

MC Instructions

The **MC** is the **most powerful tool** in the fundraising arsenal. A well briefed MC will make a **huge difference** on the events **fundraising outcome**.

To maximize the auction income it is important the MC explains to guests how to register for the silent auction (typically this is done during the housekeeping notes). The MC should also regularly promote the Pledge, Silent Auction, Live Auction and any other fundraising activity during the course of the night, i.e. items without any bids.

Event Tip - Have the silent auction leaderboard on the big screen as much as possible as this encourages the guests to keep bidding.

Suggested MC Instructions to Guests

(Works best during house keeping)

- 1** Tonight's Silent Auction will be conducted on your mobile phones so please make sure you have switched yours onto **Silent** and **Vibrate**.
- 2** If you haven't already registered, please do so now by following the instructions on the screen or in the dinner programme on your table.
- 3** If you have any problems registering or placing bids please see one of our Volunteers with an iPad, or see the Auction Desk at the back of the room.
- 4** The silent auction is closing at 10.30pm sharp so please make sure you get your final bids in by then.