



## 2021 Online Gift Basket Auction Guidelines County of Santa Barbara Charitable Giving Campaign

1. Develop a theme for your baskets(s) (superheroes, movies, wine & golf, spa, etc.)
2. Begin collecting items
  - a. Employees can donate items, and you can ask vendors/friends to donate
3. Send basket information to **Ian Dicken** ([idicken@co.santa-barbara.ca.us](mailto:idicken@co.santa-barbara.ca.us)) and **Chris Ramirez** ([cramirez@unitedwaysb.org](mailto:cramirez@unitedwaysb.org)) **no later than October 20.**

Information should include:

- a. Short description of your basket that *includes high quality photo* and the retail value of your basket (if you know it)
  - b. A tagline - for example, the Oktoberfest basket tagline was "Bring a little bit of Germany to Santa Barbara and enjoy Oktoberfest!"
  - c. Name of the department donating the basket
  - d. Starting bid price
  - e. Buy it now price (this should be 30% higher than you want the basket to sell for)
  - f. List of basket contents
4. Keep baskets in your office
  - a. Visible during the day and safe when you are not around
  - b. Keep a written description and list of contents with the basket
5. Auction goes live on **Tuesday, October 26, at 8:00am**
  - a. An auction kick-off email will be sent by the Campaign Co-Chairs
  - b. The link to the auction will be posted on County Connect
6. Auction closes on **Friday, November 05, at 3:00pm**
7. United Way of Santa Barbara County will provide winner's contact info to the respective department to arrange pick-up after the auction ends.
8. Amount needs to be paid in full when winner is notified of winning bid.

**NOTE:** Per IRS guidelines, the basket auction is not tax-deductible because you are purchasing an item/getting something in return for your bid.

**Questions?** Contact Ian Dicken ([idicken@co.santa-barbara.ca.us](mailto:idicken@co.santa-barbara.ca.us)) or Chris Ramirez ([cramirez@unitedwaysb.org](mailto:cramirez@unitedwaysb.org)).