



Step-by-Step Guide: Running a School Art Auction on Facebook for EAA

1. Choose Your Auction Format

Decide whether you'll run the auction:

- On the **school's public Facebook page** (wider reach), or
- Inside the **school's private Facebook Group** (safer, more controlled)

Both work well — the group option is often easier for schools.

2. Set the Auction Rules

Keep them simple and consistent. For example:

- Bidding opens and closes at set times
- Bids must be made in the comments
- Minimum bid (e.g., \$5)
- Minimum bid increments (e.g., \$1 or \$2)
- Highest bid at closing time wins
- Payment method (e.g., school's donation link, bank transfer, or cash at office)
- Collection details (where and when to pick up artwork)

Post these rules at the top of the auction so everyone sees them.

3. Prepare Photos of the Artwork

For each piece:

- Take a clear photo in good light
- Include the student's first name and year level (if permitted)
- Add a short description (e.g., "Acrylic on canvas, 20cm x 20cm")
- Assign an item number (e.g., *Artwork #1*)

This makes bidding easy and avoids confusion.

4. Create the Auction Posts

You can choose one of two formats:

Option A: One post per artwork

- Post each artwork separately
- Include:
 - Artwork number
 - Photo
 - Description
 - Starting bid
 - Bid increments
 - Opening and closing time
- Ask people to place bids **in the comments**
- This option is easier for bidders to follow.

Option B: One big album

- Create a Facebook photo album
- Add each artwork as a photo with its description
- Ask people to comment their bids on each photo
- This option keeps everything tidy in one place.

5. Promote the Auction

Use:

- A post on the school page
- A reminder in the school newsletter
- A message on the school app
- A post in the Facebook Group
- A countdown reminder on the final day

Key message: *All funds raised support the appeal.*

6. Monitor Bidding

Assign one or two staff/volunteers to:

- Keep an eye on comments
- Answer questions
- Hide or delete off-topic comments
- Remind people of closing time
- Confirm the winning bid when the auction ends

This keeps the process smooth and fair.

7. Close the Auction

At the closing time:

- Comment “Bidding has now closed” on each post
- Reply to the winning bidder’s comment with:
“Congratulations! You’ve won Artwork #X. Please check your messages for payment and collection details.”

Then send them a private message with instructions.

8. Collect Payment

Provide clear payment options, such as:

- A link to the school’s donation page
- Bank transfer details
- Cash or card at the school office

Ask winners to send a screenshot of their payment confirmation.

9. Arrange Artwork Pickup

Let winners know:

- Where to collect the artwork
- Collection times
- Who to ask for at the office

If students are allowed to take artwork home, confirm with parents first.

10. Thank Your Community

After the auction:

- Post the total amount raised
- Thank students, families, and staff
- Share a few photos of the artwork display (if permitted)

This builds goodwill and encourages future participation.