

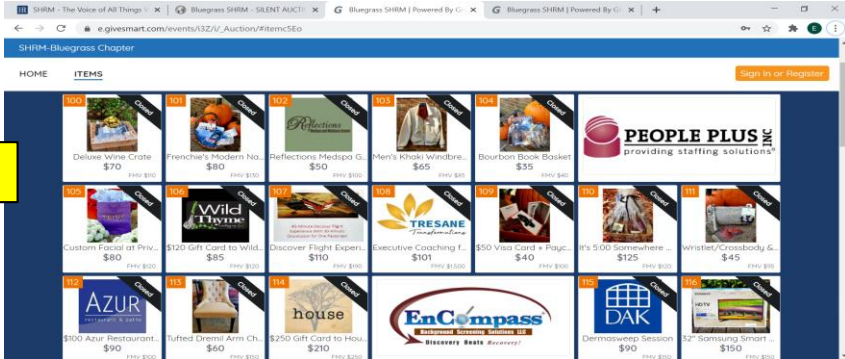
SHRM State Councils and chapters can use the GiveSmart platform alongside their own pivot to virtual events. Here are some ideas and examples to spark your own creativity.



IDEAS

- Many people are looking to find a different way to support their local businesses. Check on donations that can act as promotions for your local hotels, restaurants and stores.
- Promote your auction as holiday shopping and have items that people can envision giving away as gifts.
- Offer your sponsors opportunity for visibility during the raffle. You can embed them within the raffle, have them on the page or push out in emails and texts.

BlueGrass SHRM Auction

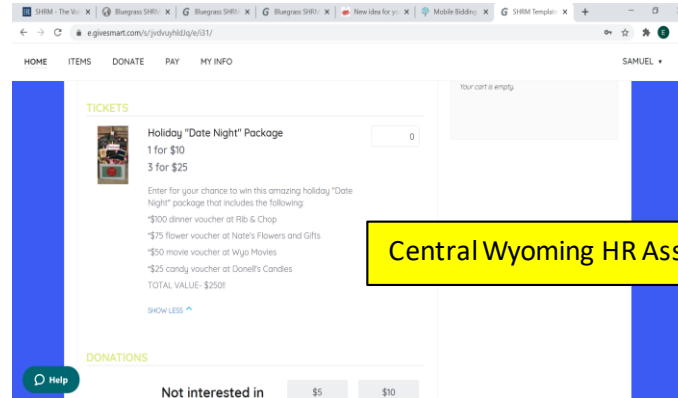


| Item ID | Item Name | Price | Buy Now | |
|---------|--------------------------|-------------------------|---------|---------|
| 1001 | Deluxe Wine Crate | \$70 | Buy Now | |
| 1002 | French's Modern No. | \$80 | Buy Now | |
| 1003 | Reflectors Medispal G. | \$50 | Buy Now | |
| 1004 | Men's Khaki Windbre. | \$65 | Buy Now | |
| 1005 | Bourbon Book Basket | \$35 | Buy Now | |
| 1006 | Custom Pistol of Priv. | \$80 | Buy Now | |
| 1007 | \$120 Gift Card to Wild. | \$85 | Buy Now | |
| 1008 | Discover Flight Experi. | \$110 | Buy Now | |
| 1009 | Executive Coaching f. | \$101 | Buy Now | |
| 1010 | \$50 Visa Card + Page. | \$40 | Buy Now | |
| 1011 | It's 500 Somewhere ... | \$125 | Buy Now | |
| 1012 | Wristlet/Crossbody G. | \$45 | Buy Now | |
| 1013 | \$100 Azur Restaurant. | \$90 | Buy Now | |
| 1014 | tufted Dreaml Arm Ch. | \$40 | Buy Now | |
| 1015 | \$250 Gift Card to Hou. | \$210 | Buy Now | |
| 1016 | EnCompass | Discovery Rate Receive? | Buy Now | |
| 1017 | DAK | Dermosweep Session | \$90 | Buy Now |
| 1018 | 52" Samsung Smart ... | \$150 | Buy Now | |

- Everyone is experiencing Covid-fatigue and is a little bored with their current routines. Think about a different experience people could have now or cannot wait to do when it is safe. There will be high interest in those opportunities.
- What other experiences can you auction? What is within driving distance from your community that offers an escape?
- Think about your membership -are there services that someone can donate? Resume review...interview advice for video calls....LinkedIn editing?
- Have a member who is a well -known speaker? Personal coach? Ask them if you could leverage their celebrity status in a raffle.

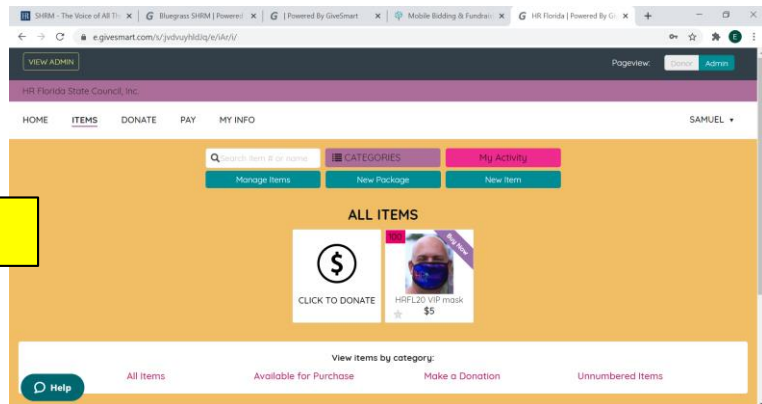
FUNDRAISING IDEAS

- Create a Surprise Box to drum up interest in gift certificates. Have gift certificates and any discount offerings in every box but in one, have 100.00 bill. People bid on the gift certificates but are also trying to find that surprise.
- Bundle together a Date Night opportunity



Central Wyoming HR Association

- If you are having a virtual event, preview items on your auction but only have them available during the event to drum up interest and friendly time constrained competition.
- Item of high interest slated for your auction? Think about making it a raffle item instead.
- Wine or whiskey pulls are always popular if allowed. Give people the opportunity to be able to pick a bottle of wine or bottle of whiskey in exchange for a ticket. How do you do it virtual? Just use an online randomizer to match person to a designated number.
- Use the GiveSmart site like a STOREFRONT. Sell masks, T-shirts, chapter tote bags.



HR Florida State Council