



KW Cares

**Silent
Auction
Playbook:
Coaching
Calls Edition**



KW Cares Silent Auction Playbook: Coaching Calls Edition

Welcome & Purpose

Thank you for choosing to support KW Cares by hosting a silent auction featuring donated coaching calls from real estate experts. This type of fundraiser not only raises critical funds to support associates in need but also provides valuable learning opportunities for our network. This playbook will guide you step-by-step in planning, promoting, and executing a successful silent auction.

Getting Started

First Steps Checklist

1. Confirm your event date and platform (in-person, virtual, or hybrid).
2. Identify and secure real estate experts willing to donate coaching calls. Consider asking those already attending a regional or local event.
3. Set your fundraising goal.
4. Choose your auction platform or tools (physical bid sheets, online auction site, or both). KW Cares has a silent auction and fundraising platform.
5. Review branding and messaging guidelines from KW Cares.

Roles & Responsibilities

Host Responsibilities

- Recruiting expert coaches and confirming their commitment.
- Collecting bios, photos, and coaching call details (length, format, topics).
- Setting up the auction platform and managing logistics.
- Promoting the auction to potential bidders.
- Collecting and submitting funds to KW Cares unless using the KW Cares silent auction platform.

KW Cares Provides

- Branding guidelines and approved messaging.
- Donation processing and tax receipting for gifts.
- Budget and reconciliation worksheet.
- If approved, sharing on social media channels.