

All about online auctions...

**Why it's a good idea to add an online auction
to your next fundraiser**

#OAsuccess @BiddingForGood @PTOToday



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About Us

Who is BiddingForGood?

Leading online auction solution provider for schools and nonprofits since 2003.

Who is PTO Today?

The #1 resource for PTO & PTA leaders, offering free tools and expert advice to help your parent group build involvement and run successful fundraisers and events.



We Heart Schools

BiddingForGood

4,700 schools

Schools have
raised over
\$50 million



Online
fundraising
auctions

Schools have
reached 250K
bidders on
our platform

What We Will Discuss

Why Online Auctions

How Online Auctions Work

Planning an Online Auction

Promoting an Online Auction

Centralizing Auction Intelligence

Why Online Auctions

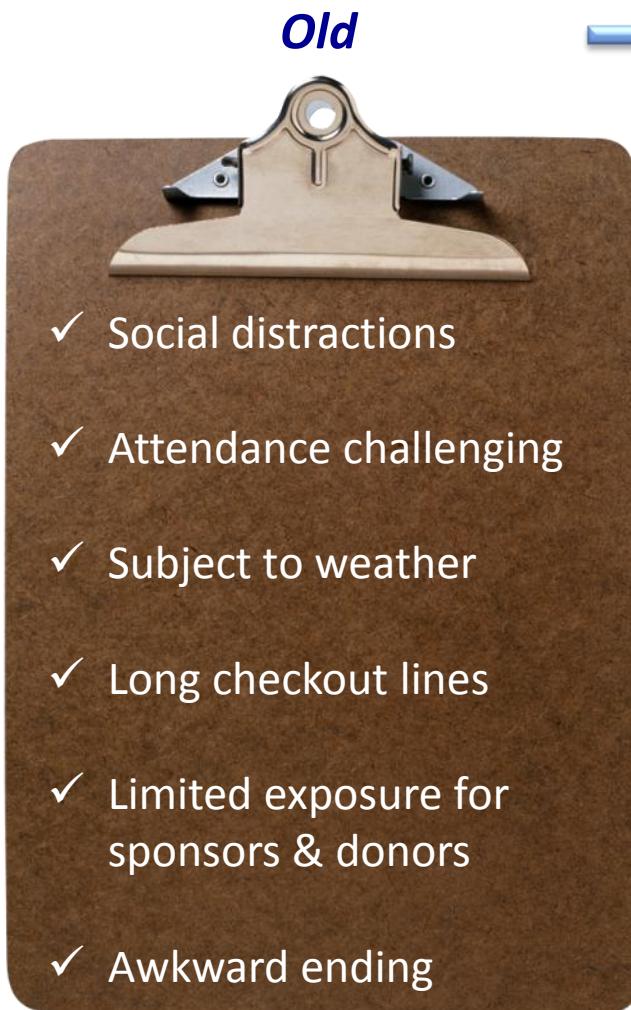
- Extend your fundraiser beyond one night
- Expand your reach beyond event attendees
- Branded auction website provides money-raising features:
 - Pre-event promotion
 - Sponsorships
 - Cash donation
 - Ticket sales
 - Refer-a-friend



Pros of an Auction Event



Auction Technology



New

- Broader reach
- Anywhere, anytime availability
- Suite of planning tools for organization & efficiency
- Run multiple auctions
- In-room mobile bidding



Include Everyone

Online auctions make it easy for your entire community to participate!



- Overcome obstacles like:
- Time
- Location
- Weather
- Scheduling conflicts
- Family obligations
- Babysitters

How It Works

1

Build your catalog

2

Build your auction

3

Publish your auction home page

4

Promote your event



The screenshot displays the BiddingForGood software interface. At the top, a navigation bar includes links for Dashboard, Donors, Donations, Tasks, Team, and Item Acquisition Manager. The 'Dashboard' tab is active, showing a 'Fantasy Auction' summary. Key metrics include a Target Goal of \$62,500 (changed from \$100), a Value of Items Pledged of \$35,100, and a Value of Items Received of \$10,250. A large thermometer graphic indicates progress towards the goal. Below this, 'Upcoming Milestones' show a plan for 'Complete planning stage' with 28 days remaining. A 'Create Item' form is open, prompting the user to enter item information and select 'Next' or 'Cancel'. The form includes fields for 'Item Name' (e.g., 'Visit Harrison Ford's...'), 'Donor' (e.g., 'Harrison Ford'), 'Acquired By' (e.g., 'Ashley Wade'), 'Value' (\$15,000), 'Item Info' (e.g., 'INCOMPLETE'), and 'Received' (e.g., 'NO'). A 'Sell Like an Auction Pro!' section provides tips for effective naming. The bottom half of the interface shows the 'BiddingForGood' website homepage for the 'from Seeds to Success' auction. It features a search bar, a sidebar with a 'Search for Items' dropdown, and a main content area with a banner for the PJCC Online Auction. The auction details mention it is open, ends at 10:00 pm on May 15, 2011, and includes a live event on May 22, 2011. It lists various auction items and provides instructions for bidding. To the right, there are sections for 'From Seeds to Success' and a 'LIVE AUCTION ITEMS' section with details about a luxury suite at the Kaanapali Beach Hotel.

Planning an Online Auction



- 1. Recruiting volunteers
- 2. Setting a goal
- 3. Promoting your fundraiser



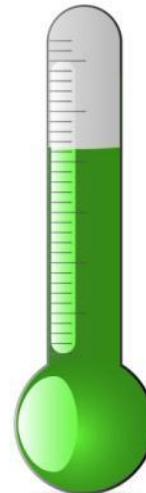
Planning for Success

How much time do you have?

Setting realistic goals

How many volunteers do you have?

How much has your school raised in the past?



HINT: Work with your team!
Brainstorm ideas, ask questions and
track small successes along the way to
your final goal. Reward your team
when milestones are achieved!

Recruiting & Managing Volunteers

Assess your needs – Where do you need help?

Organization – How do you keep volunteers motivated?

TIP: Creating different “roles” for volunteers will attract more people with different skill sets and interests. Through organized volunteer management, you can determine level of commitment and encourage volunteers to take ownership of their designated responsibilities.



Help When You Need It



Inside an Online Auction: An Auction Administrator's View

The screenshot displays the BiddingForGood auction management software interface. On the left, a vertical sidebar contains links for Item Acquisition Manager, Shop Our Marketplace, View Your Auction, Add New Auction, Resource Center, QuickStart Guides, Training, What's New, and Support. Below this is a 'CHAT WITH AN EXPERT' button and a 'SMARTER AUCTION' section featuring a graphic of falling dollar bills and the text 'Need More Items?'. The main content area includes two announcements: 'Announcements' (TwitterForGood) and 'Online Training Videos - NEW!'. The 'Announcements' section contains a list of bullet points and links. The 'Training' section features a 'Training Available' icon and a description of updated online training videos. At the bottom, a large diagram illustrates the auction process with four main stages: SET UP, BUILD, EMAIL, and CLOSE, each with associated sub-links.

ITEM ACQUISITION MANAGER

SHOP OUR MARKETPLACE

VIEW YOUR AUCTION

ADD NEW AUCTION

RESOURCE CENTER

QuickStart Guides

Training

What's New

Support

CHAT WITH AN EXPERT

SMARTER AUCTION

Need More Items?

Announcements

TwitterForGood

- Starting a new #auction? Click on Add New Auction on left. You'll be able to copy your past banner, colors & Not Sold items! [about 2 hours ago](#)
- Let's all give a warm welcome to Jenny, the newest member of the @[bidding4good](#) Client Services team! Yaaaay! [1 day ago](#)
- Is your auction opening soon? Be sure to create & activate a homepage first under Build > Home pages! Your auction won't open if you don't. [2 days ago](#)

Online Training Videos - NEW!

Training Available

We've updated our online training videos and made them easier to use. Look for the Training Available icon in the left navigation for training right when you need it most. You can also access training in video, PowerPoint and PDF formats on the [Training Page](#).

To get you started and make sure you are getting the most out of the Auction Manager, we recommend the following videos:

- [Welcome](#)
- [Auction Development](#)
- [Promotion](#)

SET UP

[Planning](#)
[Training](#)
[Team Members](#)

BUILD

[Site Layout](#)
[Home Page](#)
[Auction Items](#)

EMAIL

[Import Email Lists](#)
[Export Email Lists](#)
[Create Email Messages](#)

CLOSE

[Winning Bidder Email](#)
[Donor Email](#)
[Manage Bidders](#)

Auction Homepage: Participant's View

Auction progress overview

Action buttons to participate in the auction

Social media buttons for sharing

Run an Online Fundraiser

Shopping on the Sound WDS & WSD Online Auction 2011

WDS & WSD Online Auction is Open! Let the Bidding Begin!

Top 10 Items

1. Camp Luggage Pick-Up/Drop-Off - ADS Trucking
2. \$500 OFF Westchester Summer Day Full Tuition 2012
3. 2 Night Stay at Acqualina in Sunny Isles, FL
4. iPad2
5. 3 Hours of Math, English, SAT or ACT Tutoring with Douglas Shireich
6. Great Neck Glast \$180 Gift Certificate
7. 2 Weekend Nights - Hilton Rye Town
8. Pizza & Ice Cream for Two with Sarah Jane
9. 1 Hour Tutoring Session with Mrs. Sekular
10. 2 Tickets to NY Yankees vs. Boston Red Sox - September 25

Auction Stats

Dollars Raised
\$9,998

Items with Bids
37%

Total Bids: 234

AUCTION WATCH: Featured Items

Name	Item Description	Value	Current Bid
Young Israel of Scarsdale Social Hall	The Young Israel of Scarsdale will provide use of its Social Hall for one event. The Social Hall may be rented by any auction participant but will be subject to YIS rules on appropriate use of the room.	\$2,200.00	Bid Now!
Camp Nesser Short Stay	Send 1 child entering grade 3-6 for a short stay at Camp Nesser summer 2012.	\$500.00	Bid Now!
Charles VanderZwaag Tutoring	5 hours of in-home tutoring for grades 7-12. Subjects include English, Composition, SAT & ACT.	\$500.00	Bid Now!
My Gym 1 Month Pass	One month of classes at My Gym Larchmont! My Gym offers classes for children 6 weeks to 6 years old. Your child will develop physically, cognitively, and emotionally in this new spotless facility. More importantly, your child will have loads of fun!	\$108.00	Bid Now!

Get ready to point, click and bid!

One of the best things about participating is what you get when you give. All you have to do is point, click and bid! From great electronics gear to once-in-a-lifetime experiences, this is the place to get in on all the online auction action!

We would like to thank our sponsors...

PERSONAL TRAINING INSTITUTE
Always One-to-One Fitness & Nutrition
Joseph Englander

Lisa & Joey Bernstein

ENT ALLERGY
Cheryl & Daniel Gold

Yael & Danny Jesselson

Easy to recognize school banner & colors

Sponsor logos and links

Featured items

Sponsor logos and links

Promote Your Online Auction



Tell Your Story

HINT: As a school, you have the best storytelling assets at your fingertips – the kids!



Compelling storytelling requires a few key elements:

Impassioned “ask”

Authentic tie to school & fundraising mission

Truly engaged community



Tips from the Fundraising Pros

Acquiring & supporting new donors:
5 tips

5. Find special ways to say thanks.

1. Ask early & often. “Squeaky wheel.”

4. Devil is in the details.

3. Don't confuse the issue; use direct language.

2. Ask and you shall receive! Always include a suggested donation in your ask.

Bonus tip: Need items? Check out PTO Today's message boards for donation ideas!

<http://www.ptotoday.com/udl>

Centralize Intelligence



Benefits of centralizing your intelligence

Learn the
rules (and
when to break
them)

Build
institutional
knowledge

Refine
process over
time

Track the
effect of
various factors

Outside Factors that Influence Results

- **Timing**
- **Economic climate**
- **Current affairs/national or global events**
- **Audience**
- **Media**
- **Previous communications, or appeals, received from your school or donor's response to previous appeals**
- **Communications received from other organizations (about which you generally have no control or knowledge)**



Learn from Others

Orion School

- Live/silent auction event grows each year; \$35K to \$65K in a few years

Sunridge Waldorf Charter School

- Added major auction four years ago
- Auction is now their single-biggest fundraiser



Thank you for joining us!

Questions? #OAsuccess

@BiddingForGood



@PTOToday

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