



ASIA PACIFIC REGION
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

Bid with Purpose

1-7 Jul 2023

The First Asia Pacific Regional Silent Auction Report

December 2023

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Purpose of the Auction

The Silent Auction aimed to support the delivery of the Regional Action Plan, with the profits from the sales shared between the seller (up to 50%) and the Asia Pacific Region or the seller could choose to contribute all to the Asia Pacific Region. The Regional Action Plan includes capacity building, relationships with member organisations, and membership growth strategies. The success of these initiatives will ultimately lead to a more vibrant and sustainable AP Region, allowing us to continue making significant progress towards achieving the goals and ensuring a bright future for our current and future members.

Timeline of the Auction

The following breakdown timeline and process are based on the project plan. However, we have realised that it must be extended because most of the tasks took longer than anticipated (e.g., shipping and reporting) and should not revolve around significant events of WAGGGS in order to yield more effective outcomes.

Pre-Auction Preparations

Week 1 Week 2 Week 3 Week 4 Week 5 Week 6



Week 1 Week 2 Week 3 Week 4 Week 5 Week 6

Auction Duration :

- Opening: 1 July 2023 (1 AM UTC)
- Closing: 7 July 2023 (12 PM UTC)

Post-Auction Wrap up

Week 8 Week 9 Week 10 Week 11 Week 12

Documentation
and
Announcement
of Winning
Bidders

Shipping
Management
and payment
collection

Data Analysis
for Reporting

Documentation
of the Auction
Report

Reflection and
Planning for
future events

Week 8 Week 9 Week 10 Week 11 Week 12

Online Auction Platform

<https://www.wagggsaprauction.org> was the official platform for the 1st Asia Pacific Regional Silent Auction. Gulisthan Shathir and Balaji supported in putting it together.

There were two logins on the website: **Sellers login** and **Buyers login**. This means that if an auctioneer wants to bid on products, they must use the *Buyers Login* because the *Sellers Login* is primarily for uploading the items. Please note that **Buyers Login** was only available during the auction week. We used 00:00 UTC as the reference time for the start and end times of the auction to minimise the confusion internationally.

Auction coordinators were initially introduced to the auction procedures and platform in week 4. They were to promote it and guide the auctioneers and bidders from their respective countries. They were also the point of contact and coordination for the participants, auctioneers, and bidders.

WhatsApp drop-in channel was also set up as a contact point so that anyone with questions regarding the auction could easily contact the planning team.

Auction Guidelines

There were two auction guidelines: one for the general public and one for the auction coordinators. The objective of the auction guidelines was to assist in understanding the auction procedures and to serve as a reference point to avoid any potential disagreement.

The major difference between the two was that the Auction Guidelines for Auction Coordinators included a section titled "Promotional Guidelines."

Communications and Promotions

The Communication Subcommittee created all of the social media assets for the Asia Pacific Regional Silent Auction, including the unique logo. In accordance with the promotional strategy, they also posted social media posts on various platforms. This increased awareness among potential auctioneers, bidders, and donors.

The Fundraising Sub Committee also communicated with member organisations, Friends of Asia Pacific WAGGGS (FAPW), and supporters. The auction coordinators reached out to the members of their member organisations, their friends, and their families.

Auction Data



Total Auctioneers Registered: **72**

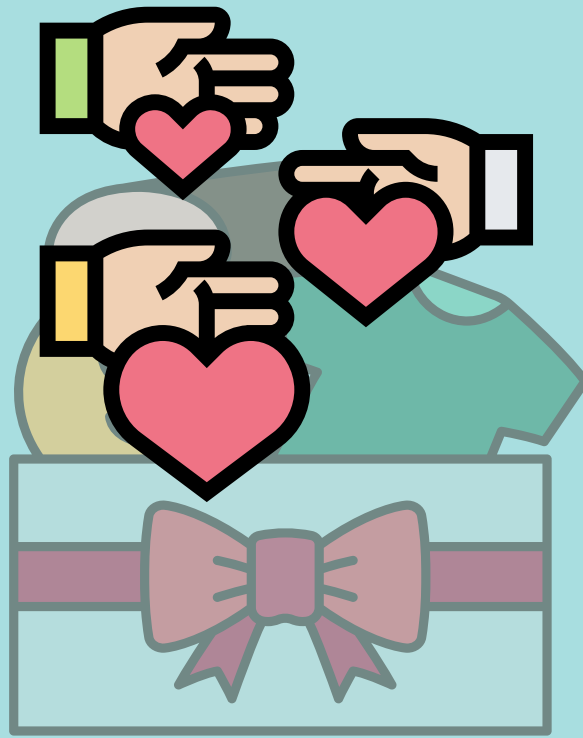
Total Bidders Registered: **91**



Total Items to bid from: **654**

Total Bid made: **171**
(by a total of **37** bidders
on **117** different items)





Total Amount Raised

1366.63 GBP

The auction currency was USD, to make transactions and currency exchange easier. However, because GBP is the recognised currency of WAGGGS, we are reporting the total amount raised in GBP.

The amount of GBP reported may be deviated depending on the bank transfer fee and currency exchange rate.



Number of Countries participated in bidding:

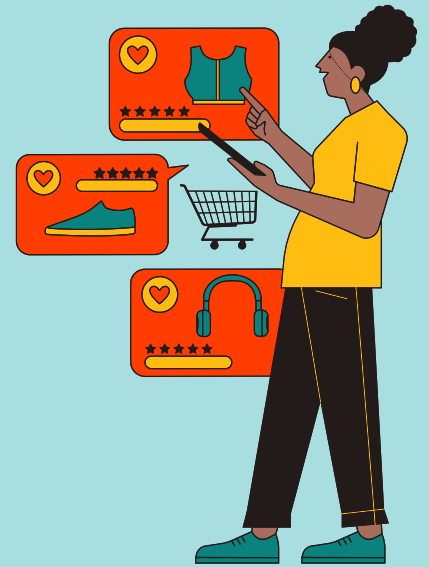
14

Top Bidding Country

A total of **39** bids



Total Bidders who bid over 100 USD: **4**

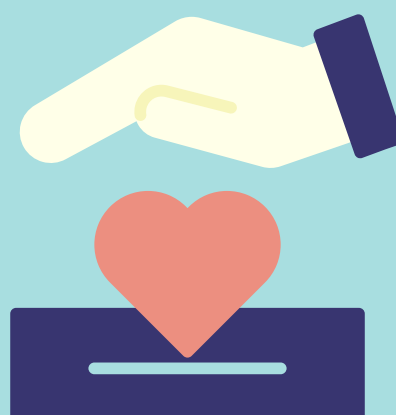


Number of countries from which the auctioneers donate items and the earned profit: **5**

Besides the fascinated auctioneers and bidders, there were people who just wanted to make a contribution with donations to the Asia-Pacific Region.

Total Amount Raised from Donations

2615.81 GBP



DONATE



Total Donors: 9

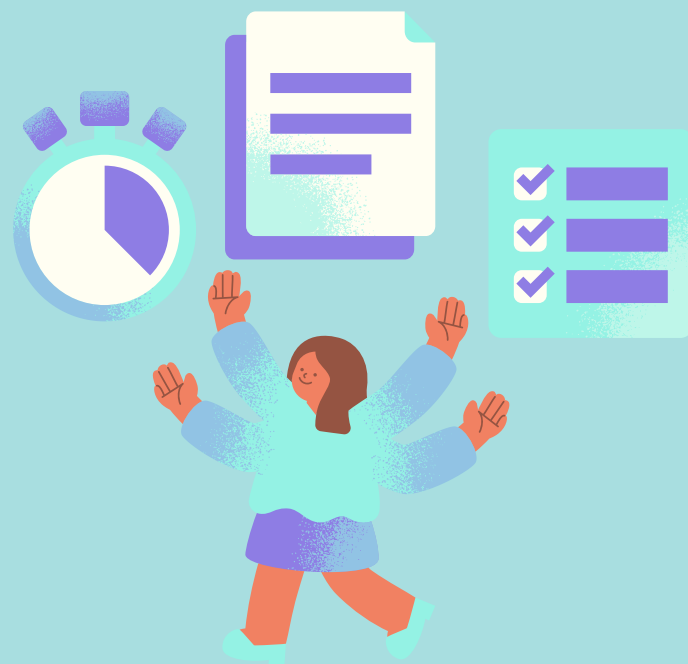
Challenges and Lessons Learned

There were predicted challenges, and we are pleased to have learned them from this initiative in order to enhance future regional fundraising initiatives.

The overall auction experience may have been improved if we had been able to organise everything in depth and ahead of time to avoid the eventful period of the WAGGGS calendar especially around the giving day so that the whole planning team could give full concentration to the auction.

Furthermore, considering the relatively small size of the fundraising subcommittee, the planning time could have been extended. We are grateful to everyone who contributed to making this auction possible, despite the challenges.

Besides, we discovered that some participants were enthusiastic about making additional, separate donations. In future fundraising activities, we must provide a donation link to cater for these donations. Besides, this shows that there is a community willing to support us in every way possible, and we must devise the most efficient and effortless ways for them to do so while they see value in it.



Conclusion

The Asia Pacific Region has never had a fundraising event equivalent to a silent auction. We acknowledge that we can improve our outcome by analysing through the auction report and determining effective solutions. Nonetheless, with all of our enthusiasm and doing everything from scratch in a hurry with no prior experience, we may call this first pilot project auction a success. It left us with this invaluable information and data asset, which will undoubtedly propel our future ambitions. We will truly understand the resources we have and how to use them to their full potential. This first silent auction commences our Asia Pacific Region's fundraising endeavours, which we plan to strengthen and improve in all aspects achievable while challenging the impossible by breaking down barriers. We recognise the importance of the fundraising subcommittee and will develop appropriate terms of reference and ways of working for future projects.



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