



## 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.
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## 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.

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## **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.