theme is “Passport to Italy” and will be held at the Pleasant Hill Park & Rec. Center. The auction will be Saturday, March 6, 2010. The evening begins at 5:30 pm, concludes at 11:00 pm and is comprised of silent and live auctions, raffles, dinner and dancing.

Ticket Sales

Ticket sales will begin January 15, 2010. You may purchase tickets via our online auction website at www.strandwood.cmarket.com. A discounted price of \$40.00 each will be offered for the first two weeks. Beginning February 1, 2010 – the ticket price will increase to \$45.00 each. The ticket price covers the cost of the facility, the rental equipment, decorations, food and entertainment. There are no profits received from the sale of each ticket – all the funds are used to cover the cost of the event. Only 225 tickets will be sold, so be sure to buy early and reserve your spot. Once you make your ticket purchase on cMarket, you will be sent a confirmation receipt via email. Your name will be added to the guest list – no paper tickets will be issued.

About a week before the auction, you will receive the auction catalog. You’ll want to preview the items up for auction and familiarize yourself with the auction layout. Be sure to bring your program with you to the event. Upon check-in at the event, you will be given a Bid Number. All bid transactions at the event (silent and live auction) will utilize your personal Bid Number.

Dress Attire

Don’t worry about what you’re going to wear. There’s no specific dress code, so wear whatever makes you feel most festive! Most folks dress “nice casual” while others dress in auction-theme attire.

cMarket Online Auction

cMarket is an online auction site that helps thousands of schools each year raise millions of dollars for new programs, curriculums, student services and activities. The online auction will give **all** Strandwood families and others the chance to participate when they cannot attend the actual Dinner/Dance Auction on March 6th, 2010.

All teacher donations/experiences and class projects will be available on cMarket only. These items will only be available online and will not be available for purchase at the March 6th event. We are also putting a variety of other auction items available for purchase on cMarket. Please pay careful attention to the description detail.

cMarket also offers us the opportunity to showcase our “Event Only” items on the website. This will give you another opportunity to peruse silent and live auction items in advance and set your bidding strategy!

Silent Auction

The evening begins with a silent auction that will offer a wide variety of items available for purchase. We also have a special section devoted to “fixed bid parties” which are very popular and a fun way to be in a smaller social setting to better get to know other parents. These fixed bid parties range from a Ladies-Only “Flip Flops and Lemon Drops Party” to a kids-only “Gingerbread House Decorating Party” to “Wine tasting for 10 couples”. They are created and hosted by the parent community so what’s offered is only limited to the creativity of the hosts. There is usually a set number of spots available offered at a fixed cost. Last year, a very popular item was our Wine Bus Tour of Napa and was limited to only 40 guests. Come early to sign-up for these fun parties and excursions!

We close each silent table in increments, giving each grouping of items focused bidding time.

Dinner Menu & Seating

There is no assigned seating for this event. However, there will be seating for each guest in attendance. This allows everyone to “come as they are” and not worry about formal seating arrangements. In lieu of a sit-down dinner or formal buffet, we offer food stations that are open throughout the evening. Guests may enjoy the food at their leisure – nibble & socialize throughout the night or hold court at a table of eight. Throughout the years of trying various seating and menu options, we have found that this works well for us. It cuts down on the “down time” of sitting at tables and bypasses the time spent in long lines at the buffet.

Live Auction

By @ 8:30 pm, all of the silent auction tables have closed and we move into the live auction portion of the evening, which is kicked off by a short video capturing photos of our children on campus throughout the school year, set to music. The video sets the tone and purpose for the evening and provides a nice transition into the live auction.

Bidding starts quickly. It's fast and furious and a lot of fun! Each guest/couple will be given bid paddles with their personalized Bid Number. We hope to provide a PowerPoint slide show in the background that will display each bid lot, helping you keep track of the progress.

After the live auction is complete, we try and give our volunteers about thirty minutes to begin the check-out process. Once the check-out station is open, you may finalize your account with the auction cashiers and take your treasures home, or stay and dance the night away!

Parent Help

A lot of preparation goes into the planning of our annual auction, the school's single largest fundraising event. Ultimately, however, it's all about attendance at the event and what the parents and merchants, to bid upon, donate. Our goal is to have every family make a donation in some way. Common donations range from tickets to a sporting event, to preparing a home-cooked meals for delivery on a scheduled basis (Culinary Delights), hosting a party, donating your family vacation home for a period of time, to finally, a financial donation/sponsorship. A financial donation helps underwrite the total cost of the event.

Remember, every dollar goes directly to help all our kids! So bid early, bid often and have fun! We can't wait to see you there!