



## Ottawa Lapsmith and Mineral Club

190-1C Colonnade Road, Ottawa, ON K2E 7J5

613-700-4367 [www.olmc.ca](http://www.olmc.ca)

### **GUIDELINES FOR OLMC ONLINE AUCTION SUBMISSIONS**

The OLMC is hosting a monthly, online auction platform (32Auctions) to raise funds and help deal with the financial impacts of the pandemic on the Club. Our goals go beyond just helping us meet our financial obligations -- the auctions are also a great means of creating visibility for OLMC activities and services, and showcasing the talent and creativity of our members.

Most OLMC auctions are open to the general public through direct promotion of each sale to those who have supported our Club in the past or follow us on social media. While we have been unable to host our annual Gem, Mineral and Jewellery Show, these auctions offer a great opportunity for us to reach the local jewellery maker, gemstone enthusiast, avid mineral collector and anyone else who loves jewellery and geology the way we do.

#### **Member Participation:**

Calls for participation in the OLMC's ongoing auction activities are announced through our Club newsletter, *The Cutting Edge*, via Facebook and email messages from the executive to membership.

OLMC members are encouraged to submit consignment or donation auction items including mineral specimens, lapidary material, faceted gemstones and finished jewellery. The Club may also, on occasion, host targeted or themed auctions for auctioning of consignment or donated lapidary, faceting or silversmithing equipment and tools.

Generally, members have at least two weeks' notice to prepare and submit their items to auction coordinators. Deadlines for submission and auction dates will be clearly indicated in the OLMC's monthly communications.

#### **Non-Member Participation:**

Former club members and others involved in the local lapidary and jewellery-making communities may participate, provided they pay the OLMC's annual membership fee (\$20). This may be done prior to the auction, or in the form of a deduction to monies owed to the seller after the sale. In the event there are no sales,

the individual will still be required to pay the \$20 fee in return for participating in the auction.

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**Consignment Sales Commission:**

The Club retains 20% of all consignment auction sales and 100% of donation sales. Given the central goal of raising funds to keep the OLMC going in challenging times, the generosity of members in donating items is greatly appreciated.

The Treasurer will e-transfer or mail cheques for sold items to sellers following the auction.

**Submission Requirements:**

Currently, OLMC members may submit up to five (5) consignment items for an online auction. A lot may consist of one or several items -- for example, multiple cabochons or a jewellery set -- but members should note that past auctions have clearly shown the importance of keeping lots small and moderately priced to encourage more active bidding.

For each lot, members are required to fill out an electronic submission form (attached *Member Consignment Form for Auction*) and provide a photograph of the item(s).

Once completed, forms and photographs for member sales (rock and mineral specimens, slabs, cabochons, faceted stones, carvings, jewellery) are to be sent by email to: Vicki Jasperse ([vicki\\_jasperse@rogers.com](mailto:vicki_jasperse@rogers.com) )

**Please note that no auction entries will be accepted after the submission deadline date.**

More details on submission requirements follow.

**1. Form (Item Description):**

Please ensure that you complete **all fields** in the electronic form and describe your items briefly, but in sufficient detail and accurately. Think about the types of questions a buyer might ask and try to answer these questions in your description. Remember that you could lose that buyer if you do not provide enough detail.

If you are submitting a mineral specimen, lapidary slab, finished cabochon, carving or faceted gemstone, include such information as dimensions, weight, any unique features of cutting, locality of collection and country of origin. For jewellery items, please describe materials used, fabrication process or techniques, finished dimensions and any other unique aspects such as applied patinas.

Please note that descriptions of consignment items are **not** to include any advertisement of the contributing member's online store or other sales outlets to keep the buyer's attention on OLMC auction offerings.

## **2. Photos:**

Bidders will look at your items from their laptops, phones, tablets, and other devices. Remember that "eye appeal is buy appeal": the quality of your photos matters. If you are taking your own photos, ensure that lighting and backgrounds are appropriate – keep the attention on the item.

Daylight or diffused light are recommended to reduce glare or colour distortion, and a plain background helps your item stand out. Aim to get the best close-up you can while keeping your picture in clear focus.

Please consider the file size of the photos you are submitting and keep them under one (1) megabyte if possible.

If you need assistance with your photographs, please contact auction administrators at [auctions@olmc.ca](mailto:auctions@olmc.ca).

**IMPORTANT NOTE:** The 32Auctions platform includes a feature that enables your prospective buyer to ask for further information about your item. **If you have submitted pieces, you must be available during the period the auction is live to promptly answer any questions auction administrators may receive related to them.**

## **3. Setting Starting Bids:**

It is recommended that your starting bids be set at less than half the value that you expect to sell it for (e.g., a \$100 item should start at \$50 or less). Sellers are not permitted to bid on their own items.

## **Member Donations:**

Any donated items from OLMC members are most welcome and do not count against your submission limit. Members are invited to drop their donation off at the Club before the submission deadline, along with any information they can provide about the item. An auction coordinator will take care of the requirement for online description and photography.

The OLMC offers members the opportunity to identify themselves as the contributor of a donated item, and exceptionally, a link to their personal store will be allowed in the submission description to acknowledge their generosity.

For more information, please contact Kerry Day at [president@olmc.ca](mailto:president@olmc.ca).