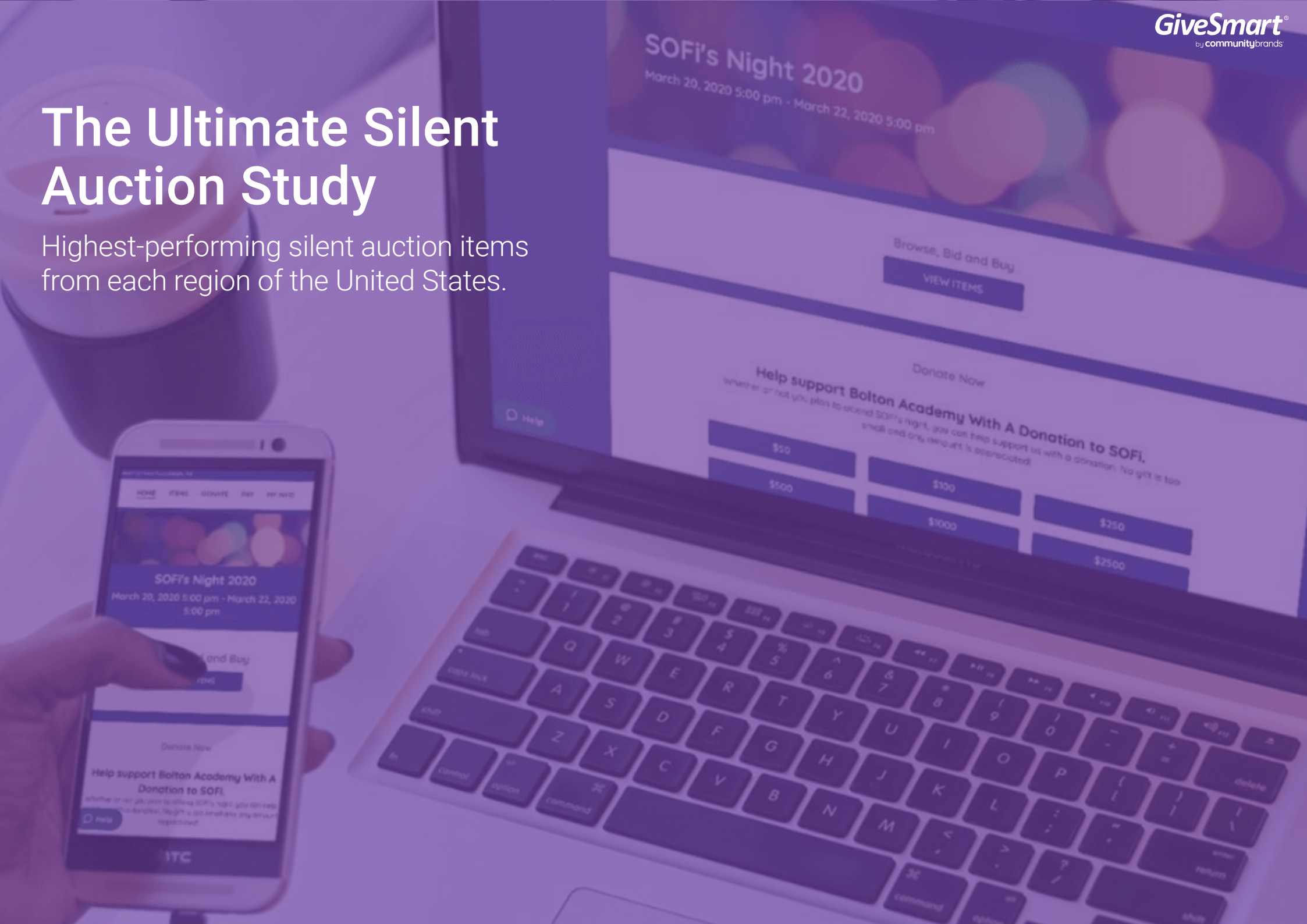


The Ultimate Silent Auction Study

Highest-performing silent auction items from each region of the United States.



Silent auctions on a national scale

Findings from Our Data



Where is the data from?

- Collected over 440,000 lines of silent auction data accrued from January until the end of the fall event season (November)
- Focused on silent and live auction items that included fair market value data and a category in the GiveSmart platform
- Grouped categories into larger buckets and used pivot tables to find commonalities, trends, and averages

How can this data help?

- Looking holistically at the thousands of silent auctions and hundreds of thousands of auction items, we were able to derive more inclusive data that reflects and compares to any auction or event in the US.
- We recommend doing an audit of your past auctions to learn from the data and make decisions going forward. This data is already analyzed for you and is very recent and therefore pertinent to auctions running *right now*.

How to use this data study

Categories...

- Adult-Oriented: Packages that specifically described activities that were geared to adults only.
 - Ex. Game Night Party w. Adult Games basket
- Alcohol/Wine: Packages that include bottles or tastings for wine and/or alcoholic beverages. Often these are baskets of several items.
- Art: Described as art, these packages are either organization-specific artwork (i.e. made by kids) or donated pieces of art (paintings, sculptures, etc).

- Autographed Items: Donated items that have an autograph on them. Can be sports, entertainment, or public figures.



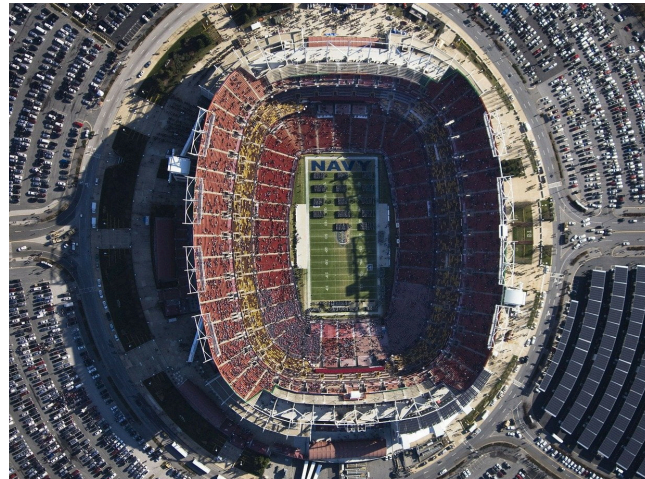
- Baskets: Themed collections or packages that either come in a basket or are just grouped similarly where there is no all-encompassing category for the included items.
- Beauty/Jewelry/Personal: Jewelry or beauty products that are donated or a personal service like a spa or nail salon.
- Entertainment: A package including a performance or show, usually includes tickets for that show.
- Family: A local experience or outing that is deemed for the family by the charity or donor.
 - Ex. Children's Museum tickets

Categories continued...

- Food and Meals: Packages specifically focused on a meal at a restaurant or food for the home. It can include in-home chef-cooked meals as well.
- Golf: Golf outings and tournament entries. Usually exclusive or private clubs or a trip around a golf outing.



- Health & Fitness: Packages from fitness centers, health programs, and private trainers. It can include health foods/services as well.



- Home/Garden: Items and services for the home or for gardening. Flowers/plants can be included. Furniture as well.
- Kids: Packages that include experiences and activities specifically for kids or toys and games.

- School-Related: This is a unique segment that we separated out as they are items specifically tied to a school-run auction, i.e. parking or teacher for the day.
- Sports & Tickets: Sports memorabilia or tickets for sporting events. These can include autographed items if they were not indicated as such in the item's description.
- Travel & Experiences: Packages that include travel, hotels, airfare, and out of the ordinary experiences and excursions.

Categories	Average of # of Starting Bids	Average of # of Bids	Average of Number of Items	Average of # of Items	Average of Starting Bid	Average of Bid Increment
Adult Oriented	196.85%	74.80%	4.98	\$180.45	\$81.10	\$13.25
Alcohol/Wine	224.33%	96.12%	6.17	\$274.57	\$123.78	\$19.07
Art	234.45%	86.96%	5.34	\$399.79	\$157.72	\$25.23
Autographed Items	291.83%	241.55%	8.25	\$254.01	\$245.13	\$29.14
Baskets	235.58%	83.43%	6.36	\$191.11	\$81.38	\$14.44
Beauty/Jewelry/Personal	192.75%	74.05%	4.49	\$323.46	\$126.95	\$20.99
Entertainment	219.53%	83.78%	5.85	\$311.76	\$139.91	\$22.73
Family	211.84%	79.80%	5.31	\$279.11	\$91.87	\$16.87
Food	244.01%	99.91%	6.56	\$214.30	\$83.74	\$15.09
Golf	193.72%	81.92%	5.69	\$501.35	\$294.87	\$39.88
Health & Fitness	168.12%	59.75%	3.72	\$322.18	\$116.87	\$19.89
Home/Garden	224.41%	85.46%	5.60	\$288.47	\$92.61	\$16.26
Kids	212.46%	78.41%	5.07	\$204.81	\$83.88	\$15.25
School Related	329.94%	185.04%	7.53	\$66.10	\$82.25	\$15.38
Sports & Tickets	218.32%	88.71%	5.89	\$362.28	\$167.79	\$25.35
Travel & Experiences	231.90%	90.60%	6.34	\$682.84	\$313.90	\$42.09
Other/Total	272.91%	172.65%	6.87	\$177.60	\$173.37	\$27.83

Auction Statistics by Category

The Calculations...

- Fair Market Value (FMV): This is considered the estimated value of the auction item or package. This value is derived from each auction item we measured.
 - 2019 Average Fair Market Value for all auction items in this study was **\$374.09**.
- Return on Fair Market Value (Ret on FMV): This is the calculation of the purchase price versus the Fair Market Value of an item. Formula: $\text{Purchase price} / \text{FMV} = \text{Ret on FMV}$.
 - Only items with an FMV over \$10 are calculated in this statistic.
 - A return of 100%+ means the item was sold for at least the total FMV.
 - 2019 All auction items in this study collected an **87.45% Ret on FMV**.
- Starting Bid Price: Price set by the organization to start the bidding.
 - 2019 Average Starting Bid Price in the entire study was **\$160.54** with an average bid increment of **\$24.42**.
- Return on Starting Bid Price (Ret on Starting Bid): This is the calculation of the purchase price versus the Starting Bid Price of an item. Formula: $\text{Purchase price} / \text{Starting Bid Price} = \text{Ret on Starting Bid}$
 - 2019 Return on Starting Bid Price for the entire study was **214.45%**.
- Number of Bids (# of Bids): This is the total number of bids that were placed on an individual item. This is used to show how popular an item was during the auction.
 - Average # of Bids per item in this auction study was **5.76 bids per item**.



Some items get no bids at all in an auction :(

Category	% of items with ZERO bids
Adult Oriented	1.92%
Alcohol/Wine	1.16%
Art	3.21%
Autographed Items	3.00%
Baskets	1.46%
Beauty/Jewelry/Personal	3.10%
Entertainment	1.52%
Family	1.88%
Food	0.60%
Golf	2.01%
Health & Fitness	3.69%
Home/Garden	1.84%
Kids	3.67%
School Related	1.49%
Sports & Tickets	2.19%
TBD	2.16%
Travel & Experiences	1.94%
Grand Total	2.12%

How do auctions perform by Quarter? (click table to zoom)

	Average of NumberOfBids	Average of % Over Starting Bid	Average of ROFMV	Average of FMV	Average of startingbid	Average of bidinc
	5.86	218.02%	87.04%	\$334.95	\$144.33	
	5.74	214.93%	89.06%	\$372.52	\$159.98	
	5.72	209.18%	86.77%	\$392.04	\$181.94	
	5.56	210.31%	84.84%	\$460.37	\$178.68	
Total	5.76	214.45%	87.45%	\$374.09	\$160.54	

How do auctions perform by region? (click table to zoom)

	Average of NumberOfBids	Average of % Over Starting Bid	Average of ROFMV	Average of FMV	Average of startingbid	Average of bi
it	6.74	221.61%	111.03%	\$253.13	\$108.72	
	6.58	233.59%	94.02%	\$289.19	\$111.79	
it	5.96	217.09%	89.32%	\$435.18	\$192.43	
t	5.26	201.02%	84.52%	\$340.27	\$165.16	
t	5.21	202.73%	84.45%	\$492.99	\$223.60	
st	4.88	198.89%	78.35%	\$428.39	\$167.72	
	5.78	214.90%	87.98%	\$380.25	\$162.71	

Quarter 1:

- Avg # bids: 6.23 / Ret on FMV: 91.08%
- **Golf outings** average 7.31 bids per item and 229.91% return on starting bid
- **Autographed items** average 7.01 bids per item and 109.24% return on FMV
- **Health & Fitness** packages average only 3.78 bids per item and 60.42% return on FMV
- **School-related** packages average 7.93 bids per item and 329.62% return on starting bid price

Quarter 3:

- Avg # bids: 5.92 / Ret on FMV: 89.60%
- **Autographed items** average 13.76 bids per item and 551.42% return on starting bid price
- **Food and Meals** average 6.46 bids per item
- **Health & Fitness** packages average only 3.79 bids per item and 60.86% return on FMV
- **School-related** packages average 9.09 bids per item and 132.69% return on FMV

Seasonality: Top Performing Items by Quarter

Quarter 2:

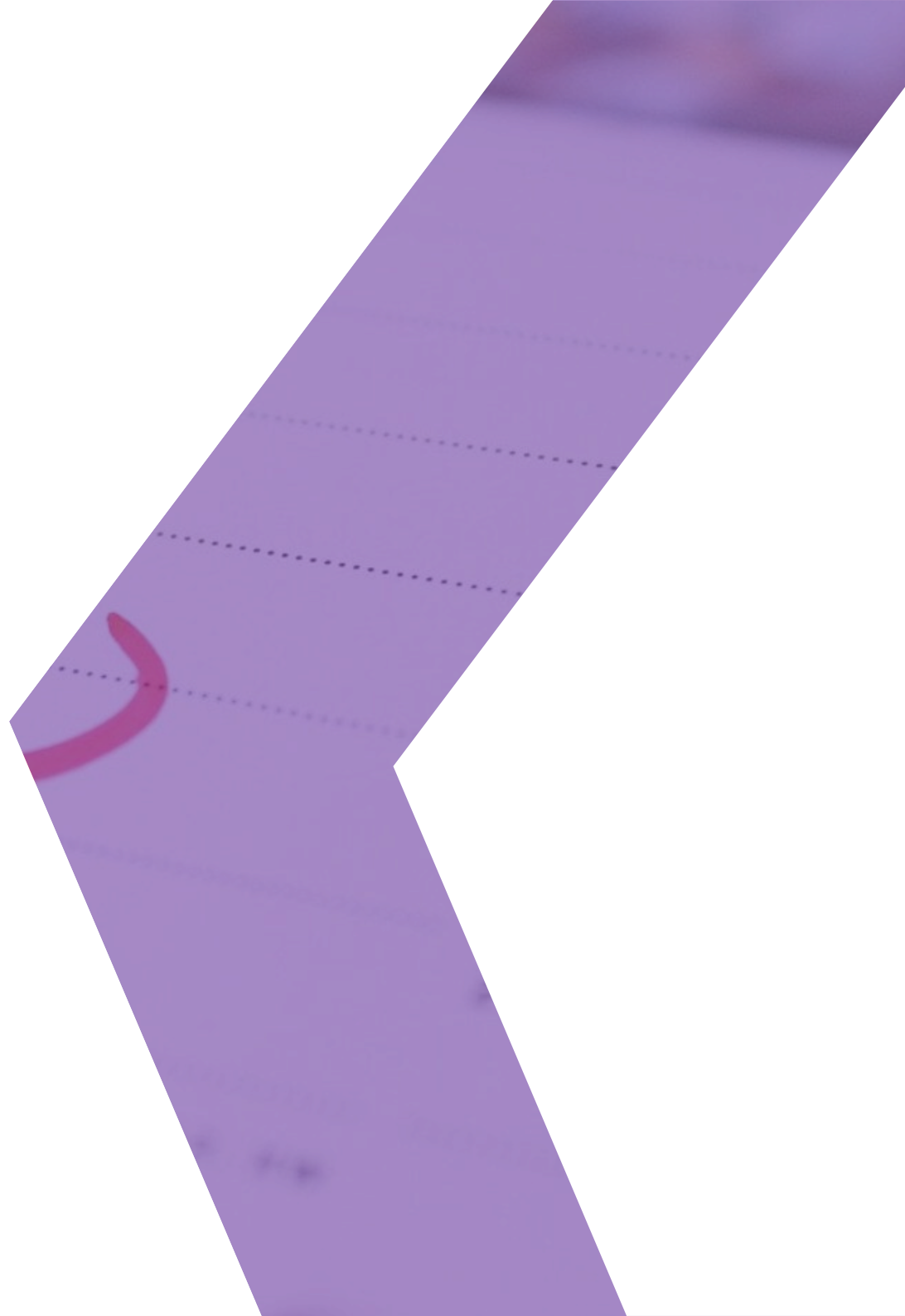
- Avg # bids: 5.87 / Ret on FMV: 91.53%
- **Autographed items** average 7.38 bids per item and 245.04% return on FMV
- **Baskets** average 6.69 bids per item
- **School-related packages** average 6.64 bids per item and 161.29% return on FMV
- **Health & Fitness** packages average only 3.58 bids per item and 59.49% return on FMV

Quarter 4:

- Avg # bids: 5.65 / Ret on FMV: 86.63%
- **Food and Meals** average 6.84 bids per item and 101.66% return on FMV
- **Baskets** average 6.69 bids per item and 266.20% return on starting bid
- **Autographed items** average only 3.64 bids per item
- **Health & Fitness** packages average only 3.87 bids per item and 57.31% return on FMV

2020 vs. 2019: What's Changed?

We examined auctions from both years and examined how auction items performed each year in each category and region.



2019 in Fundraising

Live Events

Live events were one of the big deal fundraising initiatives of 2019.

Travel and Experiences = Big Money

Packages in live and silent auctions that contained trips and vacations were prominent and rather successful.

Increase in Giving

Dollars raised increased from 2018 to 2019 by xx% and much of this is around single campaigns focused on historical success.

2020 in Fundraising

Virtual and Hybrid Events

Fundraisers pivoted to virtual events for the majority of 2020 which changed the approach and engagement methods.

Travel and Restaurants Dipped

As with the economy, travel and restaurant offerings were perceived as industries that were not worthwhile to have in auctions.

New Donors, New Campaigns

The use of the fundraising tools allowed fundraisers to offer various options for new donors to get involved with organizations. More gifts were given and new donors were brought into the fold.

What's the Difference?

By Category:

Category Labels	Average of RO Starting Bid	Average of RO/FMV	Average of Number of Bids	Average of FMV	Average of startingbid	Average of bidincrement	Average of purchasePrice
Alcohol/Wine	19.82%	12.95%	0.42	\$36.86	\$0.73	\$0.85	-\$6.
	36.12%	11.85%	0.74	-\$59.52	-\$113.62	-\$7.58	-\$32.
Autographed Items	31.42%	121.44%	2.43	\$46.51	\$75.63	\$8.25	\$235.
Auctions	19.00%	7.80%	0.72	-\$4.67	\$3.93	\$1.36	\$17.
Beauty/Jewelry/Personal	29.42%	15.56%	0.67	\$3.50	-\$13.00	-\$0.10	\$18.
Entertainment	30.39%	17.48%	1.02	\$29.90	\$10.93	\$1.41	\$24.
Family	30.66%	13.64%	0.70	\$47.95	-\$3.58	\$0.68	\$5.
Food	28.00%	14.05%	0.77	\$6.26	-\$28.61	-\$2.25	-\$58.
Gift	-4.15%	5.00%	-0.06	-\$81.15	-\$95.00	-\$7.66	-\$155.
Health & Fitness	46.68%	17.54%	0.96	-\$1.43	-\$2.13	\$0.48	\$19.
Home/Garden	14.49%	9.88%	0.36	\$56.09	\$0.41	\$0.38	\$6.
Insurance	42.09%	14.03%	1.17	-\$4.54	-\$1.74	-\$0.12	\$3.
Pool Related	-18.75%	-25.86%	-0.15	-\$94.57	-\$127.47	-\$13.84	-\$313.
Sports & Tickets	36.95%	17.21%	1.00	-\$12.99	-\$24.84	-\$1.69	-\$19.
Travel & Experiences	44.11%	20.81%	1.04	-\$90.31	-\$141.13	-\$8.42	-\$81.
Grand Total	23.81%	12.33%	0.67	\$18.53	-\$32.84	-\$1.09	-\$9.

By Region:

Row Labels	Average of Number of Bids	Average of % Over Starting Bid	Average of ROFMV	Average of FMV	Average of startingbid	Average of bidincrement	Average of RO Starting Bid
Midwest	0.53	0.23	8.04%	\$11.17	-\$34.54	-\$1.47	11.84%
Northeast	0.67	0.34	17.60%	\$55.36	-\$23.30	\$2.31	28.30%
Northwest	0.87	0.15	12.69%	-\$85.00	-\$212.76	-\$17.95	-39.92%
Southeast	0.20	0.18	4.32%	-\$3.45	-\$70.88	-\$4.84	4.42%
Southwest	1.02	0.41	10.47%	\$102.51	-\$27.19	\$0.75	44.80%
West Coast	0.65	0.29	14.35%	-\$20.65	-\$50.51	-\$13.85	35.60%
Grand Total	0.59	28.33%	10.69%	\$26.84	-\$42.10	-\$2.49	20.74%

Auction Data by Region

Find Insights from Your Region



Southwest



Midwest



Northwest



Southeast



Northeast



West Coast

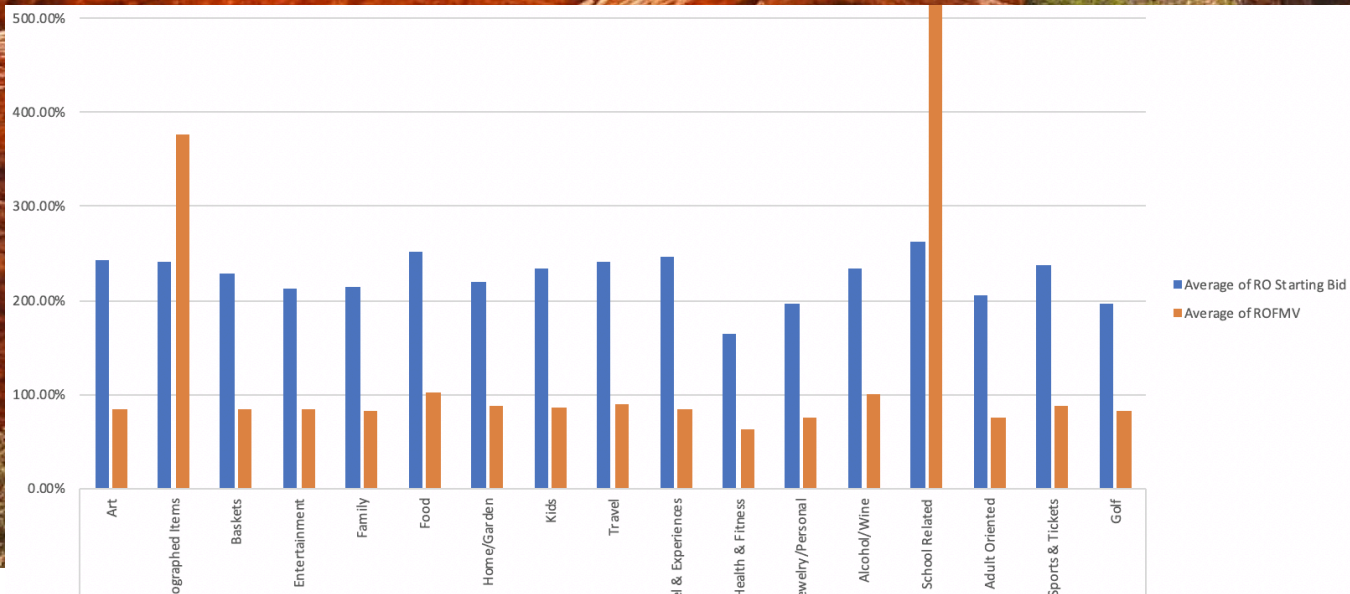
Southwest

Silent Auction Data from the Southwest



The Southwest includes:

- Arizona
- Colorado
- New Mexico
- Nevada
- Oklahoma
- Texas
- Utah



Southwest region data for the return on Fair Market Value and return on Starting Bid Price

The Southwest:

Return on Starting Bid: 217.09%
Return on FMV: 89.32%
Average # of Bids: 5.96

Top Performing Items:

By Number of Bids:

- Autographed Items: 10.00 bids per item
- Travel packages: 8.00 bids per item
- Alcohol/Wine packages: 7.46 bids per item

By Comparison to FMV (Fair Market Value)

- Autographed Items: 376.05% return
- Food and Meal packages: 102.64% return
- Alcohol/Wine packages: 100.53% return

Quarter 1:

- **Avg # bids: 6.29 / Ret on FMV: 91.10%**
- **Golf** packages average **8.62** bids per item and see a return of **110.12%** on FMV
- **Food and Meal** packages average **7.40** bids per item
- **Health & Fitness** packages average only **4.02** bids per item and only a **63.05%** return on FMV

Quarter 3:

- **Avg # bids: 6.25 / Ret on FMV: 88.27%**
- **Baskets** average **7.23** bids per item and **100.20%** return on FMV
- **Alcohol/Wine** packages average **7.06** bids per item and **102.05%** ret on FMV
- **Golf** packages only average **3.45** bids per item and only **61.80%** return on FMV

Seasonality: Top Performing Items by Quarter

Quarter 2:

- **Avg # bids: 6.02 / Ret on FMV: 91.49%**
- **Autographed items** average **12.77** bids per item and a **531.39%** return on FMV
- **Alcohol/Wine** packages average **7.58** bids per item
- **Health & Fitness** packages average only **3.27** bids per item and only a **58.69%** return on FMV

Quarter 4:

- **Avg # bids: 5.23 / Ret on FMV: 82.58%**
- **Alcohol/Wine** packages average **7.74** bids per item and **100%** return on FMV
- **Family experiences** average **6.90** bids per item
- **Autographed items** average only **2.36** bids per item

Does this data align with what you see in your auction(s) in the Southwest?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. Autographed items perform incredibly well in Q2 but not well in other times of year.
2. Golf packages are very popular in Q1 but not popular in Q3.
3. Packages with Alcohol or Wine themes perform well in auctions throughout the year and often are the highest bid on items.

Recommendations

1. If your auction is at the beginning of the year, focus on golf packages and meals or food packages.
2. For Q1 and Q2 auctions, avoid a health and fitness package as they don't perform as well early in the year. Maybe try them in Q4 before New Year's resolutions are set.
3. Look into getting exotic wine or alcohol packages as they bring in a great return and have a lot of interest throughout the year.

Midwest

Silent Auction Data from the Midwest

The Midwest includes:

- Arkansas
- Iowa
- Illinois
- Indiana
- Kansas
- Kentucky
- Michigan
- Minnesota
- Missouri
- North Dakota
- Nebraska
- Ohio
- South Dakota
- Tennessee
- Wisconsin

The Midwest:

Return on Starting Bid: 233.59%

Return on FMV: 94.02%

Average # of Bids: 6.58

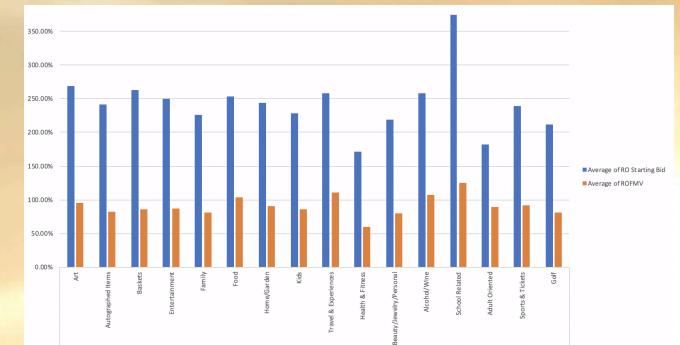
Top Performing Items:

By Number of Bids:

- Travel & Experiences: 7.56 bids per item
- Alcohol/Wine packages: 7.26 bids per item
- Food and Meal packages: 7.22 bids per item

By Comparison to FMV (Fair Market Value)

- Travel & Experiences: 110.52% return
- Alcohol/Wine packages: 107.51% return
- Food and Meal packages: 103.64% return



Midwest Region - Return on Fair Market Value and Starting Bid Price by Category Group

Quarter 1:

- Avg # bids: 6.63 / Ret on FMV: 91.37%
- **Travel & Experiences** average 7.83 bids per item and 101.53% return on FMV
- **Golf outings** average 7.61 bids per item
- **Health & Fitness** items only average 3.86 bids per item and 60.60% ret on FMV

Quarter 2:

- Avg # bids: 6.59 / Ret on FMV: 98.73%
- **Golf outings** average 7.99 bids per item
- **Travel & Experiences** average 7.55 bids per item and 129.75% return on FMV
- **Food and Meals** packages average 7.35 bids per item and 107.96% ret on FMV
- **Autographed items** only average 4.1 bids per item

Seasonality: Top Performing Items by Quarter

Quarter 3:

- Avg # bids: 6.35 / Ret on FMV: 85.08%
- **Alcohol/Wine** packages average 7.68 bids per item and 106.99% ret on FMV
- **Travel & Experiences** average 7.20 bids per item
- **Health & Fitness** packages average 4.18 bids per item

Quarter 4:

- Avg # bids: 6.68 / Ret on FMV: 98.29%
- **Food and Meal** packages average 8.40 bids per item and 109.66% ret on FMV
- **Alcohol/Wine** packages average 8.11 bids per item and 115.72% ret on FMV
- **Autographed items** only average 2.27 bids per item and only 40% ret on FMV

Does this data align with what you see in your auction(s) in the Midwest?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. In the Midwest, Travel & Experience packages perform above the norm and have one of the highest returns.
2. Alcohol/Wine and Food and Meal packages have the highest return and interest among the Midwest regardless of the time of year.
3. Autographed items do not have a high appeal or return no matter when the auction is held.

Recommendations

1. Avoid Autographed items or Health & Beauty packages unless they are packaged with additional items to boost the perceived value.
2. Continue to find new Travel & Experiences packages as there is a high appeal and value attributed to these in the Midwest.
3. The Midwest has the highest return on Starting Bid price, so consider raising the starting bid price of higher appeal items to drive more revenue.

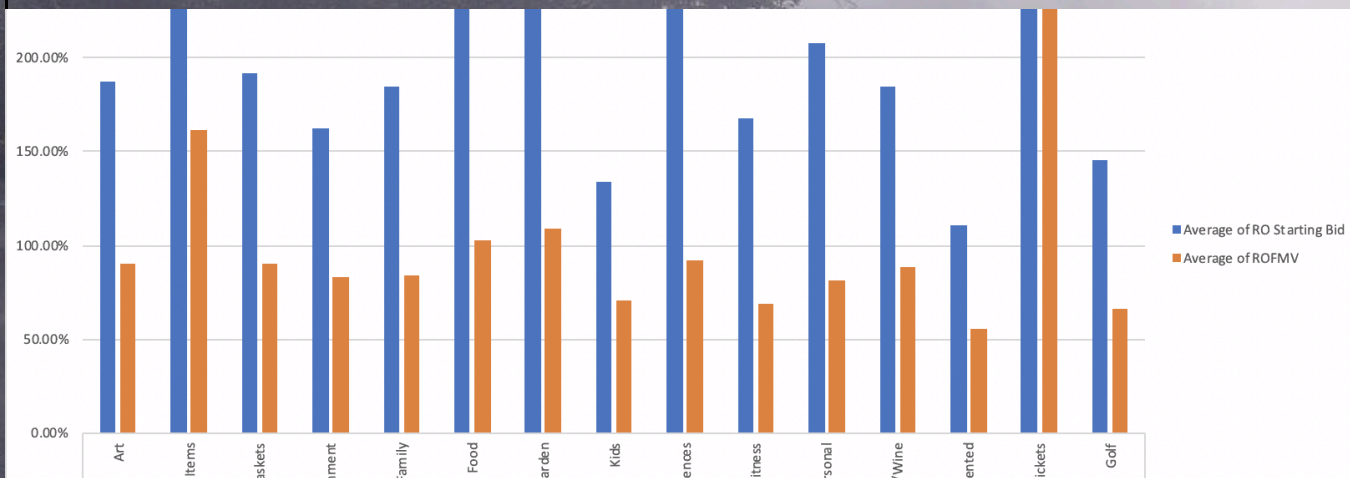
Northwest

Silent Auction Data from the Northwest



The Northwest includes:

- Montana
- Oregon
- Washington
- Wyoming
- Idaho



Northwest Region: Return on FMV and Starting Bid Price by Category

The Northwest:

Return on Starting Bid: 221.61%

Return on FMV: 111.03%

Average # of Bids: 6.74

Top Performing Items:

By Number of Bids:

- Autographed Items: 10.18 bids per item
- Sports & Tickets: 9.11 bids per item
- Food & Meals: 8.22 bids per item

By Comparison to FMV (Fair Market Value):

- Sports & Tickets: 230.52% return
- Autographed Items: 161.46% return
- Home/Garden: 109.41% return

Quarter 1:

- **Avg # bids:** 6.12 / **Ret on FMV:** 90.70%
- **Autographed Items** average **12.57** bids per item and **335.03%** return on starting bid price
- **Sports Tickets** average **8.09** bids per item
- **Art items** average only **3.74** bids per item

Quarter 3:

- **Avg # bids:** 4.65 / **Ret on FMV:** 90.45%
- **Food and Meals** packages average **7.30** bids per item and **132.87%** ret on FMV
- **Sports & Tickets** average **5.94** bids per item
- **Art packages** only average **1.96** bids per item

Seasonality: Top Performing Items by Quarter

Quarter 2:

- **Avg # bids:** 8.82 / **Ret FMV:** 154.51%
- **Food and Meals** average **13.15** bids per item and **125.14%** return on FMV
- **Home/Garden** packages average **11.98** bids per item and **129.90%** return on FMV
- **Sports & Tickets** average **11.09** bids per item and **369.83%** return on FMV

Quarter 4:

- **Avg # bids:** 6.26 / **Ret on FMV:** 82.72%
- **Travel & Experiences** average **9.27** bids per item and **418.35%** return on starting bid price
- **Food and Meals** packages average **8.87** bids per item and **274.73%** return on starting bid price
- **Beauty/Jewelry** average only **2.5** bids per item and **62.05%** ret on FMV

Does this data align with what you see in your auction(s) in the Northwest?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. Art items do not have a lot of general appeal and don't generate a lot of bids nor do they have a high return on the value.
2. Autographed items and sports & ticket packages have a higher than normal return and popularity in the Northwest region.
3. Home/Garden items have higher appeal in the Northwest and bring in an above-average return.

Recommendations

1. Stay away from Art items unless there is a specific donor in mind. They don't have enough general appeal.
2. Look for sports packages and tickets as they have high appeal and make sure they are local to draw in the most interest from bidders.
3. Local delicacies and meal packages are worth including in upcoming auctions especially during the middle of the year.

Southeast

Silent Auction Data from the Southeast



The Southeast includes:

- Alabama
- Florida
- Georgia
- Louisiana
- Mississippi
- North Carolina
- South Carolina

The Southeast:

Return on Starting Bid: 201.02%
Return on FMV: 84.52%
Average # of Bids: 5.26

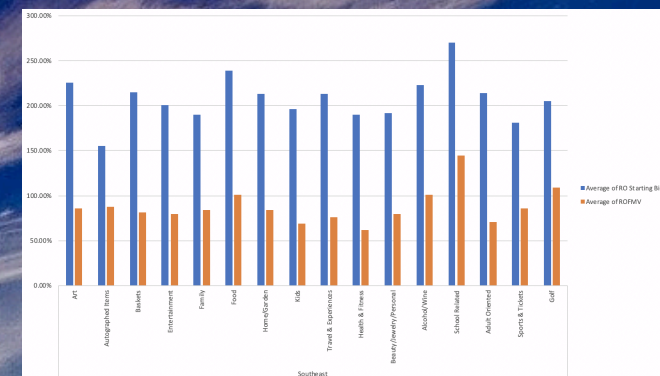
Top Performing Items:

By Number of Bids:

- Alcohol/Wine: 6.36 bids per item
- Food/Meals: 6.24 bids per item
- Travel & Experiences: 5.93 bids per item

Comparison to FMV (Fair Market Value)

- Golf: 108.99%
- Alcohol/Wine: 101.42%
- Food/Meals: 101.13%



Southeast Region Data for the Return on Fair Market Value and Return on Starting Bid Price

Quarter 1:

- **Avg # Bids: 5.53 / Ret on FMV: 84.32%**
- **Alcohol/Wine** packages average of **7.17** bids per item
- **Travel & Experiences** average **6.36** bids per item but only **74.31%** return on FMV
- **Food and Meal** packages: **250.79%** over starting bid
- **Autographed items** average only **2.33** bids per item

Quarter 3:

- **Avg # Bids: 5.28 / Ret on FMV: 93.00%**
- **Food and Meal** packages average **6.90** bids per item
- **Golf** packages average **6.76** bids per item and **166.68%** return on the fair market value of the item
- **Health and Fitness** packages only average **3.55** bids per item

Seasonality: Top Performing Items by Quarter

Quarter 2:

- **Avg # Bids: 5.37 / Ret on FMV: 87.24%**
- **Alcohol/Wine** packages average **6.67** bids per item
- **Food and Meal** packages average **6.46** bids per item
- **Autographed items** only get **2.81** bids per item

Quarter 4:

- **Avg # Bids: 4.92 / Ret on FMV: 82.10%**
- **Baskets** average **7.30** bids per item and see almost **270%** return over the starting bid price
- **Travel & Experiences** packages average **5.51** bids per item but only see a **68.08%** return on fair market value
- **Golf** packages only average **2.45** bids per item

Does this data align with what you see in your auction(s) in the Southeast?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. Golf packages have a higher perceived value but a more limited "fan base" of bidders.
2. In the Southeast Food and Meal packages are very popular and lead to an increase in bidding activity, but the return on the fair market value is limited.
3. Things like art, alcohol/wine, and travel have popularity as well as return tied to them.

Recommendations

1. Spend time getting items that are food-related or meals out of the house. These have continuous positive returns.
2. Focus golf packages on Q3 events and auctions and Travel packages for Q4 events and auctions.
3. Make sure to have a variety of alcohol and wine packages available in your auctions no matter the time of year. Maybe incorporate these in baskets and use your creativity to make sure they stand out in the crowd.

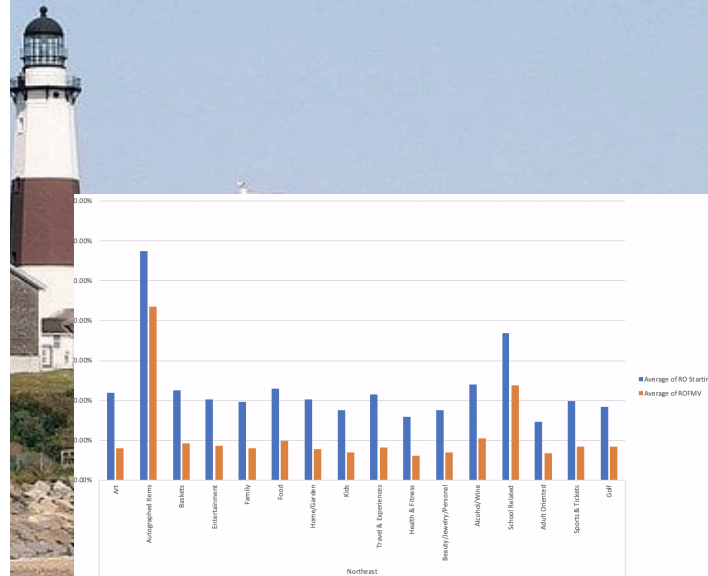
Northeast

Silent Auction Data from the Northeast



The Northeast includes:

- Connecticut
- District of Columbia
- Delaware
- Maine
- Massachusetts
- Maryland
- New Hampshire
- New Jersey
- New York
- Pennsylvania
- Rhode Island
- Virginia
- Vermont
- West Virginia



Northeast Region: Return on FMV and Starting Bid Price by Category

The Northeast:

Return on Starting Bid: 202.73%

Return on FMV: 84.45%

Average # of Bids: 5.21

Top Performing Items:

By Number of Bids:

- Autographed Items: 15.00 bids per item
- Baskets: 6.52 bids per item
- Alcohol/Wine: 6.35 bids per item

By Comparison to FMV (Fair Market Value)

- Autographed Items: 435.28% return
- Alcohol/Wine: 104.15% return
- Food and Meals: 97.73% return

Quarter 1:

- Avg # bids: 5.15 / Ret on FMV: 84.62%
- **Golf outings** average 7.56 bids per item
- **Autographed items** average 6.09 bids per item
- **Health & Fitness** packages average only 3.30 bids per item and 63.79% return on FMV

Quarter 2:

- Avg # bids: 5.17 / Ret on FMV: 81.86%
- **Autographed items** average 8.72 bids per item and 126.84% return on FMV
- **Baskets** average 6.98 bids per item
- **Alcohol/Wine** packages average a 106.34% return on FMV
- **Health & Fitness** packages average only 3.41 bids and 60.79% ret on FMV

Seasonality: Top Performing Items by Quarter

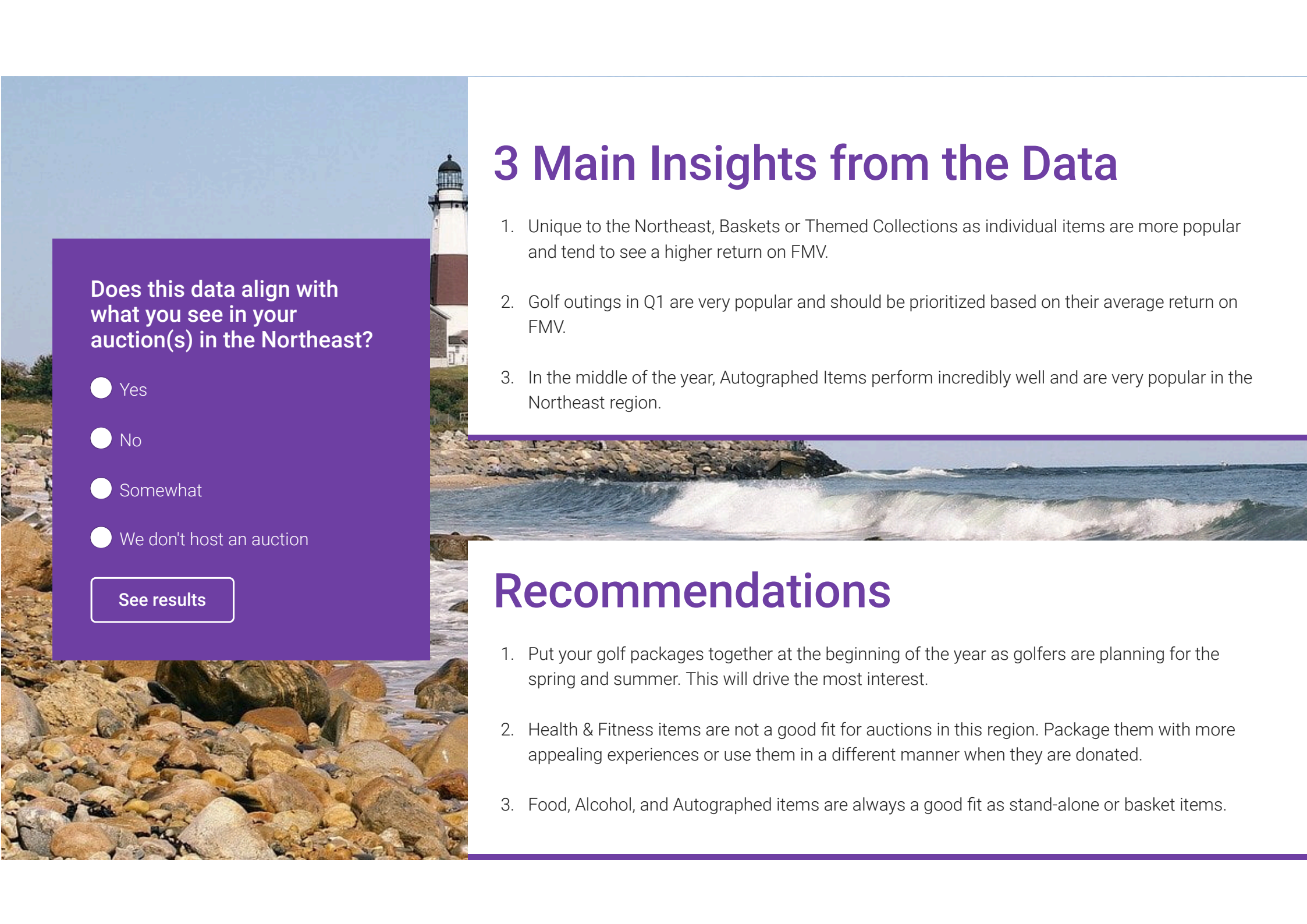
Quarter 3:

- Avg # bids: 5.33 / Ret on FMV: 95.27%
- **Autographed Items** avg *33.15 bids per item and over 1000% ret on FMV
- **Baskets** average 8.12 bids per item and 117.46% return on FMV
- **Health & Fitness** items avg only 3.28 bids per item and 55.13% ret on FMV

Quarter 4:

- Avg # bids: 5.39 / Ret on FMV: 82.86%
- **Baskets** average 10.84 bids per item and 326.86% return on starting bid price
- **Food & Meals** average 6.86 bids per item and 105.69% return on FMV
- **Health & Fitness** items avg only 3.68 bids per item and 59.18% ret on FMV

**due to NCAA national championship, some data is skewed higher than normal.*



Does this data align with what you see in your auction(s) in the Northeast?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. Unique to the Northeast, Baskets or Themed Collections as individual items are more popular and tend to see a higher return on FMV.
2. Golf outings in Q1 are very popular and should be prioritized based on their average return on FMV.
3. In the middle of the year, Autographed Items perform incredibly well and are very popular in the Northeast region.

Recommendations

1. Put your golf packages together at the beginning of the year as golfers are planning for the spring and summer. This will drive the most interest.
2. Health & Fitness items are not a good fit for auctions in this region. Package them with more appealing experiences or use them in a different manner when they are donated.
3. Food, Alcohol, and Autographed items are always a good fit as stand-alone or basket items.

West Coast

Silent Auction Data from the West Coast



The West Coast includes:

- Alaska
- California
- Hawaii

The West Coast:

Return on Starting Bid: 198.89%

Return on FMV: 78.35%

Average # of Bids: 4.88

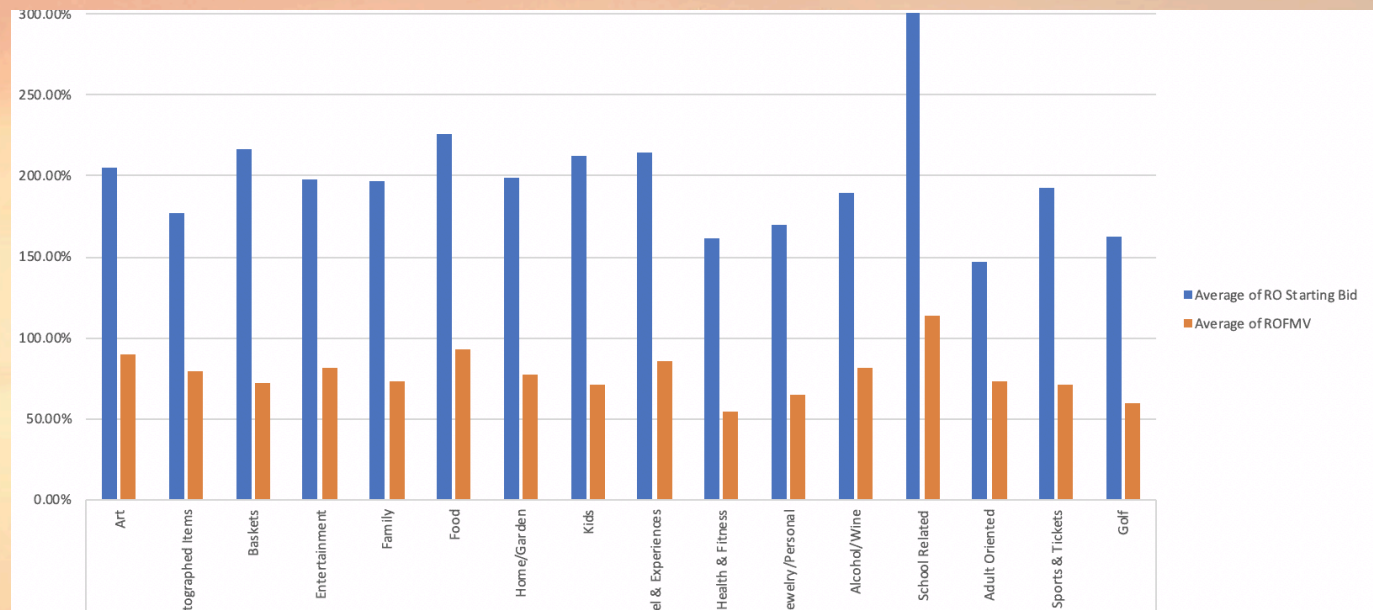
Top Performing Items:

By Number of Bids:

- Food and Meals: 5.78 bids per item
- Travel & Experiences: 5.43 bids per item
- Entertainment: 5.36 bids per item

By Comparison to FMV (Fair Market Value)

- Food and Meals: 93.05% return
- Art: 89.64% return
- Travel & Experiences: 85.92% return



West Coast Region: Return on Fair Market Value and Starting Bid Price by Category



Quarter 1:

- **Avg # bids: 4.79 / Ret on FMV: 78.41%**
- **Baskets** average **6.75** bids per item and **235.25%** return on starting bid price
- **Food and Meals** average **6.09** bids per item and **237.68%** return on starting bid
- **Autographed items** average only **1.5** bids and **54.28%** return on FMV

Quarter 3:

- **Avg # bids: 5.47 / Ret on FMV: 81.14%**
- **Food and Meals** average **7.81** bids per item and **109.72%** return on FMV
- **Entertainment** packages average **7.49** bids per item and **224.96%** return on starting bid price
- **Health & Fitness** items average **3.12** and Golf outings average **3.32** bids per item.

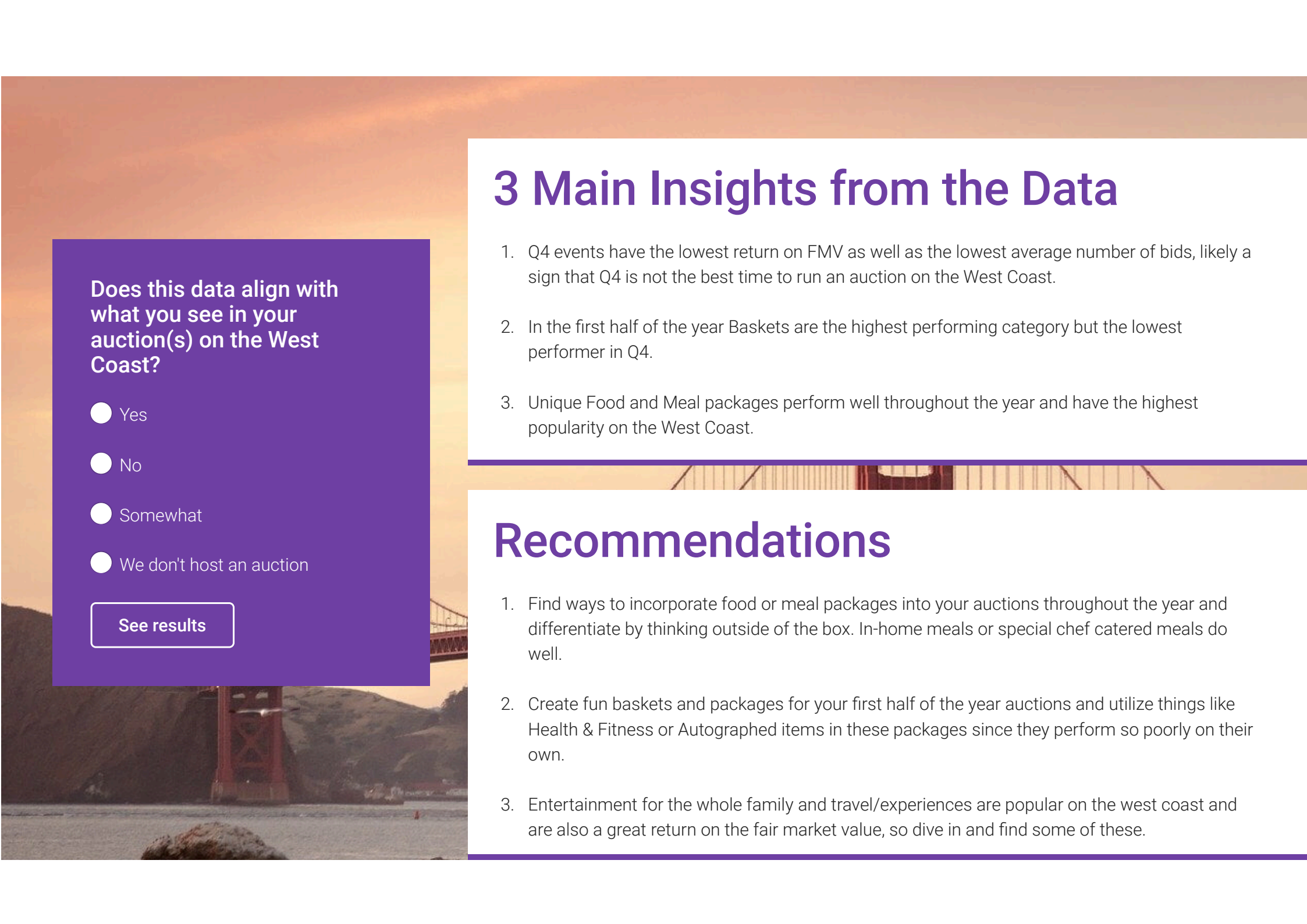
Seasonality: Top Performing Items by Quarter

Quarter 2:

- **Avg # bids: 4.83 / Ret on FMV: 78.84%**
- **Baskets** average **7.73** bids per item and **273.85%** return on starting bid
- **Travel & Experiences** average **5.50** bids per item
- **Health & Fitness** items average **2.73** bids per item and **52.17%** return on FMV

Quarter 4:

- **Avg # bids: 4.62 / Ret on FMV: 74.46%**
- **Home/Garden** items average **5.64** bids per item
- **Food and Meals** average **5.50** bids per item
- **Baskets** average only **1.89** bids per item and **55.41%** return on FMV



Does this data align with what you see in your auction(s) on the West Coast?

- ☐ Yes
- ☐ No
- ☐ Somewhat
- ☐ We don't host an auction

See results

3 Main Insights from the Data

1. Q4 events have the lowest return on FMV as well as the lowest average number of bids, likely a sign that Q4 is not the best time to run an auction on the West Coast.
2. In the first half of the year Baskets are the highest performing category but the lowest performer in Q4.
3. Unique Food and Meal packages perform well throughout the year and have the highest popularity on the West Coast.

Recommendations

1. Find ways to incorporate food or meal packages into your auctions throughout the year and differentiate by thinking outside of the box. In-home meals or special chef catered meals do well.
2. Create fun baskets and packages for your first half of the year auctions and utilize things like Health & Fitness or Autographed items in these packages since they perform so poorly on their own.
3. Entertainment for the whole family and travel/experiences are popular on the west coast and are also a great return on the fair market value, so dive in and find some of these.

Moving Forward

Free Resources to Procure Your Region's
Top Performing Items



Resources to help optimize your silent auctions



Webinar Recording: Winning the Silent Auction



Blog: Auction Items That Don't Cost a Dime



Blog: Golf Tournament Fundraising Guide



**Webinar Recording: That's So Corporate -
Acquiring Corporate Sponsors**



Resource: Corporate Donation Guide



Blog: Securing Corporate Sponsorships

Resources to help optimize your silent auctions



Resource: Corporate Donation Guide -
Northeast Region



Resource: Corporate Donation Guide -
Southwest Region



Resource: Corporate Donation Guide - West
Coast Region



Resource: Corporate Donation Guide - Midwest
Region



Resource: Corporate Donation Guide -
Southeast Region



Resource: Corporate Donation Guide -
Northwest Region

Resources to help optimize your silent auctions



Resource: Corporate Donation Guide - Los Angeles



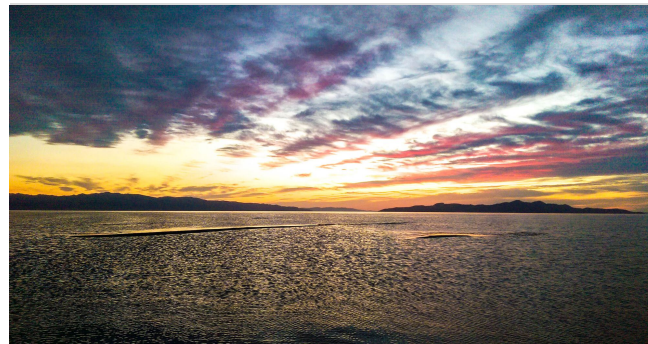
Resource: Corporate Donation Guide - San Francisco



Resource: Corporate Donation Guide - Miami



Resource: Corporate Donation Guide - Milwaukee & Madison



Resource: Corporate Donation Guide - Salt Lake City



Resource: Corporate Donation Guide - Houston

Resources to help optimize your silent auctions



Q&A: Securing Corporate Sponsors



Blog: School Silent Auction Item Ideas



Blog: How to Run a Successful Silent Auction



Q&A: Winning the Silent Auction



Blog: Live vs. Silent Auctions for Fundraisers



Blog: Tips to Maximizing ROI of Fundraising Auctions

Thank you for reading

The Ultimate Silent Auction Study