

DRINKERS FOR UKRAINE

A FUNDRAISER FOR THE
HUMANITARIAN RELIEF EFFORT

Drinkers for Ukraine fundraising action

Online Auction organisation - how-to guide

So you want to run an online auction - or, even better, auctions - great! It might sound like more work than it is, and we've tried to come up with a format that can maximise the return for not too much input.

Auction format

Participants auction off something of value to their followers, and they pay for the shipping to whomever bought it (to keep costs low, local shipping only). The "auction" takes place on a relevant platform, for a limited period of time (24-48 hours).

Bidders place their bids in the comments of the post, on the understanding that the winning bid is binding. The winner of the auction pays the winning price to the designated charity ([Red Cross](#)). They send proof to the participant, after which it gets sent and the transaction is completed. Participants alert us to the amount, which we can add to the overall total.

Here are the steps we suggest taking, and some sample text you can use in your post.

Step 1 - what you are auctioning

- Find something of value - it can be anything you think people will be interested in, but here are a few suggestions to give you an idea
 - A rare vintage from your cellar, or a beer with a limited production run - we're talking proper "whalez" here. I know some of you may have issues with the secondary market, but every dollar, pound, and euro matters here - so let's make it work for the people of Ukraine
 - A specially-curated beer pack
 - Tickets to a beer festival or event you're running
 - Hospitality - a free dinner, private tours or tastings at your business, or a workshop

- A service - a photography shoot, or if you're an illustrator or graphic designer a portrait or personal commission

Step 2 - choose your platform

- Where are your followers - Facebook, Instagram, Twitter, your own community spaces (e.g. Discord, Slack, etc.)

Step 3 - plan your auction

- Get a photo of your item
- Decide on a minimum price for your auction item
- how long the auction will run for (24/48/72/longer hours),
- where you're willing to ship it (local/regional/national/international).
 - For this initiative, we're asking the people auctioning to burden the shipping costs, so decide what is right for you.

Step 4 - launch your auction

- When it's ready to go, post your auction online.
- There are a couple of options – sorry if it appears complicated, but it's not (we hope):
 - **Option 1:** If you're a **business**, then you can post on your business' Facebook/Instagram profile or community space. Tag it with #DrinkersForUkraine and let us know it's happening, and we can share it with the campaign [Facebook group](#).
 - **Option 2:** If you're **an individual or a group**, you can post to your own account on your preferred platform, tag it with #DrinkersForUkraine, and we will make the Facebook group is alerted to it - but be warned, Facebook can be hyper vigilant when it comes to alcohol, so this may be difficult.
- Tell us when you're going to run your auction and let us know when it's live
- Here's a sample boilerplate text you can use:
 - "In solidarity with friends and colleagues in Ukraine, we are working with the #DrinkersforUkraine initiative to raise funds for the humanitarian relief effort in Ukraine following the Russian invasion in February 2022 (<https://www.icrc.org/en/donate/ukraine>). All funds raised as part of "Drinkers for Ukraine" will go to the Red Cross humanitarian relief effort. Here's what we're auctioning [and then describe the item, and the rules for the auction]..."
- We've prepared campaign graphics you can add to your post. [Download them here](#).

Step 4 - finish auction and arrange payment

- Once the auction has expired, all you have to do is select the winning bid, and contact the winner
- In the spirit of the action, we encourage participants to cover the costs of any shipping involved
- Request proof of donation to the Red Cross of the winning bid to the Red Cross (confirmation email/receipt/bank statement, etc.)
- Once proof of payment is received, send the auction item.

Step 5 - let us know how much you've raised

- [Get in touch](#) to tell us how much you have raised. We will add it to the total and mention your contribution in the livestream

And repeat - if you can!