



2014 30th Anniversary Shanley Dinner Auction

Saturday, April 26, 2014

Sponsored by and Supporting the Blessed John Paul II Catholic Schools
5600 25th Street South, Fargo, ND 58104

A community striving for excellence through faith, learning and service

2014 SHANLEY DINNER AUCTION TIMELINE

<http://www.hoedlshaven.com/SHANLEYAUCTION>

DATE	TIME	ACTION/INITIATIVE	COMMITTEE/POINT	FOLLOW-UP	DATE COMPLETED
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SEPTEMBER

9/1-30/2013		Auction Committee Formation and Recruitment; Database Imports from MaestroPro to Raiser's Edge; Database Archiving; Server File Maintenance and Cataloguing	Auction Director		
9/1-30/2013		Identification of Dignitaries for Shanley Dinner Auction Invitation List	Auction Director, Auction Chairs		
9/1-30/2013		Reports of Item Donors, Auction Donor Lists to Director of Annual Giving for Annual Report	Auction Director		
9/1-30/2013		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
9/1-30/2013		Auction Chair Meeting - Initial Annual Goals, Chair Recruitment; Initial Calendar Review; Development of Premier and Grand Sponsor Candidates	Auction Chairs, Auction Director		



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9/1-30/2013		Review of and Securing MaestroPro Contract Agreements; Archiving Previous Year Database; Repopulate and Prepare 2014 Database	Auction Director		
9/6/2013; Thursday		Auction Chair Meeting - Initial Annual Goals, Chair Recruitment; Initial Calendar Review	Auction Chairs, Auction Director		
9/10/2013; Monday		Catalog Art Design Conceptualization	Auction Director, Shanley Art Instructor		
9/12/2013; Wednesday		Purchases of Strategized Auction Items (Identified Group Purchases); Solicitation Timeline Review and Committee Planning	Auction Director; Solicitation Chairs		

OCTOBER

10/1-31/2013		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
10/1-31/2013		Auction Chairs' Generation of Potential Live Auction Packages and Deacon Select Auction Items	Auction Chairs, Auction Director		



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10/1-31/2013		Solicitation Chairs Meeting - Strategy Planning for 2014 Solicitations Process; Solicitation/Cash Donations Committee Member Recruitment; Solicitation Packet Materials Review; Silent Auction Category and Code Designations	Solicitations Chairs, Auction Director		
10/1-31/2013		Begin Catalog, Invitation Design, Bid Process	Auction Director		

NOVEMBER

11/1-30/2013		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
11/10/2013; Saturday		Solicitor Assignment to Potential Donors/Solicitation Packets Assembly	Solicitation Chairs		
11/13/2013; Tuesday		Donor Solicitation Letter Design and Merge	Auction Director		
11/20/2013; Tuesday		Holiday Inn Meal Preferences, Dessert, and Appetizers Selections Completed	Auction Chairs		
11/22-23/2013; Thursday-Friday - THANKSGIVING BREAK					

DECEMBER



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12/1/2013		Run MaestroPro Report for Solicitor Reassignments	Auction Director		
12/1-31/2013		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
12/1-31/2013		Identification of Pre-Party Candidates	Auction Director, Auction Chairs, Solicitation Chairs		
12/31/2013		Establish 2014 MaestroWeb/Set Database Accesses	Auction Director		
12/31/2013		Adjust/Readjust Solicitor Assignments and Add New Solicitors in Maestroweb	Auction Director		
12/31/2013		Update Shanley Dinner Auction Committee List and Contact Information	Auction Director		
12/24-1/1/2014; Monday-Tuesday - CHRISTMAS BREAK					

JANUARY

1/1-30/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
1/1-31/2014		Application for Raffle Permit Visa to City Auditor	Auction Director		
1/1-31/2014		Update Auction Data Entry Manual	Auction Director		



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1/1-31/2014		Securing Materials for Auction Certificates and Certificate Updates	Auction Director		
1/1-31/2014		Inventory and Replenish Office Supplies in Auction Room	Auction Director; Solicitation Chairs		
1/1-31/2014		Update and Prepare <i>Wall of Wine</i> Form for Shanley Front Desk	Auction Director		
1/1/2014		Begin Solicitation for Catalog Advertisement Sponsors	Auction Director and Committee		
1/1/2014		Begin Weekly Postcard Mailings for New Attendee and Recruitment and Lapsed Auction Attendees (25 per week for 6 weeks)	Auction Director		
1/7/2014; Monday		Solicitation/Cash Donation Letter(s) Mailed to New and Previous Donors	Auction Director		
1/7/2014; Monday		Notification to Technology Director (NETRIX) of Auction's Technological Needs for Data Entry at Sts. Anne & Joachim	Auction Director		
1/9/2014; Thursday	7:00 PM	Auction Kick-Off Celebration (Auction Room - Sts. Anne & Joachim Upper Floor)	Solicitation Chairs, Auction Director, Solicitation Team Captains, Solicitors		



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1/26 - 2/1/2013; Sunday-Saturday - CATHOLIC SCHOOLS WEEK					
1/28/2014; Monday		Pre-Party Donation Request Mailing	Auction Director		

FEBRUARY

2/1-29/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
2/1/2014		Meal Preferences/Pre-Party Appetizers & Refreshment /Deacon Table Menu Selections	Auction Chairs, Auction Director		
2/1/2014		Teacher/Staff Request for Year Highlights, Photos, Videos for Auction Dinner Presentation	Auction Director		
2/5/2014; Tuesday		Dinner Auction Invitations Ready For Print			
2/5/2014; Wednesday	3:00-8:00 PM	Auction Donations Drop Off at Sts. Anne & Joachim Church (Auction Room)			2/5/2014
2/13/2014; Thursday		Catalog Proofing Begins			
2/14/2014; Friday - VALENTINE'S DAY					
2/21/2014; Friday - SCHOOL HOLIDAY (NO SCHOOL)					



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2/25/2014;		Dinner Auction Invitations Mailed			3/3/2014
2/26/2014; Wednesday	3:00-8:00 PM	Auction Donations Final Drop Off at Sts. Anne & Joachim Church (Auction Room)			2/5/2014

MARCH

3/1/2014		REFER TO CATALOG DESIGN AND TIMELINE			
3/1/2014		REFER TO AUCTION PRODUCTION TIMELINE			
3/1-31/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
3/1-31/2014		Contact/Follow-Up With 2014 Deacon Table Attendees - Hotel Arrangements, Meal Preferences	Auction Director		
3/1-31/2014		Secure Auction Spotters and Great Hall Assistance	Auction Director		
3/3/2014		Begin Student Ambassador Selection Process	Auction Director; Shanley Principal		
3/11/2014; Tuesday		Catalog Layout and Proofing			
3/12/2014; Wednesday		AUCTION ALL-CHAIR PLANNING AND UPDATE MEETING - Sts. A & J Auction Room	Auction Director, Auction Chairs, Silent Auction Chairs, Raffle/Paddle Chair, Ambassador Chairs, Solicitations Chairs, Arrangements and Display Chairs		



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3/24-29/2014		Auction Catalog Item Renumbering and Restructuring - Silent, Deacon Select, Live Auctions	Auction Director		
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APRIL

4/1/2014		REFER TO CATALOG DESIGN AND TIMELINE			
4/1/2014		REFER TO AUCTION PRODUCTION TIMELINE			
4/1-26/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
4/1-26/2014		Deacon Table Take-Home Favors Selection	Auction Chairs		
4/1/2014; Tuesday		Renumbering of All Auction Items - Transfer from Database to Catalog Entry	Auction Director, Solicitations Chairs		
4/1/2014; Tuesday		Selection of and Acceptance Letters Sent to Student Ambassadors	Shanley High School Principal, Auction Director		
4/7/2014; Monday		Auction Catalog Tab Pages Deadline to Forum Communications			
4/7-10/2014; Mon.-Thurs.		Final Auction Catalog Proofing	Solicitation Chairs, Auction Director		



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4/9/2014; Wednesday		AUCTION ALL-CHAIR PLANNING AND UPDATE MEETING - Sts. A & J Auction Room	Auction Director, Auction Chairs, Silent Auction Chairs, Raffle/Paddle Chair, Ambassador Chairs, Solicitations Chairs, Arrangements and Display Chairs		
4/17/2014; Thursday		Instructional Meeting with Student Ambassadors (Attire, Behavior, Evening Process)	Auction Director, Shanley Principal, Superintendent		
4/11/2014; Monday		Final Catalog Proof to Visual Displays/Props Committee	Auction Director, Visual Displays		
4/11/2014; Friday		Silent, Deacon Select, Live Auction Text / Catalog Text Deadline to Forum Communications			
4/16/2014; Wednesday		Meeting With Shanley Dinner Auction Emcee, Auctioneer and Media Productions to Review Evening Format and Flow	Auction Director		
4/17-4/21/2014; Thursday-Monday - EASTER BREAK/WEEK					
4/21/2014; Monday		Finalize Curtain Warmer and Live Auction Show Presentation	Auction Director		
4/21/2014; Monday		Gift Certificates for Student Ambassadors	Auction Director		
4/24/2014; Thursday	6:30-8:00 PM	Reception for Past Auction Chairs/Directors - Sisters of the Presentation Center	Auction Director, Auction Chairs, Superintendent		



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4/25/2014; Friday	3:00 PM	Shanley Auction Items Transferred to Holiday Inn; Set-Up			
4/26/2014; Saturday	9:00 AM	Auction Set-Up	Auction Committee		
4/26/2014; Saturday	4:00 PM	SHANLEY DINNER AUCTION	Auction Committee		

MAY

5/1-31/2014		2014 Auction Invoices and Thank-You Mailed Out to Auction Purchasers	Auction Director		
		2014 Auction Purchase Follow-Ups	Auction Director		
		2014 Auction Financial Closeout with Business Manager	Auction Director		
		2015 Auction Date and Initial Reservations Made	Auction Director		
		2014 Auction Thank-You's Sent to Committee and Donors	Auction Director		
5/1-31/2014		Update Database with REIDs for All New Donors and Attendees	Auction Director		
5/1-31/2014		Securing Autographed Shanley Sports Memorabilia from Shanley Athletic Director	Auction Director, Randy Nelson		
5/1-31/2014		Shanley Auction Committee Recognition Gathering	Auction Chairs, Auction Director		



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JUNE

6/1-30/2014; Thursday		2015 Location/Service Reservation Follow-Ups with Holiday Inn and Media Productions	Auction Director		
6/1-30/2014		Mailing of Donor/Purchaser Recognition Letters	Auction Director		
6/30/2014		Completion of Contract Details with Premier and Grand Sponsors	Auction Director		

JULY

7/1-31/2014		2014 Auction Purchase Follow-Ups	Auction Director		
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AUGUST

8/1-31/2014		Database Archiving; Server File Maintenance and Cataloguing	Auction Director		
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