

2010 Silent Auction Survey

1. Most attractive silent auction items to participants: (We asked for ranking)

- Most Attractive - Parent Parties, Teacher Parties/Offerings and Tuition Raffle were the **top three** in the “most attractive - I’d buy in this category”
- Unattractive - Technology was the #1 category survey respondents said was “unattractive – I’d never buy in this category”

2. Items offered in the silent auction:

- 61% of those surveyed said that the silent auction offers “just the right amount of items”

3. Ratings (excellent, good, fair, poor) for areas of the 2010 Crab Feed and Auction.

(Participants were asked to rate each area)

- Tuition Raffle received the highest rating of excellent 61.2%
- Silent Auction rated excellent 49%
- Preview was rated excellent 39%
- Entertainment (**specifically the DJ option**) rated excellent 30.4%
- Food rated excellent 41.7%
- Beverages rated good 45.8%
- Venue rated good 38.8 %
- Wine Cellar rated good 46.8%

4. Would participants pay to attend preview? And, would they participate in preview if it were held online? (Respondents could select more than one answer)

- 77.6% said that they would **NOT** pay to attend preview.
- 63% said they would participate in an online preview.
- 40.8% said they would like to have both options available (online and offline)

5. Enough information about the silent auction in advance:

- 91.8% indicated YES, with only 8.2% indicating NO.

6. Ease of the donation process for the silent auction:

- The majority indicated they found it to be very easy (51%) to somewhat easy (38.8%)

7. One thing attendees would improve or change with regards to the silent auction:

Most compelling/interesting suggestions:

- Use online bidding options, like paypal or other options.
- Credit card check out
- Innovations were appreciated – example: Tuition Raffle.
- Increase the number of most popular items.
- Shorten the bidding to drive urgency
- More raffles to give those who cannot compete financially a greater chance to win
- Seek opportunities that would allow non-event participants to purchase/donate where appropriate. For instance, it was beneficial to sell/purchase tuition raffle tickets prior to the event.
- Letting donors (parents/parish/partners) know in advance what items sell (categories) so that we can increase the number and quality of these top items.

8. Use of the online auction website to view the catalog, submit donations, download tuition raffle form, or get general auction information:

- Nearly even – 51% said YES, 49% said NO.
- While the catalog was posted online, a number of those who responded to the “if not, why?” mentioned they did not realize/know that the catalog was available online.

9. Willingness to provide credit card number at check in which would allow for a reduced check-out time.

- 71.4% said YES, while only 28.6% said NO.
- Many also mentioned that they do like the option to pay in cash or check, so as long as that’s still an option, credit card check out would be a good option.

10. Things done at other fundraisers that people would like to see incorporated into the Corpus Christi Crab Feed & Auction.

Top three requests or suggestions:

- Credit card check out.
- Online bidding (for part or all of the silent auction).
- Professional auctioneers to handle the live auction and get more money from the crowd.

Also suggested:

- Venue change.
- Higher price for Tuition Raffle tickets with less tickets available.