SPRING 2009 SILENT AUCTION SUMMARY & RECOMMENDATIONS

Summary of Participants

Total Number of Tables: 5 tables round tables for people to sit & 10 tables for silent auction items

Loyola Sponsors

College of Business - $100 in tickets
University Ministry - $100 in tickets
Center for Intercultural Understanding - $450

Tickets Sold before Auction: 51 = $255

Tickets Sold at Auction: 34 = $170

Number of Auction Items: 117 (last year was 75)

Total Number of Tickets Sold: 85

Businesses who donated silent auction items:

Audubon Zoo: 3 sets of 2 guest passes to either the zoo or aquarium
Fresco Café & Pizzeria - $50 gift certificate
GB’s Patio Bar & Grill - $25 gift certificate
Mikimoto - $25 gift certificate
New Orleans Museum of Art: membership and book
Papa Johns: 2 gift certificates for one large any toppings pizza
Zea Rotisserie: $25 gift certificate
Saints: Autographed photo

Summary of Funds Raised

Funds raised from Ticket Sales: $425
Funds raised from Donations: $25.00
Funds raised from Drink sales: $30.00
Funds raised from Silent Auction: $905.75

TOTAL FUNDS RAISED $1,385.75 (last year’s total was $2,081)

Summary of Auction Costs

ISA originally requested $4767.25 from SGA for the Banquet and ISA End of year party and received $808.24 for the ISA End of Year party. ISA appealed and reapplied for a reception at a cost of $1414.17 and received $840.25 for the food and police at the reception.

6 Music Students: $450
Food: $1308.73
Police $85.50

TOTAL: $1844.23

The Silent Auction took place on Friday, March 20 in the St. Charles Room. The silent auction was open for viewing from 11 to 4 p.m. and the Reception took place from 4:30 to 5:30 p.m. Around 117 items were available at the silent auction and 100 of the items sold. Entertainment was provided by Loyola music students. Set up began around 9:30 AM and the Auction was over by around 5:30 PM.
Problems and Solutions

1. **FUNDING**
   
   **Problem**
   
   • SGA didn’t fund the banquet, as they normally do, because they said that too many student organizations had applied for funding for a banquet. However, in the past SGA has differentiated between ISA’s banquet and other banquets because it’s a cultural/educational event open to the whole community rather than simply a banquet for ISA members.
   
   • ISA was able to scrape together some funds for the reception, including a generous donation from the CIU.

   **Solution**
   
   • CIE should request funding in budget for international programming for International Education Week, the Scholarship Banquet & other events.
   
   • ISA should lobby for funding from SGA because it’s a cultural event.
   
   • ISA should fundraise throughout the year for the banquet in case they can’t get funding SGA or CIE.

2. **EVENT FORMAT**

   **Problem**
   
   • Some of the previous attendees at the banquet mentioned that the speaker, dances & other education components were a big reason that they attended.
   
   • There wasn’t enough going on to keep people at the Reception.

   **Solution**
   
   • Even if ISA doesn’t end up having enough money to pay for a banquet, the same elements (minus the sit-down dinner) should be included in the Reception next year.

3. **TICKET SALES**

   **Problem**
   
   • Normally most of the ticket sales come from departments buying tables. We thought that we would be able to sell more tickets since we were only charging $5 as opposed to $15 or $20 in past years.

   **Solution**
   
   • Sell tickets for $10 rather than $5 if not holding the banquet.
   
   • Focus on selling groups of tickets to departments regardless of whether it’s a banquet or reception.

4. **LOW ATTENDANCE**

   **Problem**
   
   • People came throughout the day to bid on items (there were 3 to 5 people in the room most of the day), but the reception was not very well attended. Probably only 60 people total.
   
   • Ticket sales were low, but also since people only paid $5 they may not have had much incentive to attend even if they had bought a ticket.

   **Solution**
   
   • Changing the format of the event will hopefully help with attendance.
   
   • Charge more per ticket even if only holding a reception.

5. **TIMING OF AUCTION & RECEPTION**

   **Problem**
   
   • We wanted to open the auction for as long as possible so that we could get more bids on the items, but it made for a long day and it was difficult to get people to watch the items in the St Charles room the entire time.
   
   • We thought holding the reception at 4:30 would make it easier for people to attend.

   **Solution**
   
   • Next year, open up the bidding from 12:00 until 4:00 p.m. to allow time to set up for the reception or banquet.
   
   • If we hold the reception again, it should start at 5:30 p.m. to make it more of a special event and allow people time to take a break before attending.

6. **CATERING**

   **Problem**
   
   • Catering recommended way too much food.
   
   • We bought too much alcohol for the event (16 bottles of wine & five 12 packs of beer)
• Too much fried food!
  **Solution**
  • Next year we should have a better idea of the number of attendees based on ticket sales to departments so we’ll know how much food to order exactly.
  • Work with Catering to ensure a variety of lower-cost foods, such as sandwiches.
  • Estimate that only about 20 to 30 percent of attendees will get something to drink.

7. **ENTERTAINMENT**
   **Problem**
   • The music students play beautifully, but are quite expensive at $75 per person.
   **Solution**
   • Either have one student play, such as Daniel Castro on classical guitar, or have just play music from an i-pod or CD.
   • Or...$50 max per person and a max of 3 musicians.

8. **EVENT CONFLICT**
   **Problem**
   • UPB held its 3rd Friday event on the same day/time, which may have kept some people from attending the reception.
   **Solution**
   • Holding the event later in the evening will prevent a conflict with a 3rd Friday event
   • Also try to find a date that doesn’t conflict with any other events
   • Look at holding the event on a Wednesday, Thursday or Friday

**Other Suggestions / Recommendations / Things to Keep in Mind**

1. The economy is the unknown factor. Since we held a different event we don’t know whether the economy had an impact or not.
2. Some people mentioned that they weren’t sure what to wear. Consider including some indication of the proper attire, such as “semi-formal.” Some students also indicated they thought it would make the event more “impressive” if everyone was dressed up.
3. Since most of the money is made from selling tables to departments, we should set the individual ticket price at $20 and give a table and student discount.
4. Start planning the banquet/auction earlier so that there is more time to choose the theme and find the speaker, entertainment, etc.
5. There wasn’t enough room to display all the auction items properly with 10 tables. If we have the same number of items next year, ask for 12 tables.
6. Hold at beginning of March (depending on Mardi Gras) because it’s not as nice outside yet so more people may attend.
7. ISA should buy tables at other student groups’ banquets.