

# **BiddingForGood**

## **The Auction Manager Owner's Manual**

A quick guide to the tools and features available  
in BiddingforGood's Auction Manager.

# When you log in to Auction Manager, this is what you'll see:

**This is the main toolbar.** There are a series of tabs: Event, Items, Donors, Promotion, Close Out, and Reports. (More on each tab next!)

**Home:** Go back to the Auction Manager home page, which is your Event Dashboard.

**Account:** Access your contact and billing information.

**Add Event:** Create a new auction in your account.

**Help:** Access our Knowledgebase for answers to many of your technical questions.

**Ask Us:** Chat with a member of the Client Services team.

**Event Dashboard:** Your auction "home." Includes statistics about your event, auction catalog value, ticket sales, email results, and more! Your auction URL is in this section.

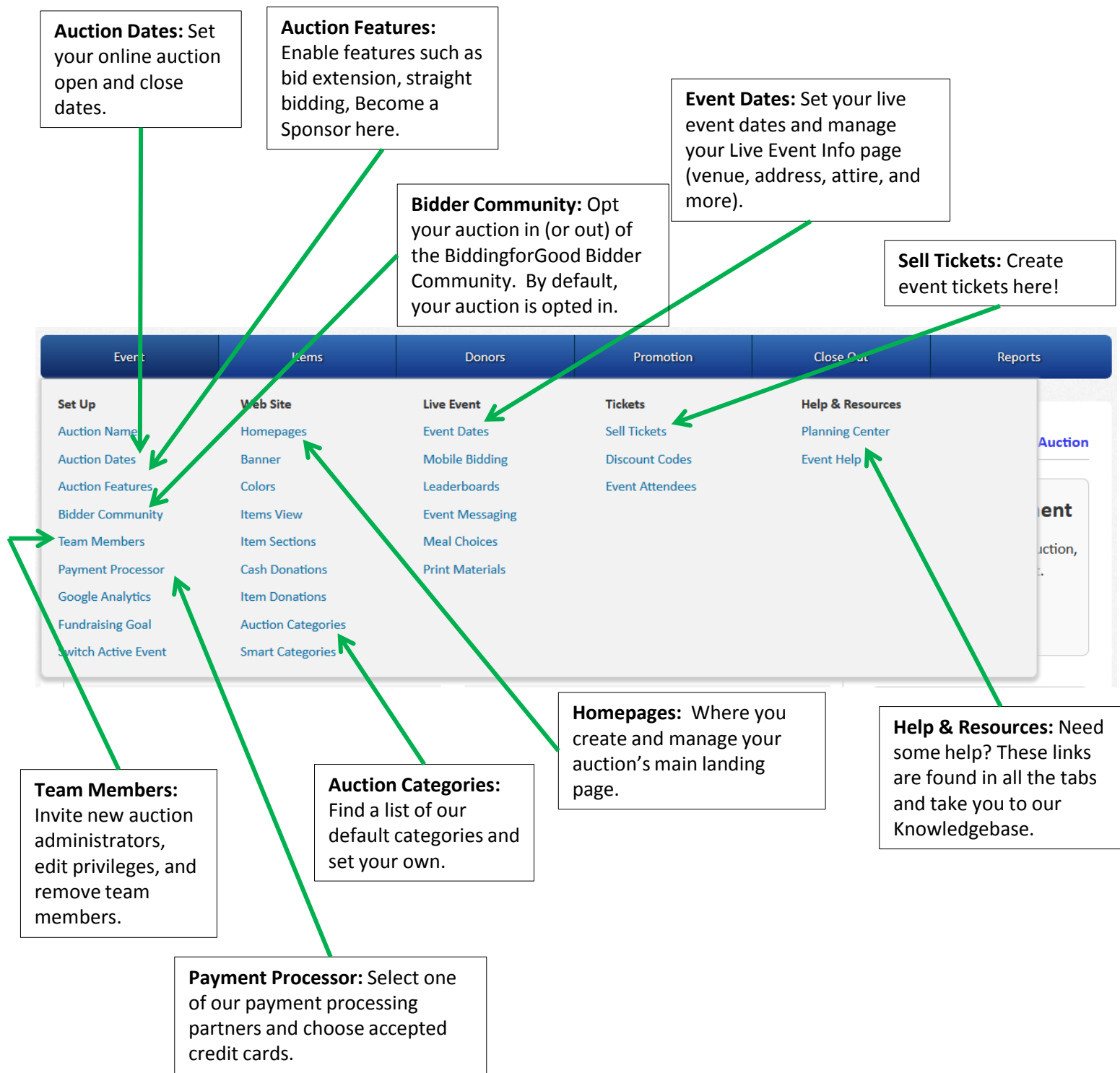
**View Your Auction:** View your auction site. You must have an activated homepage.

**Log Off:** This logs you out of your account and Auction Manager.

The screenshot shows the BiddingForGood Auction Manager Pro! interface. At the top, there's a header with the logo and navigation links: Home, Account, Add Event, Help, and Log Off. Below this is a main toolbar with tabs for Event, Items, Donors, Promotion, Close Out, and Reports. The main content area is titled "Welcome to Auction Manager Pro!" and features an "Event Dashboard" with various statistics: Days Until Auction Closes (226), Days Until Live Event (0), Total Raised (\$6,645), Bidding (\$6,645), Tickets (\$0), Cash Donations (\$0), and Quick Sales (\$0). It also displays "Items" (Total Items: 10, Items with Bids: 10, Total Catalog Value: \$14,770) and "Bidders" (Total Bidders: 6, Total Bids: 30, Bids per Bidder (Avg.): 5). There are sections for "Top Items" and "Top Bidders". On the right side, there are sections for "Event Management" and "Promote Your Auction".

# This is the Event Tab:

The Event Tab is where you can control your auction settings, create your auction site, and manage your event. Here we'll highlight some of the more commonly used sections, but feel free to explore this tab further!



On the next page, we'll drill down a bit further and show you some specific sections in the Event tab.

# More on the Event Tab:

## Event > Auction Dates

**Auction Open Date:** The date and time online bidding starts for your auction.

**Auction Close Date:** The date and time online bidding stops for your auction.

**Auction Dates displayed in your auction:** This section shows how the times will display on your auction site.

**Time Zone:** This controls how the times will be displayed throughout the auction site.

**Online Auction Dates**

Select your Auction Open and Close times in Eastern Time regardless of your Time Zone selection below. For midnight, select the equivalent of 11:59 PM in your local time zone.

Auction Open Date  
July 17, 2014 8:00 AM

Auction Close Date  
August 27, 2015 10:00 PM

What Time Zone Would You Like Displayed To Your Bidders?  
Eastern Time

Auction Manager always uses Eastern Time.

Auction Dates displayed in your auction

Auction Open Date  
Jul 17, 2014 8:00 AM EDT

Auction Close Date  
Aug 27, 2015 10:00 PM EDT

Update

## Event > Team Members

**Current Team Members:** See who has administrative access and edit permissions. Remove anyone who is no longer involved.

**Invite New Team Member:** You just need their full name and email address. Assign specific permissions here.

**Pending Invitations:** Resend invites and remove any pending invites here.

**Team Members**

Create and manage your team member accounts.

Webinar Demo Users

Invite New Team Member

alicemcurley	Alice Curley	Edit · Remove
webinar	J Fox	Edit · Remove
kberdeguez	Kelsey Berdeguez	Edit · Remove
kberd	kelsey Berdeguez	Edit · Remove
valeriawithana	Valeria Amato	Edit · Remove

Pending Invitations

Fred Flinstone	fflinstone@biddingforgood.com	Resend · Remove
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## Event > Event Dates

**Live Event Dates:** This will appear on your Live Event info page.

**Additional Details:** Include event details, attire, location, and more!

**Enable Absentee Bidding:** Allow maximum bids placed online to carry over to your event

**Event Dates**

☒ This auction has a Live Event

Select your Live Event Start and End times in Eastern Time regardless of your Time Zone selection below. For midnight, select the equivalent of 11:59 PM in your local time zone.

Live Event Start Time  
September 23, 2014 7:00 PM

Live Event End Time  
September 23, 2014 10:00 PM

☐ Use Absentee Bidding [Learn More](#)

☐ Promote Mobile Bidding

The following fields are used to create a page on your auction site describing your event.

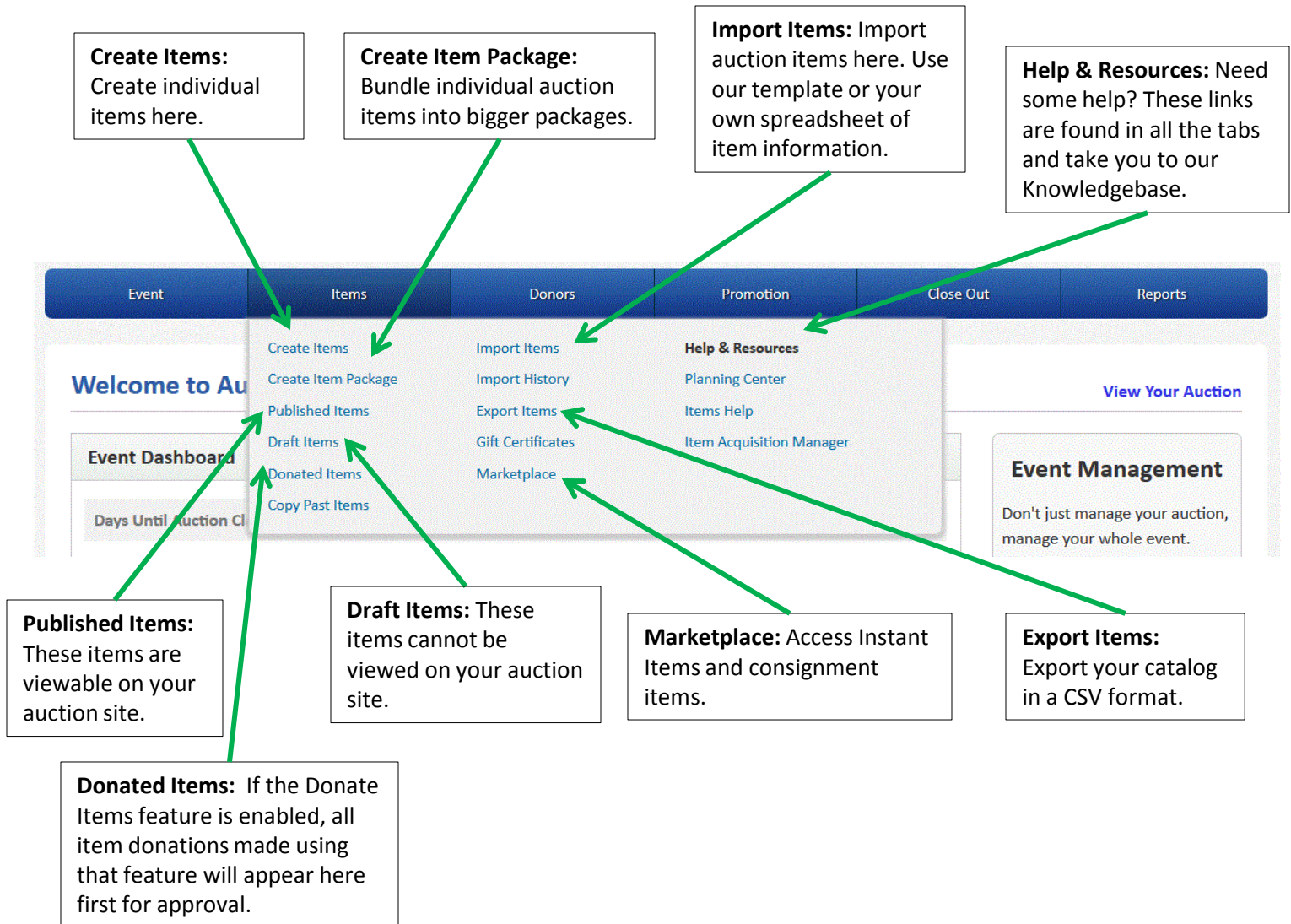
What are you calling your event?  
Gala Event

Event Details

Rich text editor toolbar: Bold, Italic, Underline, Text Color, Font Sizes, Bulleted List, Numbered List, Link, Unlink, Image, Text Color, Source/Code.

# This is the Items Tab.

The Items Tab is where you create and manage your auction items. You can create them one by one or by importing a spreadsheet. You can also create item packages and access our Marketplace for Instant Items and consignment items here.





# This is the Donors Tab.

In the Donors Tab you can create donors and sponsors, and give sponsors additional exposure on the auction site.

**Add Donor/Sponsor:**  
Create your donor and sponsor profiles. You'll add their logo be able to and web address too.

**View Donor/Sponsor:**  
Find a list of all donors and sponsor. Edit donor/sponsor information from this section.

**Help & Resources:** Need some help? These links are found in all the tabs and take you to our Knowledgebase.



**Sponsorship Center:**  
Assign sponsors to the Global Sponsorship section of your auction site.

**Import Donors:** If you have your donor and sponsor information on a spreadsheet, you can import that information here.

# This is the Promotion Tab.

The Promotion Tab allows you to send auction emails to your community. You can import your email lists, access our templates, and schedule your email sends. You can also connect to Constant Contact, if you have an account, and learn about publicizing your auction on BiddingforGood's homepage.

The image shows a screenshot of the BiddingforGood website's 'Promotion' tab. The top navigation bar includes 'Event', 'Items', 'Donors', 'Promotion', 'Close Out', and 'Reports'. The 'Promotion' tab is active, displaying a sidebar menu with 'Email' (containing 'Create an Email', 'Send Email', 'Scheduled Emails', 'Constant Contact', 'Import Lists', 'Export Lists', and 'Manage Lists'), 'Event Marketing' (containing 'Advertising Services' and 'Social Media'), and 'Help & Resources' (containing 'Planning Center' and 'Promotion Help'). The main content area shows 'Event Management' information, including 'Days Until' and 'Total' values, and a 'View Your Auction' link. A 'Learn More' button is also visible. Seven callout boxes with green arrows point to specific features: 'Create an Email' (points to 'Create an Email'), 'Send Email' (points to 'Send Email'), 'Advertising Services' (points to 'Advertising Services'), 'Scheduled Emails' (points to 'Scheduled Emails'), 'Import Lists' (points to 'Import Lists'), 'Manage Lists' (points to 'Manage Lists'), and 'Help & Resources' (points to 'Promotion Help').

**Create an Email:** Create your email messages using own of our pre-populated or blank templates.

**Send Email:** Send an email in three easy steps: choose your lists, choose your email message, and choose to send it now or at a later time.

**Advertising Services:** Learn more about how your auction can get extra exposure by being featured on the BiddingforGood homepage.

**Scheduled Emails:** Your scheduled emails are listed here. Cancel scheduled sends here.

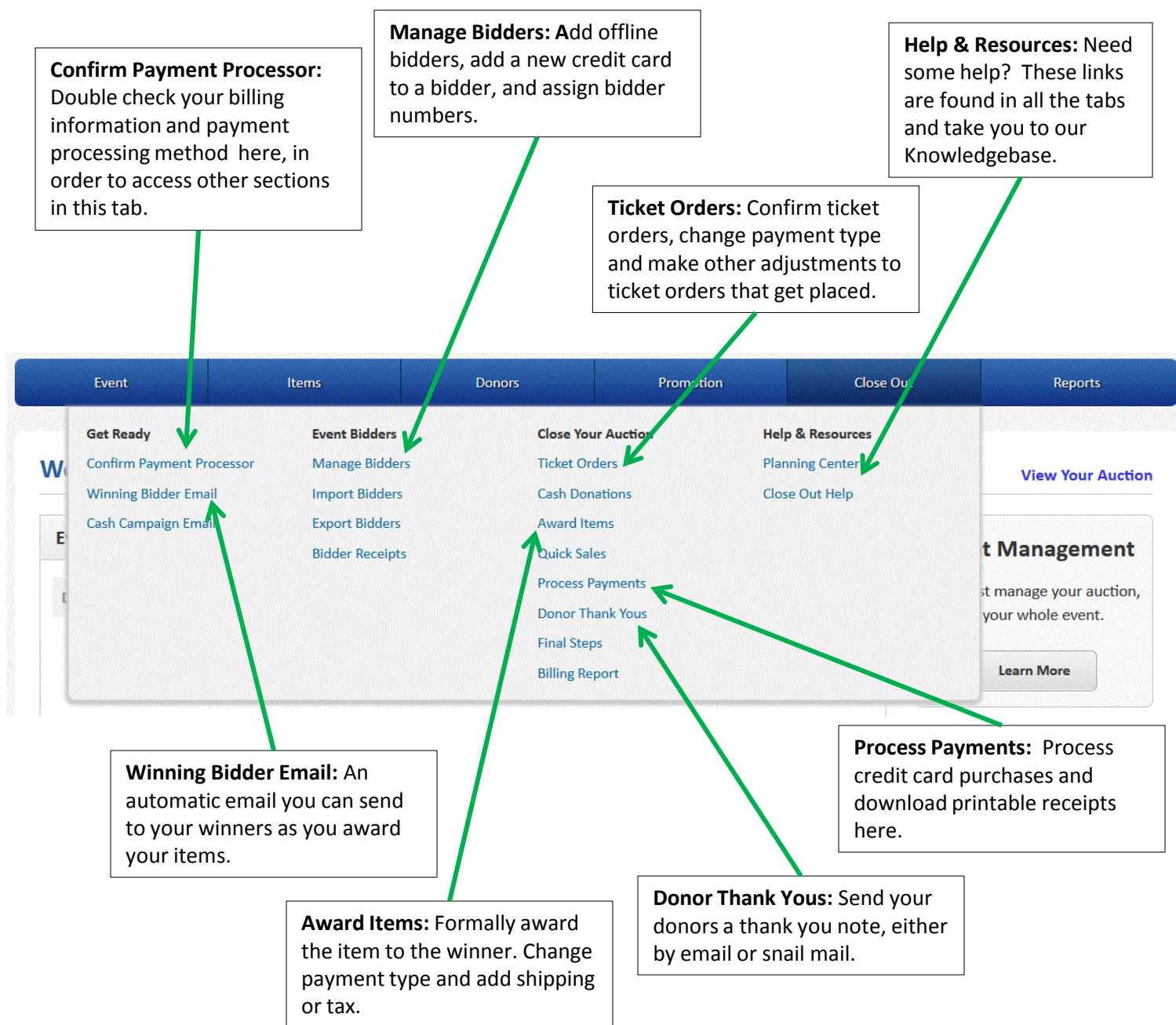
**Import Lists:** Import your CSV spreadsheet of email addresses here.

**Manage Lists:** Create list names, add individual email addresses, and manage unsubscribe requests.

**Help & Resources:** Need some help? These links are found in all the tabs and take you to our Knowledgebase.

# This is the Close Out Tab.

In the Close Out tab, you can award items, confirm ticket order, cash donations, and quick sales, and process credit cards.





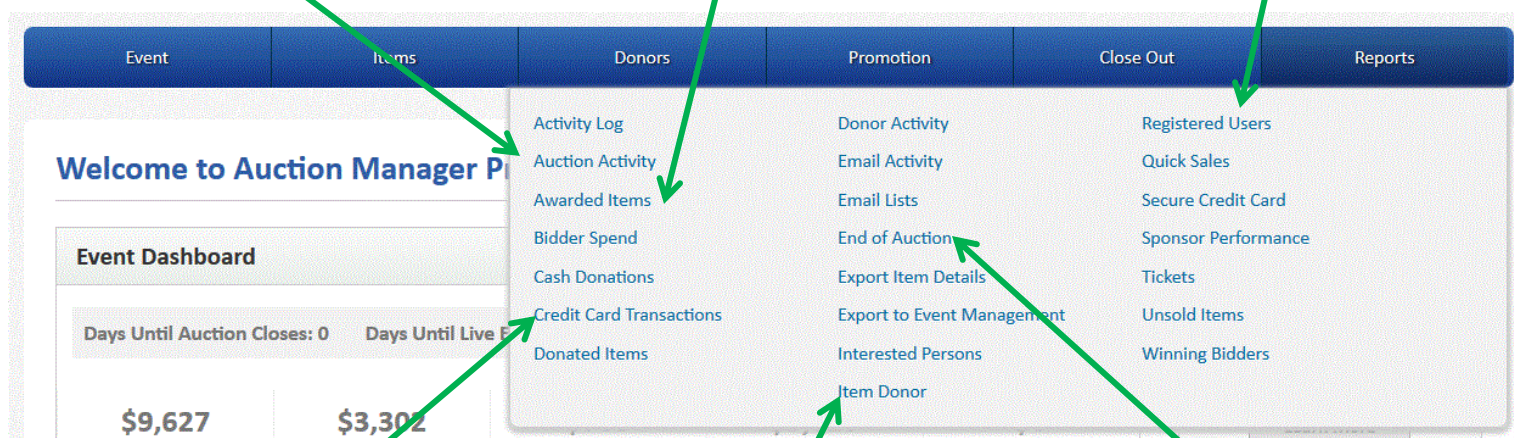
# This is the Reports Tab.

The Reports tab has a variety of reports available that allow you to monitor your auction's progress, track donors and their donations, and track auction purchases. We've highlighted a few of the more commonly used reports.

**Auction Activity:** Shows auction data reporting on items by category including: item number, item value, opening bid, number of bids, high bids as well as grand totals across the auction.

**Awarded Items:** Provides purchase information on every item in your catalog, including the payment method, payment type, payment amount and winner bidder contact information. It only includes items that have been awarded under Close Out > Award Items.

**Registered Users:** Lists all of the registered BiddingForGood bidders who have registered from your home page, purchased tickets and/or bid on your auction. Includes bidder name, nickname, bidder number, contact information, how many bids they have placed, how many watches they have and if they have a credit card on file.



**Credit Card Transactions:** Lists all of the credit card purchases that have been processed through Auction Manager.

**Item Donor:** Displays information for all auction items that have a donor/sponsor attached to them. Includes item name, donation description, donation value, leading online bid, final sale price and donor contact information.

**End of Auction:** A comprehensive analysis of your auction. It includes an auction overview, key auction results, donor engagement, daily revenue, top-performing categories, item detail, bulk email sends by day and email usage.

# What does an auction site look like? And where do I add all of the cool features?

This is a completed homepage. We've highlighted where to access or edit the different components in Auction Manager.

The screenshot shows the homepage of the Peacemakers Gala online auction. The page is divided into several sections, with callouts indicating where to access or edit different components in Auction Manager.

**Event > Smart Categories** (points to the left sidebar menu)

**Event > Auction Categories** (points to the left sidebar menu)

**Event > Event Dates** (points to the left sidebar menu)

**Event > Item Donations** (points to the left sidebar menu)

**Event > Cash Donations** (points to the left sidebar menu)

**Event > Auction Features** (points to the left sidebar menu)

**Event > Banner** (points to the top banner image)

**Event > Event Dates** (points to the 'Live Event' section)

**Event > Sell Tickets** (points to the 'Order Tickets' button)

**Event > Homepages** (points to the 'Auction Stats' and 'Top Items' sections)

**Donor > Add Donor/Sponsor then Event > Homepages** (points to the 'Thank you for supporting Peace First!' section)

**Donor > Add Donor/Sponsor then Donor > Sponsorship Center** (points to the 'We would like to thank our sponsors....' section)

**Key Features and Content:**

- Header:** peacefirst Peacemakers Gala
- Navigation:** Home, View All Items (14), Hot Items! (2), Great Deals (7), No Bids (12), Clothing (1), Food & Gourmet Items (2), Memorabilia (1), Tickets-Entertainment (2), Tickets-Sports (2), Travel (4), Unique Experiences (2)
- Event Info:** Auction Ends: Sep 10, 2014 10:00 PM EDT
- Welcome to the Peacemakers Gala Online Auction!**
- Live Event:** Thu Sep 11, 2014 7PM - 10PM EDT
- Auction Stats:** Dollars Raised: \$11,089, Items with Bids: 14%, Total Bids: 3
- Top Items:** I Love Lucy Limited Edition Masterpiece Collage, \$100 Brooks Brothers Gift Card
- Top Bidders:** ka5e99bfa \$554, ericreddy \$15
- Thank you for supporting Peace First!**
- Sponsors:** CARSON JEWELRY, Hayes & White Attorneys at Law, TOWN TOWN COFFEE CLUB