

NAA Benefit Auction Specialist (BAS) Auction Summary Rubric

Candidate Name:		Review Date:	
Evaluator:		Pass or Needs Improvement <i>(circle one)</i>	
Proof of completion of six* benefit auctions requirement? Yes or No <i>If possible please include pictures or videos of you at the events.</i>			
<i>*Up to three may be virtual benefit auctions *Due to COVID-19, benefit auction events may have been completed as far back as 2018 with "Learning Summary" noted below</i>			
Prior Event Learning Summary: If you had conducted this fundraising auction after taking the BAS class, what would you have done differently? What did you learn from the BAS class that would have improved this fundraising event? <i>*A couple-paragraph summary is required for each benefit auction that took place PRIOR TO your completion of the BAS Class - up to 6 events may have been done prior to class.</i>	Number of Prior Events ____ of 6	Summaries Included? Yes or No	Comments:
Virtual Benefit Auctions: You must be in the production room for each virtual benefit auction and must have an on-camera role for at least one.	Number of Virtual Events ____ of 3		Comments:
Auction Summary Report Category <i>Full report required for ONE benefit auction event.</i>	Meets or Exceeds Expectations	Needs Improvement	Comments
Title Page: All things pertinent to title page including: name, business name, business address, name of seller, type of auction, auction date, auction location, logo, and other pertinent information.			
Table of Contents: <u>Number your pages.</u>			
Client Marketing: Describe the marketing program which attracted <u>the client</u> to the Auctioneer?			
Attach copy of signed contract . (Delete commissions). Multi-page contracts will count as one page.			
Auction Preparation: Describe functions that were performed prior to the auction, such as contracting procedures, etc. Denote activities you performed prior to auction day and what was done by other staff members/subcontractors.			
Auction Day: Describe all the functions that occurred on sale day, such as times, signage, number of registered bidders, set up, auction crew, site clean up, etc. Denote what activities you performed on auction day and what was done by other staff members, volunteers, or subcontractors. Photographs, if any, should be in the supporting material section.			
Post Auction: Describe the functions that occurred after the auction/sale day, such as check out, merchandise pickup, number of people needed, settlement, etc. Denote activities you performed after the auction and what was done by other staff member, volunteers, or sub-contractors. OPTIONAL: Include a report detailing the auction committee's critique of the event.			
Thank You and Contact Statement: A page/letter that thanks the organization for using your company and to contact you if they know of anyone needing benefit auction services. Also include your contact information on this page with company name, your name, address, phone number, e-mail address, web site, etc. You may also add your and/or the NAA's vision and mission statement.			
Support Materials: Brochures, catalogs, invitations, blogs, videos, newspaper articles, press releases, copies of correspondence (letters of introduction to client, follow up letters, etc.) with confidential information deleted plus supporting material.			
Learning opportunity: What did you learn from conducting this fundraising auction and how will you use this knowledge for future fundraising events?			