

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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BiddingForGood, Inc.

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

Old



- ✓ Social distractions
- ✓ Attendance challenging
- ✓ Subject to weather
- ✓ Long checkout lines
- ✓ Limited exposure for sponsors & donors
- ✓ Awkward ending



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!

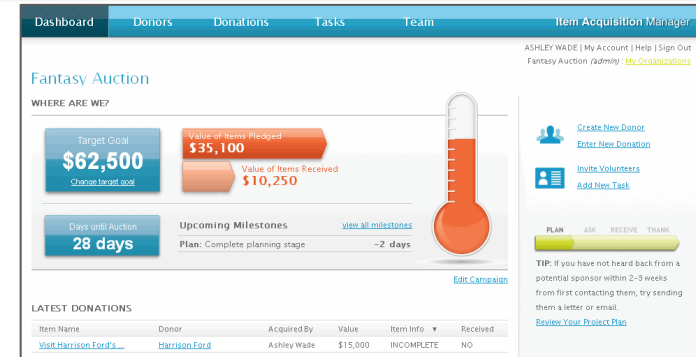


- Overcome obstacles like:
- Time
- Location
- Weather
- Scheduling conflicts
- Family obligations
- Babysitters



How It Works

- 1 Build your catalog
- 2 Build your auction
- 3 Publish your auction home page
- 4 Promote your event



The screenshot shows the 'Create Item' form. It includes a header 'Create Item' and a sub-header 'Enter item information below and select Next to continue, or Cancel to return without saving changes.' Below this is the 'Item Details' section with a note: 'All fields are required unless otherwise indicated.' The form has two input fields: 'Item Name' and 'Item Lot Number' (with the value '103' entered). To the right of the 'Item Name' field is a section titled 'Sell Like an Auction Pro!' with the text: 'Effective names and descriptions are key to raising more money with your items.'

The screenshot shows the BiddingForGood website. The header features the 'BiddingForGood' logo and the tagline 'from Seeds to Success'. Below the header, there's a navigation bar with 'Username', 'Password', 'Sign In', 'Forgot Password?', and 'Register to Bid'. The main content area is titled 'The PJCC Online Auction is Open!' and includes a 'Start bidding in the PJCC's 2011 Online Benefit Auction!' section. It specifies that the auction ends at 10:00 pm on May 15, 2011, with a live event on May 22, 2011. A 'Please note' section lists instructions for bidding. Below this, it mentions that proceeds go to the Peninsula Jewish Community Center. On the right, there's a 'From Seeds to Success' section with a 'Join us for our LIVE event on Sunday, May 22 and bid in our LIVE auction.' and contact information for the PJCC. A 'VIEW ALL ITEMS' button is at the bottom.

Planning an Online Auction



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

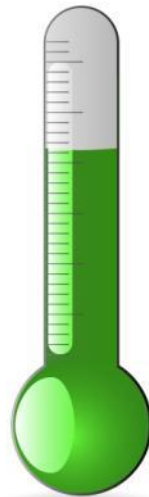
Planning for Success

Setting realistic goals

How much time do you have?

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

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




Announcements [Hide](#)

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! Yaaay! [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! [Hide](#)

 **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](#)

[Winning Bids](#)

BUILD

[Site Layout](#)

[Home Page](#)

[Auction Items](#)

[Quick Start](#)

EMAIL

[Import Email Lists](#)

[Export Email Lists](#)

[Create Email Messages](#)

[Send Email](#)

CLOSE

[Winning Bidder Email](#)

[Donor Email](#)

[Manage Bidders](#)

[Close Auction](#)

Auction Homepage: Participant's View

Shopping on the Sound
WDS & WSD Online Auction 2011

Username: Password: [Sign In](#) [Forgot Password?](#) [Register to Bid](#) [Bidding or Good Home](#)

Search for Items: [GO!](#)

[Auction Home](#) [Email Page](#)

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

The Shopping on the Sound: WDS & WSD Online Auction is now open. The auction will run from August 18, 2011 to September 19, 2011, with proceeds going to Westchester Day School and Westchester Summer Day. Auction items range from exotic vacation getaways to donated items guaranteed to delight and surprise. So, tell your friends, family, community. Let the bidding begin!

[View All Items](#)

Make Your Bid to Support Westchester Day School & Westchester Summer Day!

Now is your chance to not only get all the great items you want, but to do it knowing you are helping support our organization and mission.

Top 10 Items

1. Camp Lugee Pick-Up/Drop-Off - ADS Trucking
2. \$500 Off Westchester Summer Day Full Tuition 2012
3. 2 Night Stay at Acquafina in Sunny Isles, FL
4. Pad2
5. 3 Hours of Math, English, SAT or ACT Tutoring with Douglas Sirosh
6. Great Neck Gift \$100 Gift Certificate
7. 2 Weekend Nights - Hilton Rye Town
8. Pizza & Ice Cream for Two with Morah Jane
9. 1 Hour Tutoring Session with Mrs. Secular
10. 2 Tickets to NY Yankees vs. Boston Red Sox - September 25

Auction Stats

Dollars Raised

\$9,996

Items with Bids

37%

Total Bids: 234

AUCTION WATCH: Featured Items [VIEW ALL ITEMS \(209\)](#)

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. Donated by Young Israel of Scarsdale	\$2,200.00	Bid Now!
Camp Neshet Short Stay	Send 1 child entering grade 3-6 for a short stay at Camp Neshet summer 2012. Donated by Camp Neshet	\$500.00	Bid Now!
Charles VanderZwaag Tutoring	5 hours of in-home tutoring for grades 7-12. Subjects include English, Composition, SAT & ACT. Donated by Charles VanderZwaag	\$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! Donated by David Schlamm	\$108.00	Bid Now!

[View All Items \(209\)](#)

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...

[Lisa & Joey Bernstein](#) [Yael & Danny Jesselson](#)

[Run an Online Fundraiser](#)

Auction
progress
overview

Action
buttons to
participate in
the auction

Social
media
buttons for
sharing

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!



Tips from the Fundraising Pros

Acquiring & supporting new donors: 5 tips

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

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

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

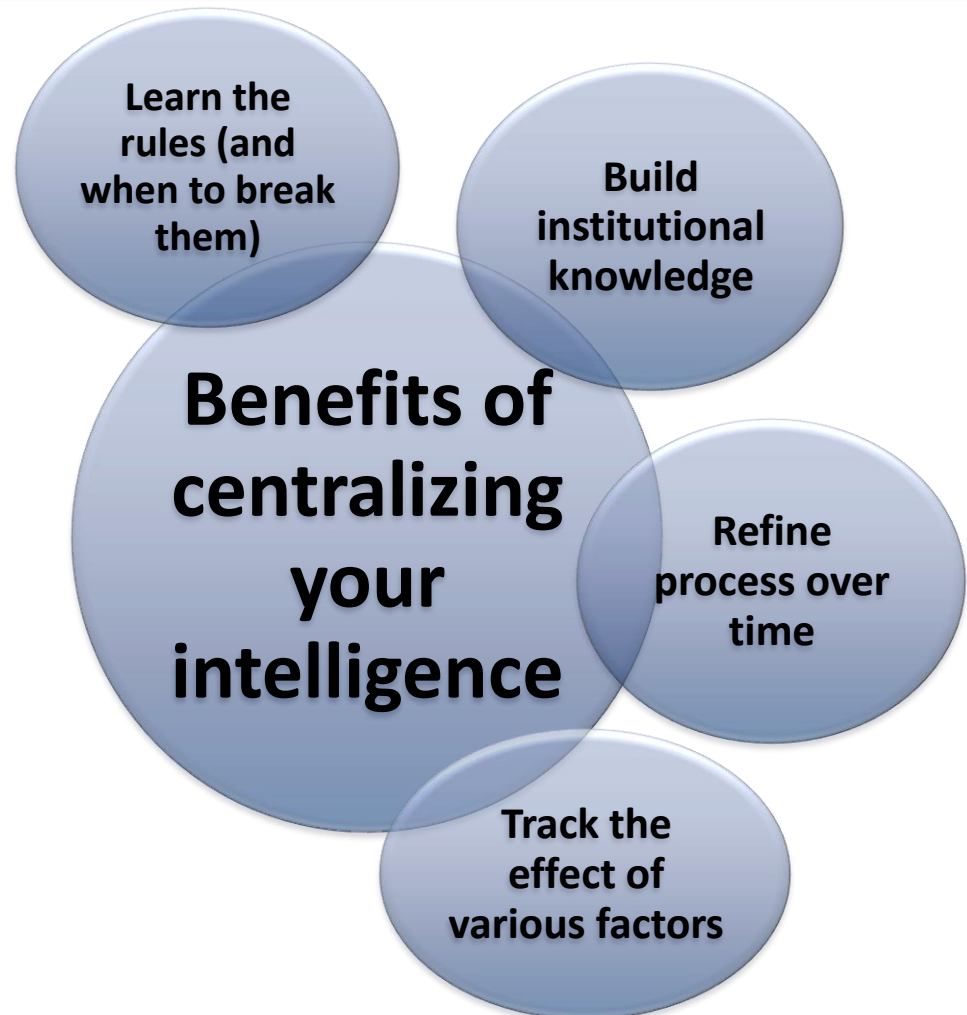
5. Find special ways to say thanks.

4. Devil is in the details.

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

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

Centralize Intelligence



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

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