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Making the Case for Weekday Fundraising Auctions
by
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There seems to be a very common misconception that Friday or Saturday evenings are the best time to hold a Fundraising Auction. For some groups perhaps this may be true. But this rule of thumb is not necessarily set in stone and does not apply to all non-profit groups or causes. When planning your next Fundraising Auction perhaps you should at least _consider_ holding it on a weekday rather than the weekend.

Here are 10 good reasons why a weekday event might work to your advantage.

- _Lower Facility Costs_: Many Fundraising Auctions are held in hotels, catering halls, and other similar facilities. Nearly all such facilities have higher rates on weekends than on weekdays because of the higher demand for weddings, anniversaries, birthdays, bar mitzvahs, and other such celebratory events. If you schedule a weekday event you can usually negotiate a significantly lower rate.

- _Lower Catering Costs_: Dittos of the food expense. There is considerably greater demand for caterers on the weekends and you can most likely negotiate a much better price for a weekday event.

- _Better Facility and Caterer Availability_: Not only are the prices lower, but you will have a better chance at securing your facility and caterer of choice for a weekday versus a weekend event.

- _Less Competition from Other Events_: Most other non-profit groups hold their Fundraising Auctions on the weekend, so why would you want to compete with them for attendees? On weekends you also face competition from other conflicting events such as weekend getaways, school activities, youth sports, yard work, family get-togethers. etc. When you hold a weekday event, you will probably have much less competition from other conflicting events.

- _Less Alcohol Consumption Means a Lower Liquor Expense_: When people have to get up early and go to work the next day, they will generally consume less alcohol. Which will lower your event expense if liquor is included in your ticket price.

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- *Start Earlier and End Earlier*: Whereas weekend events can often last well into the evening, weekday events usually start earlier, and end earlier, because of the next-day work factor. A 6:00-9:00 PM time frame is ideal for a weekday Fundraising Auction.

- *Breaks-Up The Work Week*: Weeknight events offer people something to look forward to and can break up the work week for many.

- *Later in the Week Works Best*: Wednesday & Thursday generally works better than Monday or Tuesday for most groups, but don't totally rule out Monday or Tuesdays. Earlier in the week can mean even less competition from other competing events and we have seen certain groups have considerable success with a Monday or Tuesday event.

- *Easier to Find Volunteers*: More people travel and have family or personal conflicts on weekends than during the work week. As a result, it is often easier to locate volunteers to work a weekday rather than a weekend event.

- *Ideal for Smaller or Start-Up Events*: It's often difficult for a start-up event to compete with an established event. So why compete? Select a weekday for your event and avoid the competition.

In summary, for many groups a weekday Fundraising Auction can lead to lower costs and higher attendance, which can lead to a much improved bottom line. Run to numbers to see if this concept might work for you. A weekday Fundraising Auction may or may not be right for your group but in today's challenging Fundraising climate, you should at least *consider* the advantages of a lower-cost weekday event.