



Bidder Basics

**For Bidders of Auctions
Powered by cMarket, Inc.**

You're ready to bid for good... but are *you* good to bid? Allow us to provide you some basic training that'll leave you bidding with confidence!

Registering to Bid: Where & How?



Whether you've come to participate in a specific organization's auction, or to search across auctions on BiddingForGood.com, becoming a registered bidder has never been easier. Some important things to remember when one registers with cMarket are:

1. Registering to bid in an auction creates a universal account (login name and password) which may be used in any auction powered by cMarket. Bidders do not need to re-register from auction to auction, or from year to year. Required information for bidder registration includes entering a valid credit card number.
2. There is a difference between being a Member of BiddingForGood.com, and being a Registered Bidder in auctions powered by cMarket. Registered Bidders of auctions powered by cMarket are automatically opted-in as Members of BiddingForGood.com. Not only may they bid on and purchase items in auctions, they also receive weekly email communications highlighting auctions and items featured on BiddingForGood.com. Members-only must formally Register if they would like to bid on and purchase items.

Whether you've found cMarket through an organization you belong to or through BiddingForGood.com, when browsing any auction powered by cMarket you may register by clicking the top-right Register link.

Registering to Bid: What's Available?



Once you become registered bidder of auctions powered by cMarket, you can do three things with a few simple mouseclicks...

- 1) Bid on items;
- 2) Purchase items; or
- 3) Donate items or services – online - to an auction.

Once logged in to an auction, you'll notice several features aimed at making bidders' lives easier:

- 1) Your My Items page, noting items on which you've placed Watches, on which you're bidding, or have won;
- 2) Your My Account page, noting your contact, account, and password information, as well as credit cards on file, and
- 3) a Help page of Frequently Asked Questions by bidders like you.

...more about these areas later in this training...

Remember: you must be logged into the cMarket system in order to place bids or visit your My Items or My Account areas. If you do not see these options in the top-right corner of an auction, simply log in!

Using My Items



Your My Items page makes it easy to keep track of all your bidding activity across auctions powered by cMarket. Under My Items, you can:

- Access real-time bidding activity on **all** items on which you have bid or placed watches, across **all** organizations running auctions powered by cMarket. Think of it as a list of your Auction or Item Favorites!
- Set your email notification preferences. Don't want those Bid Alert emails? Stop them with a click! (Choosing to cease Bid Alert emails does not stop important cMarket-system generated emails, such as "You are the Winning Bidder", etc., **ONLY** bid alert emails.)

Your My Items page is also a great tool to keep track of items you have won. If you ever have a question regarding one of your "active" items, the organization's contact information is easily accessed from this page.

Any items with bids or Watches listed on your My Items page can be manually deleted, else they will be automatically expunged within 90 days.

Using My Account



Your My Account page contains all secure information, such as your:

- Contact information, including name and address;
- Your credit cards on file within the system; and
- A utility to change your password.

As a registered bidder, you have the ability to log into the system and change your “Preferred Card” – the card on which winning bids will be placed. You can also add credit cards, should you lose or need to update your credit card information. Please note, once a credit card is included in our system, it may not be removed if it is associated with a bid; However, bidders always retain the ability to add new cards.

It goes without saying, cMarket is committed to your privacy and security. For detailed information, feel free to read through cMarket’s Terms of Use:

Terms of Use: <http://www.cmarket.com/biddingforgood/eula.htm>

Bidding Basics: Types of Bidding



An online auction powered by cMarket can be both strategic... and fun! To bid with confidence, it's reassuring to know the differences in bid types, and some examples of how each type of bid is placed.

Types of bids can include:

- Proxy;
- Maximum;
- Straight, and
- Absentee.

Let's take a moment to explain each bid type in detail.

cMarket's bidding engine bids "by proxy", or at the lowest possible increment needed – up to a bidder's Maximum bid - to become the leading bidder.

For example, an auction item has a starting bid of \$5, with a \$1 increment. Bidder A bids \$6, and Bidder B bids a Maximum bid of \$10. Bidder B becomes the leading bidder – through proxy bidding – of \$7.

A Maximum bid, therefore, is the highest price a bidder will agree to bid on an item via a proxy bidding scenario. In the above example, if Bidder A was to increase his bid to \$8, cMarket's bidding engine – knowing Bidder B's Maximum Bid – automatically makes Bidder B the leading bidder at \$9. Note, the proxy bidding system only bid up the smallest increment needed for Bidder B become the leading bidder, without exceeding his Maximum bid. Bidders may always choose to increase the amount of their Maximum bid on an item.

Oppositely, a straight bid is placed when a bidder decides to bid a specified amount, outside the proxy bidding scenario. The objective of placing a straight bid could be to avoid the time-intensive process of a "bidding war"; or simply to make a charitable (and oftentimes generous!) donation towards a good cause in return for a highly-desired item. The Straight bidding feature is enabled upon the discretion of the organization running the auction - it may or may not be an option for bidders.

When Absentee bidding is enabled on an item, it means that after the item's online close date & time, bidding will continue on that item at a future live event. Online bidders may place "virtual, maximum bids" on these items. The Absentee bidder may or may not be present at the future live event; a "Proxy" stand-in is designated to bid up to – but not exceed - the Absentee Bidder's Maximum online bid. Absentee bidding allows online bidders the opportunity to bid on items and support a great cause, even though they may not be able to attend the Live Event.

Bidding Basics: Reviewing an Item



Now that you know about the types of bids, it's time to place one! To begin, let's review a typical item in an auction catalog.

There are several areas to review when looking at an item in an auction catalog. First: it's photo(s). Some items may include multiple photos, which may be maximized by clicking the thumbnail images below the main catalog image.

Next, it's item description. This is often the area where the organization will provide information regarding: estimated value, a detailed description, additional shipping and handling charges and responsibilities, unique caveats or "exceptions", fulfillment stipulations, etc. As a bidder, if you read through the item information and still have questions, it is advisable to contact the auction administrator for any clarifications **before** bidding.

Then, any bidding features enabled on the item will be stipulated. You can learn more about these features simply by hovering-over the hyperlink with your mouse. Typical bidding features you will see include: "This [Live Event Item](#) offers [Absentee Bidding](#)".

Finally, a Donor logo and link may be provided. Using the donor link is a great way to learn more about the item or service upon which you are bidding (and lets you learn more about the generous donor).

If you're interested in an item but aren't quite ready to place a bid, "Add an item to My Items". This will allow you to quickly reference it on you're my Items page and follow it's bidding activity, receiving Bid Alerts via email. Please note: Adding an item to My Items DOES NOT mean a bid has been placed; it simply means you choose to "watch it".

Placing a Bid & Your Communications



Once you have decided to place a bid, you will be asked to confirm the amount *once* before it is “officially” placed. The item’s bid increment, reserve price, and competing bids in the system are all factors in determining the outcome: who becomes the leading bidder, and at what price.

Remember: once a bid is placed, that item is **automatically added** to your My Items page, where you may set your Bid Alert preferences. Bid Alerts are sent in real-time, via email, to notify you of ANY activity on the item... especially if you've been outbid!

If you win the item, a system-generated Winning Bid Alert email will be sent to you letting you know that the organization will be in touch with you shortly regarding item fulfillment. Unless alternative payment arrangements have been made between you & the auction’s administrator, you can expect your Preferred Card within the cMarket system to be charged in due time.

If an honest bidding error has been made, contact the Auction’s Administrator as soon as possible using the Contact Us link at the footer of an auction page. Bid retractions may or may not be made upon the discretion of the organization.

Item Fulfillment



Hopefully, any questions regarding item fulfillment have been answered prior to placing a bid by thoroughly reading the item description, or contacting the auction administrator or donor. On average, organizations running online auctions “close out” and award items within a few weeks of their online close date; however, this can vary by organization and due to the nature of the auction. If you are concerned about receiving your item by a specific date, please contact the Auction Administrator.

If you encounter any issues with item fulfillment, cMarket advises you to first contact the Auction Administrator. Normally, most organizations are swift to rectify any issues experienced by their generous donors! In the rare case where a winning bidder remains unsatisfied with an aspect of item fulfillment, cMarket Client Services will be glad to mediate on your behalf. Simply email us at: support@cmarket.com.

Resources



cMarket Bidders constitute a culture all their own: one of cause-conscious philanthropists seeking to support worthy causes. cMarket recognizes this unique community and has developed a Bidder Forum specifically for you: our bidders. Read what others have to think, post how you feel, or give organizations suggestions about items you'd like to see in our auctions on our forums at:

cMarket Bidder Forum: <http://forums.colorado.cmarket.com/cmforum/ubbthreads.php?Cat=2>

For answers to specific bidding questions, search our Bidder KnowledgeBase at:
http://server.iad.liveperson.net/hc/s-41868064/cmd/kbresource/kb-4294816884500420672/front_page!PAGE?category=72

Remember: BiddingForGood (www.BiddingForGood.com) brings together all auctions powered by cMarket in one place, supporting hundreds of non-profit causes nationwide with thousands of different items up for bid each day. The proceeds from each online auction bid go directly to the cause that item represents. Check back daily for new auctions and fresh items!



What are you waiting for? Get bidding for good!

Become a member of BiddingForGood.com

<http://www.cmarket.com/biddingforgood/member.htm>

Learn how you can run an online auction

<http://www.cmarket.com/services/cmarket.htm>

Browse auctions powered by cMarket!

<http://www.cmarket.com/biddingforgood/browse.htm>

Browse to BiddingForGood.com

<http://www.cmarket.com/biddingforgood/index.html>