



2015 Shanley Dinner Auction

Saturday, April 25, 2015

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

A community inspiring excellence through faith, learning and service

2015 SHANLEY DINNER AUCTION TIMELINE

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

DATE	TIME	ACTION/INITIATIVE	COMMITTEE/POINT	FOLLOW-UP	DATE COMPLETED
SEPTEMBER					
9/1-30/2014		Auction Committee Formation and Recruitment; Database Imports from MaestroPro to Raiser's Edge; Database Archiving; Server File Maintenance and Cataloguing	Auction Director		
9/1-30/2014		Identification of Dignitaries for Shanley Dinner Auction Invitation List	Auction Director, Auction Chairs		
9/1-30/2014		Reports of Item Donors, Auction Donor Lists to Director of Annual Giving for Annual Report	Auction Director		
9/1-30/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
9/1-30/2014		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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9/1-30/2014		Review of and Securing MaestroPro Contract Agreements; Archiving Previous Year Database; Repopulate and Prepare 2015 Database	Auction Director		
9/11/2014; Thursday		Auction Chair Meeting - Initial Annual Goals, Chair Recruitment; Initial Calendar Review	Auction Chairs, Auction Director		
9/15/2014; Monday		Catalog Art Design Conceptualization	Auction Director, Shanley Art Instructor		
9/17/2014; Wednesday		Purchases of Strategized Auction Items (Identified Group Purchases); Solicitation Timeline Review and Committee Planning	Auction Director; Solicitation Chairs		

OCTOBER

10/1-31/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
10/1-31/2014		Auction Chairs' Generation of Potential Live Auction Packages and Deacon Select Auction Items	Auction Chairs, Auction Director		
10/1-31/2014		Solicitation Chairs Meeting - Strategy Planning for 2015 Solicitations Process; Solicitation/Cash Donations Committee Member Recruitment; Solicitation Packet Materials Review; Silent Auction Category and Code Designations	Solicitations Chairs, Auction Director		



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10/1-31/2014		Begin Catalog, Invitation Design, Bid Process	Auction Director		
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NOVEMBER

11/1-30/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
11/8/2014; Saturday		Solicitor Assignment to Potential Donors/Solicitation Packets Assembly	Solicitation Chairs		
11/11/2014; Tuesday		Donor Solicitation Letter Design and Merge	Auction Director		
11/18/2014; Tuesday		Holiday Inn Meal Preferences, Dessert, and Appetizers Selections Completed	Auction Chairs		
11/27-28/2014; Thursday-Friday - THANKSGIVING BREAK					

DECEMBER

12/1/2014		Run MaestroPro Report for Solicitor Reassignments	Auction Director		
12/1-31/2014		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
12/1-31/2014		Identification of Pre-Party Candidates	Auction Director, Auction Chairs, Solicitation Chairs		
12/31/2014		Establish 2015 MaestroWeb/Set Database Accesses	Auction Director		



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12/31/2014		Adjust/Readjust Solicitor Assignments and Add New Solicitors in Maestroweb	Auction Director		
12/31/2014		Update Shanley Dinner Auction Committee List and Contact Information	Auction Director		
12/24-1/2/2015; Monday-Tuesday - CHRISTMAS BREAK					

JANUARY

1/1-30/2015		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
1/1-31/2015		Application for Raffle Permit Visa to City Auditor	Auction Director		
1/1-31/2015		Update Auction Data Entry Manual	Auction Director		
1/1-31/2015		Securing Materials for Auction Certificates and Certificate Updates	Auction Director		
1/1-31/2015		Inventory and Replenish Office Supplies in Auction Room	Auction Director; Solicitation Chairs		
1/1-31/2015		Update and Prepare <i>Wall of Wine</i> Form for Shanley Front Desk	Auction Director		
1/1/2015		Begin Solicitation for Catalog Advertisement Sponsors	Auction Director and Committee		



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1/1/2015		Begin Weekly Postcard Mailings for New Attendee and Recruitment and Lapsed Auction Attendees (25 per week for 6 weeks)	Auction Director		
1/12/2015; Monday		Solicitation/Cash Donation Letter(s) Mailed to New and Previous Donors	Auction Director		
1/12/2015; Monday		Notification to Technology Director (NETRIX) of Auction's Technological Needs for Data Entry at Sts. Anne & Joachim	Auction Director		
1/15/2015; Thursday	7:00 PM	Auction Kick-Off Celebration (Auction Room - Sts. Anne & Joachim Upper Floor)	Solicitation Chairs, Auction Director, Solicitation Team Captains, Solicitors		
1/25-31/2014; Sunday-Saturday - CATHOLIC SCHOOLS WEEK					
1/26/2015; Monday		Pre-Party Donation Request Mailing	Auction Director		

FEBRUARY

2/1-28/2015		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
2/1/2015		Meal Preferences/Pre-Party Appetizers & Refreshment /Deacon Table Menu Selections	Auction Chairs, Auction Director		
2/1/2015		Teacher/Staff Request for Year Highlights, Photos, Videos for Auction Dinner Presentation	Auction Director		



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2/3/2015; Tuesday		Dinner Auction Invitations Ready For Print			
2/4/2015; Wednesday	3:00-8:00 PM	Auction Donations Drop Off at Sts. Anne & Joachim Church (Auction Room)			
2/12/2015; Thursday		Catalog Proofing Begins			
2/14/2015; Friday - VALENTINE'S DAY					
2/20/2015; Friday - SCHOOL HOLIDAY (NO SCHOOL)					
2/23/2015;		Dinner Auction Invitations Mailed			
2/25/2015; Wednesday	3:00-8:00 PM	Auction Donations Final Drop Off at Sts. Anne & Joachim Church (Auction Room)			

MARCH

3/1/2015		REFER TO CATALOG DESIGN AND TIMELINE			
3/1/2015		REFER TO AUCTION PRODUCTION TIMELINE			
3/1-31/2015		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
3/1-31/2015		Contact/Follow-Up With 2015 Deacon Table Attendees - Hotel Arrangements, Meal Preferences	Auction Director		
3/1-31/2015		Secure Auction Spotters and Great Hall Assistance	Auction Director		



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3/2/2015		Begin Student Ambassador Selection Process	Auction Director; Shanley Principal		
3/10/2015; Tuesday		Catalog Layout/Proofing Begins			
3/11/2015; 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		
3/23-27/2015		Auction Catalog Item Renumbering and Restructuring - Silent, Deacon Select, Live Auctions	Auction Director		

APRIL

4/1/2015		REFER TO CATALOG DESIGN AND TIMELINE			
4/1/2015		REFER TO AUCTION PRODUCTION TIMELINE			
4/1-25/2015		Auction Chair Meetings and Solicitations Chair Meeting As Needed	Auction Chairs, Solicitation Chairs, Auction Director		
4/1-25/2015		Deacon Table Take-Home Favors Selection	Auction Chairs		
4/1/2015; Wednesday		Renumbering of All Auction Items Transfer from Database to Catalog Entry	Auction Director, Solicitations Chairs		
4/1/2015; Wednesday		Selection of and Acceptance Letters Sent to Student Ambassadors	Shanley High School Principal, Auction Director		



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4/6/2015; Monday		Auction Catalog Tab Pages Deadline to Forum Communications			
4/6/2015; Monday		Final Catalog Proof to Visual Displays/Props Committee	Auction Director, Visual Displays		
4/6-9/2015; Mon.-Thurs.		Final Auction Catalog Proofing	Solicitation Chairs, Auction Director		
4/8/2015; 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		
4/9/2015; Thursday		Instructional Meeting with Student Ambassadors (Attire, Behavior, Evening Process)	Auction Director, Shanley Principal, Superintendent		
4/10/2015; Friday		Silent, Deacon Select, Live Auction Text / Catalog Text Deadline to Forum Communications			
4/15/2015; Wednesday		Meeting With Shanley Dinner Auction Emcee, Auctioneer and Media Productions to Review Evening Format and Flow	Auction Director		
4/2-6/2015; Thursday-Monday - EASTER BREAK/WEEK					
4/20/2015; Monday		Finalize Curtain Warmer and Live Auction Show Presentation	Auction Director		
4/20/2015; Monday		Gift Certificates for Student Ambassadors	Auction Director		



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4/23/2015; Thursday	6:30-8:00 PM	Reception for Past Auction Chairs/Directors - Sisters of the Presentation Center	Auction Director, Auction Chairs, Superintendent		
4/24/2015; Friday	3:00 PM	Shanley Auction Items Transferred to Holiday Inn; Set-Up			
4/25/2015; Saturday	9:00 AM	Auction Set-Up	Auction Committee		
4/25/2015; Saturday	4:00 PM	SHANLEY DINNER AUCTION	Auction Committee		

MAY

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



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JUNE

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

JULY

7/1-31/2015		2015 Auction Purchase Follow-Ups	Auction Director		
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AUGUST

8/1-31/2015		Database Archiving; Server File Maintenance and Cataloguing	Auction Director		
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