

St. Gregory the Illuminator Armenian Church

1996 AUCTION REPORT

Submitted by Harry Alexanian, 1996 Auction Committee Chairman

Over all, the auction was a successful event. It brought in \$3,600 of which nearly 90% was profit. It created excitement from parishioners and the community.

A. WHAT WE LEARNED FROM THE EXPERIENCE

- We have the ability to surprise ourselves. Even the most optimistic perspectives saw as a potential drawback, the perception that Armenians would not part with valuable items. This notion was proven to be incorrect.
- The auction was run by a committee that was not officially part of any particular organization. Although the committee mirrored the members of the "young adults" group, it was an ad hoc committee.
- A significant portion of the revenues (my guess is about half) came from non-members of the church. A more precise report can be generated using the auction software. Drawing outside financial support is an important feature of the auction.
- Putting the committee together had several constraints:
 - the auction was a new event; people had no point of reference; no comfort zone with it.
 - timing of the auction in Oct. meant that recruiting was done in late spring or early fall.
 - there was no sponsoring organization with members to rely on.

B. WHAT WE CAN DO BETTER NEXT TIME

- Less food; it was not an eating crowd. We could have less items and use the soda machine; have a simpler lunch with no soup.
- Make better use of promotional efforts: distribute fliers in store fronts; more press coverage (public relations articles) two weeks before the auction.
- It was easy to get gift certificates; we should concentrate on high ticket items from businesses and individuals.
- In the end, everyone pitched-in what ever way they could. However, it was a very few individuals who carried the ball up until the week of the auction. By seeking more support sooner, perhaps we could have balanced this out more.

C. CHAIRMAN'S OVERVIEW AND RECOMMENDATION

The auction was a profitable event that was a lot of fun. I'd like to see the church do it again. In preparation, we should, on an on-going year-round basis, encourage elderly people and families moving out of the area to donate furniture they otherwise would sell or leave to their estate. We can store large items in storage locations that are also donated.