

Money, Money,
Money!

Fun, Fun, Fun!

How To Make
Money?

How To Make It
Fun?

User Group Auction & Holiday Party!

Hershey Apple Core

Chuck Joiner

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Auction Items

- *Vendor Donations*
- *Membership Contributions*
- *Visitor Contributions*
- *Memberships*
-



Auction Items

Membership & Visitor Items

- *Owner Gets 80%*
- *Group Gets 20%*
- *Group Gets 100% of Donations*



Auction Items

Vendor Solicitation

- *By Fax or Email*
- *Request, Not Demand*
- *Software, Hardware, T-Shirts*
- *Explain What They Get*



Auction Items

What We Offer

- *Special Web Site Page with Graphic Link*
- *Newsletter Listing*
- *On-Site Mention*
- *Auction Guide Listing*
- *Literature Distribution*



Raffle!

- *TV, DVD PLayer, Speakers, VCR, Printer, PDA*
- *The Bigger, the Better*
- *Wide Appeal is Key*



Raffle!

- *\$1 Ticket, or 5 for \$3*
- *We Lose Money...*
- *But We Keep Them In Their Seats!*

\$

Food!

- *Hot Dogs*
- *Sloppy Joe's (Steamers)*
- *Sodas*
- *\$1 Each*



Memberships

- *Available at Check-In & Check-Out*
- *Give Them A Newsletter*
- *Just Add It To Their Bill*



Party!

- *Members Bring “Holiday Goodies”*
- *Holiday Dress*

* Auction “Speed”

- *Buyer/Seller Cards*
- *\$1-Increment Bids*
- *Minimum Bids - Set By Seller*
- *“The Auctioneer’s Call is **Final!**”*

* Auction "Speed"

- *MacOS 8 or Better Required*
- *Hardware & Software*
- *"Consumer Electronics"*
(If It Has A Power Button, It Qualifies)
- *No Books (Unless New Donations)*

* Auction “Speed”

- *Auction Master*
- *Auctioneer*
- *Runners*
- *Check-In, Check-Out*
- *Cashier*

* Auction “Speed”

One Item Every 1.25
Minutes

* Auction “Attitude”

- *Audience “Abuse”*
- *First Names*
- *Trends In Purchasing*
- *“It’s Only A Dollar”*
- *“It’s For The Good Of The Group”*

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Washington Apple Pi Computer Show and Sale

Pat Fauquet

Logistics

- If you cannot find a person to chair your sale, use committees to get the jobs covered.
- Then appoint someone to be the coordinator.
- Require that all board members participate even if they will not be at the sale.

Committees

- Planning committee--orders tables, arranges set-up,
- Vendors Committee--finds vendors and makes contacts with them
- Publicity Committee--Places ads in newspaper, writes PSAs for TV and radio, prepares flyers and Journal Advertising

Committees

- Food Booth Committee, plans and mans the concession stand, purchases foods and arranges Bake Sale.
- Clinic Table Committee--secures workers for clinic, collects needed cables, monitors and keyboards and sets up clinic tables.
- Office Committee--arranges for membership table, change funds, and all office-related activities.

Venue

- School or College Gymnasiums are great
- Vacant Storefronts--but will need electricity, water etc.
- Check out Elks, Moose, K of C Lodges
- Carpeting, special flooring are negatives

Venue Plusses

- Close to or on major roads
- If you need a map with more than 3 turns, find somewhere else!
- Parking
 - Have someone “nice” from the group watch parking situation

Vendors

- Check the phone book for used computer dealers who list *Mac* stuff
- Visit the PC shows
- Look for local developers and authors
- Send press releases to *Mac* web sites

Vendors

- Don't forget about your members who have large amounts to sell
- Let them know that junk will NOT sell-- suggest equipment minimums and things to bring
- Think about used digital cameras and DV camcorders.
- Talk to used book stores that carry computer books

Venue Essentials

- Two entrances--one for Vendors, one for buyers
- A place for food booth--make sure you have adequate electrical outlets for coffee urns, hot dog grills
- Lots of electrical drops. Internet is nice to have!
- Close-by parking and ramps if there are stairs

Our Big Mistake

- We have set-up the night before--this cost too much--find a way to do everything on the same day
- Allow 1 hour for set-up, 2 hours for vendor set-up

Getting Buyers

- Your own members--Start advertising at least 6 months in advance and advertise weekly in the last month, then two more in last week.
- Other Macintosh User Groups
- Press Releases to Mac Media
- Make an ad for your newsletter that can be photocopied and ask everyone to pass them out
- Road signs several days before the event

Must Haves

- Lists for each position detailing what to do and have
- Records for the next group to plan from
- A way to keep track of money and where it came from--we use manila envelopes
- Floor plans for tables--we do not pre-sell locations.

Must Haves

- Notices for walls detailing sales tax, seller rules, buyer rules
- Door prizes--announce throughout the day that the big prizes will be given at the end of the day
- Someone to act as the announcer--clear and slow voice to get above the background noise

Volunteers

- Call on people who “always help”
- Advertise for new volunteers, but remember that most will not sign up more than 7 to 10 days before the event.
- Offer free admission--but remind them that if they want to participate in the door prizes they will need to purchase admission
- Try to have enough people to allow about 2 hour work tours

Food Booth

- Can make money!
- Helps to make sure people will stick around
- Plan for breakfast crowd--donuts and bagels
- Consider the weather--cold days sell hot chocolate!
- Have a bake sale--no cost, all profit

Consignment Table

- Take consignments with the group getting at least 20% of “take”
- Have consigner log sheets and numbered tags for each item
- Set a time limit for items to be picked up-- after that time they belong to the group