



Better than a Book Fair: A Silent Book Auction

2015 ACE Award Winner

The Basics

The Alpha Alpha Tau Chapter at Marian University has found a way to both promote literacy and raise funds for the chapter. Instead of using an outside vendor for a book fair, the chapter discovered they can build their own sale, with less hassle and more reward.

With an established presence and wise timing, the event invites the entire campus community to bid and win literature for personal enjoyment or gifts just before the Holiday season.

Getting Started

Throughout the year the chapter collects new and gently used books from members and the wider campus community. The chapter accepts all variety of

books and materials, even a collection of puppets. Donated materials make up the majority of the stock but, the chapter also takes advantage of a nearby book warehouse to find new children's books at a fraction of the cost, those that will sell for a much higher price in the bidding.

The bidding is open for one week, two hours per day. The auction actually moves to different locations around campus, which increases awareness and participation. The auction stops are well-publicized to the entire campus before and during auction week. Materials are transported to the new sites around campus daily. Members volunteer for shifts during the week.

The Impact

Chapters that have traditionally used an outside vendor to host book fairs may find switching to a silent auction reaps many rewards, including more revenue. Some book vendor fairs only earn credit for new books, so a book auction might increase the potential to raise funds for the chapter.

"I look forward to the KDP silent book auction every year. It's the perfect venue to find fun and educational gifts and books for the young children in my life." -
Angelia Z., auction participant

Make This Event Your Own

- Find silent auction forms online or create your own. Capture the contact information and make sure winners know the deadline to pay and pick up their books, or move on to the next name on the list.
- Build the supply by asking for book donations all year. Ask individuals as well as retail shops and companies to support your efforts.
- Encourage bidding wars! Always remind bidders that the money goes to a great cause.
- Give an extra prize for the highest bid or the person with the most winning bids.
- Branch out with a moving bake sale to accompany the books or just add a donation bucket. Bidders won't pay until they pick up, so give them the option to support the chapter even if they don't win a bid.
- Having the event just before the holidays helps influence sales for gifts.

Fast Facts

60

Donated Books

5

Days

100%

Chapter retains
all income

FOR MORE INFORMATION

Contact the [Chapter Services Staff](#) at KDP Headquarters for help as you plan your program.

"The silent book auction is a great event that allows the [university] community to support KDP. It's a great marketing opportunity for our chapter and profession,"

-Jordan A., Chapter President