Art Auction Guide

DOHMH - OCME

Art Auction Planning Checklist

☐ **Pre-Planning & Approvals**
- Confirm fundraiser purpose and how proceeds will be used
- Secure leadership support early
- Consult Procurement and Finance on approval requirements
- Select an auction theme (optional but recommended)

☐ **Registration & Artist Submissions**
- Create a registration form (Microsoft Forms recommended)
- Collect:
  - Artwork readiness
  - Estimated completion date
  - Number and size of pieces
  - Permission for use and display
- Decide if multiple submissions are allowed
- Host a live artist Q&A (record and share)

☐ **Installation & Display**
- Identify exhibition space and layout
- Use room dividers as display walls
- Consult on-site expert/artist for proper hanging
- Schedule specific installation times
- Allow flexibility in how artists display work
- Accommodate 2D, 3D, and video artwork

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☐ **Technical Setup**
- Create an interactive visual platform (e.g., Padlet-style layout)
- Set up intranet page for artwork display
- Prepare screen/monitor for video submissions (USB-enabled)
- Ensure all media formats are supported

☐ **Bidding Process**
- Determine bidding method (manual or automated)
- Set minimum bid amount
- Track artwork using Microsoft Lists or Excel
- Update bidding information daily
- Communicate tied bids via email or phone
- Confirm payment method (cash-only or agency-approved platform)
  - If available, use an automated fundraising platform (e.g., Better World)

☐ **Promotion & Communications**
- Create promotional materials (Canva recommended)
- Draft agency-wide communications
- Develop clear bidding instructions
- Generate QR codes linking to auction portal
- Promote interactive elements (e.g., voting categories)

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☐ **Logistics & Operations**
- Assign temporary artwork storage space
- Track artwork drop-offs (sticky notes or log sheet)
- Implement a two-week submission and bidding window
- Ensure artwork meets agency appropriateness guidelines

☐ **Artist Experience**
- Encourage internal agency participation
- Allow creative freedom in display
- Provide submission flexibility when possible
- Maintain transparent communication on bidding status

☐ **Post-Auction & Improvements**
- Coordinate artwork pick-up or delivery
- Reconcile payments and fundraising totals
- Document challenges and lessons learned
- Explore improvements:
  - Power Automate for bid updates
  - Automated bidding system
  - Clearer submission guidelines