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) and Chris Ramirez (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) or Chris Ramirez (cramirez@unitedwaysb.org).