

## **Auction Amore 2020**

**Friday, February 7**

### **1st Week (ish) January: (1-11)**

- Publish event on FB with tickets linked through Chamber Website
- Live Video on FB & Insta Post referring to FB for ticket giveaway
  - Boost post on FB
  - Write Ad Spend budget
  - Google Ad?

### **2nd Week January: (12-18)**

- Newsletter push on new events
- Silver, Gold, and Platinum email reminders that they have (xnumber) tickets to pickup at the Chamber office!
  - Video message
- Finalize Auction Booklet & send to Performance Press

### **3rd Week January: (19-25)**

- Ticket Drawing Live Video
- Preview some big ticket items on social media and Chamber blog

### **4th Week January: (26-31)**

- Publish entire Auction Booklet on Chambermaster event
  - Promote on social media