

2010-11 Auction Team Descriptions (Green teams bear greatest impact on event's financial success)

MARKETING COMMUNICATIONS TEAM (Cheerleading Squad)		
Responsibility: Develop and execute overall marketing communications strategy. Works closely with the Internal and External Solicitations Chairs and the Database Chairs.	Involves: planning, writing, graphic design, editing, marketing, ideation, craftiness, vendor negotiation, production, distribution, a rush from seeing excitement spread like wildfire	Work examples: Logo development; invitation design; auction website design; banner & signage production; newsletter design & writing; catalog design & production; email/newsletter/website promotional writing; sign-up board production; mailings & distribution; post-event thank yous
FINANCE CHAIR (Bank President)		
Responsibility: Track and process auction team expenses and help to keep budget on track. Works closely with Auction Chairs and PFC Treasurer.	Involves: financial experience, organization, the awe and appreciation of the Auction Chairs	
INTERNAL SOLICITATIONS TEAM (Dream Team)		
Responsibility: Inspire Thornhill families to get creative in thinking about what they can donate to the auction, secure those donations, and provide the write-ups for each. This team should be staffed with at least one representative from each grade.	Involves: ideation, interpersonal skills, school connectedness, the fun of building new connections at school and seeing the truly unique and most exciting bid items take shape	Solicitation Examples: Adult & kid parties (Desperate Housewives, spring daughter dance); dinners (progressives, 12 months of meals); activities (mosaic tiling, movie night); teacher outings (nature walk, ice cream party); getaways/vacations (vacation homes, airline tickets, hotel points for packages); general donations (cookie-of-the-month club, massage, wine)
EXTERNAL SOLICITATIONS TEAM (Ask & You Shall Receive Team)		
Responsibility: Secure donations from Oakland businesses and beyond and develop descriptions for each	Involves: interpersonal skills, community connectedness, comfortableness in asking people for things, satisfaction from getting something for nothing – over and over again – and making a huge impact on the event's bottom line	Work examples: Solicitation list clean up & development; solicitation mailing; follow-up phone calls; donation pick up; thank you note development
EVENT SPONSORSHIP TEAM (Show Me the Money Team)		
Responsibility: Secure cash sponsorships from community leaders/professionals to underwrite costs associated with the event and coordinate related ad materials for catalog. Training and materials provided.	Involves: interpersonal skills, community connectedness, comfortableness in asking people for things, satisfaction from getting something for nothing and making a huge impact on the event's bottom line	Work examples: In-person / phone connections with community leaders / professionals; donation pick up; thank you letter development

CLASS BASKET CHAIRS (Put a Bow On It Team)		
Responsibility: Motivate, encourage and support class basket coordinators to develop stellar baskets	Involves: ideation, craftiness, interpersonal communication, pleasure from seeing the beauty of those baskets come together	Work examples: Determine basket guidelines; communicate ideas, guidelines, timeline and other details to coordinators; coordinate wrapping party; collect baskets
DATABASE CHAIRS (Inventory Gurus)		
Responsibility: Maintain and oversee solicitation database and be intermediary for incoming solicitations and silent auction set up. Training provided. Works closely with Internal and External Solicitations Chairs, Communications Team, as well as the Silent Auction Set Up Coordinator (Venue Logistics Team).	Involves: attention to detail, organization, adoration from the Auction Chairs who will revere you as the godly creatures you are	Work examples: data entry, coordinate with Communications Team to develop auction catalog; coordinate collection of all physical donations; create bid sheets
VENUE & LOGISTICS TEAM (Stage Setting Team)		
Responsibility: Coordinate all aspects of venue	Involves: attention to detail, organization, budget consciousness, vendor negotiation, satisfaction from making it look seamless on event day and dazzling guests with your creativity	Work examples: Identify, negotiate and secure venue and act as point of contact for staff; determine layout; signage; decorations coordination; set up & tear down coordination
FOOD & WINE TEAM (The Foodies)		
Responsibility: Deliver an amazing dining experience for the event. Works closely with the Venue & Logistics Chair.	Involves: creativity, budget consciousness, vendor negotiations, comfortableness in asking people for things, satisfaction from getting something for nothing and hearing everyone rave about your choices on event day	Work examples: Design and coordinate menu; secure dessert donations; secure wine donations
LIVE AUCTION & ENTERTAINMENT TEAM (Fun Factor Team)		
Responsibility: Coordinate all evening entertainment. Works closely with the Venue & Logistics Chair.	Involves: creativity, budget consciousness, being heroes of the evening by dazzling attendees with an unexpected experience	Work examples: Secure emcee/auctioneer and manage relationship; identify and secure entertainment; produce audio-visual slideshow

TECHNOLOGY TEAM (Geek Squad)		
Responsibility: Oversee all technology coordination, setup and maintenance	Involves: Tech savvy, knowledge of audio-visual, troubleshooting, the awe and gratitude of your technologically-challenged peers who surround you	Work examples: Website administration; computer networking & oversight; audio-visual technology coordination
VOLUNTEER COORDINATION CHAIRS (It Takes a Village Team)		
Responsibility: Engage Thornhill families in volunteering and leverage our existing relationship with Joaquin Miller for volunteer trades. This is a recruiting function and does not involve overseeing activities to be supported by volunteers.	Involves: Enthusiasm, strong interpersonal skills, sense of school connectedness, gratitude from the entire Fundraising Team for helping to move the needle on engagement at school	Work examples: Recruit event set up crew; event breakdown crew; event data entry crew; checkout coordinators; live auction recorders; table closers
ACTIVITIES TEAM (The Revenue Enhancers)		
Responsibility: Propose money-generating activities for the event and coordinate production and promotion of approved activities	Involves: Ideation, satisfaction from injecting more fun into the evening and raising a good chunk of change to boot	Activity examples: Golden Lottery Ticket; Treasure Chest; Grab Bag; Heads or Tails
CLASS CONTEST CHAIRS (School Spirit Team)		
Responsibility: Propose class contests and activities that will engage greater family awareness, participation and excitement around the event and coordinate approved activities	Involves: Ideation, organization, seeing kids having a good time, gratitude from the entire Fundraising Team for helping to move the needle on engagement at school	Contest & activity examples: Spirit week focused on auction theme; creation of hall bulletin boards in auction theme; auction ticket sales contest (whichever room sells the most tickets gets a party, etc); wine donation contest