

**Unique Fundraising Event: The Auction**  
*Cedarville University School of Pharmacy*  
*Student Society of Health System Pharmacy*

**Objective:**

*The primary objective of the auction event is to raise funds for our organization. The secondary objective is to facilitate unique opportunities for students and professors to build relationships as well as engage SSHP members in a different way. Students and professors may not have many opportunities to connect outside of the classroom, particularly in non-professionals settings.*

**Plan:**

*Faculty members are asked to donate a “service” to be auctioned off at our event, which typically involves something about which they are passionate. This may range from dinner and a movie, to a game night, or coffee roasting 101. They determine the number of students who can participate (i.e. four students for a game night, five for coffee roasting, or eight for a fancy dinner). During our second year we set a minimum bid. We did this to make the service and time of the professors worthwhile and to ensure the event was a successful fundraiser.*

*We hosted the event as an auction. One of our chapter advisors served as the auctioneer, starting the bidding process and calling bids as students raised their hand. Groups of students conferred as to the maximum price they would pay to ensure they got the experience that they wanted. Depending on the demand for the service offered, students could get into fun bidding wars. There definitely were options that appealed to everyone!*

*Throughout the auction, we drew raffles for donated gift certificates from Chipotle and Piada as well as from a local ice cream shop and coffee shops. Students could pay \$1 per ticket or \$5 for 6 tickets. Students could put their tickets in the drawing for whichever gift card (or cards) that they wanted.*

**Outcome:**

*Through our fundraising efforts, we were able to add funds for our organization. These funds go to hosting events for our members and providing scholarships to OSHP and ASHP meetings and events. Our students also received the wonderful opportunity to interact with professors outside of the classroom setting; this in turn, allowed for a more open line of communication within the academic environment.*

**What you can do**

- Choose a date and time that works well for your members
  - Find a location that will be easily accessible and provide adequate viewing ability of all auction participants
- Ask all professors to participate in the auction event
  - Ask them to think of unique passions that they could share with the students through an auction item
- Ask popular local community businesses to donate items for raffle. Gift cards and small items are perfect for this!
- Tailor the event to your membership. Which professors would your members most likely interact with? What kind of auction items would members most likely bid on?
- Advertise!
  - Think about reaching out to the entire school of pharmacy, include undergraduate students or beyond to be involved in this event.