

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 dashboard interface includes a top navigation bar with tabs for Event, Items, Donors, Promotion, Close Out, and Reports. A central 'Event Dashboard' displays key metrics: Total Raised (\$6,645), Bidding (\$6,645), Tickets (\$0), Cash Donations (\$0), and Quick Sales (\$0). It also shows 10 total items with a total catalog value of \$14,770, and 6 bidders with 30 bids and an average of 5 bids per bidder. A sidebar on the right offers 'Event Management' and 'Promote Your Auction' options. A 'Log Off' button is located in the top right corner.

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!

The screenshot shows the Event Tab interface with a dark blue header containing tabs: Event, Items, Donors, Promotion, Close Out, and Reports. Below the header are several columns of settings and options. Green arrows point from callout boxes to specific sections in the interface.

Auction Dates: Set your online auction open and close dates.

Auction Features: Enable features such as bid extension, straight bidding, Become a Sponsor here.

Event Dates: Set your live event dates and manage your Live Event Info page (venue, address, attire, and more).

Bidder Community: Opt your auction in (or out) of the BiddingforGood Bidder Community. By default, your auction is opted in.

Sell Tickets: Create event tickets here!

Team Members: Invite new auction administrators, edit privileges, and remove team members.

Payment Processor: Select one of our payment processing partners and choose accepted credit cards.

Auction Categories: Find a list of our default categories and set your own.

Homepages: Where you create and manage your auction's main landing page.

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

Event	Items	Donors	Promotion	Close Out	Reports
Set Up Auction Name Auction Dates Auction Features Bidder Community Team Members Payment Processor Google Analytics Fundraising Goal Switch Active Event	Web Site Homepages Banner Colors Items View Item Sections Cash Donations Item Donations Auction Categories Smart Categories	Live Event Event Dates Mobile Bidding Leaderboards Event Messaging Meal Choices Print Materials	Tickets Sell Tickets Discount Codes Event Attendees	Help & Resources Planning Center Event Help	Auction Auction, ...

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.

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

Online Auction Dates View Your Auction

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

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.

Event > Team Members

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

Team Members View Your Auction

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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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.

Event > Event Dates

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

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

Event Dates View Your Auction

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

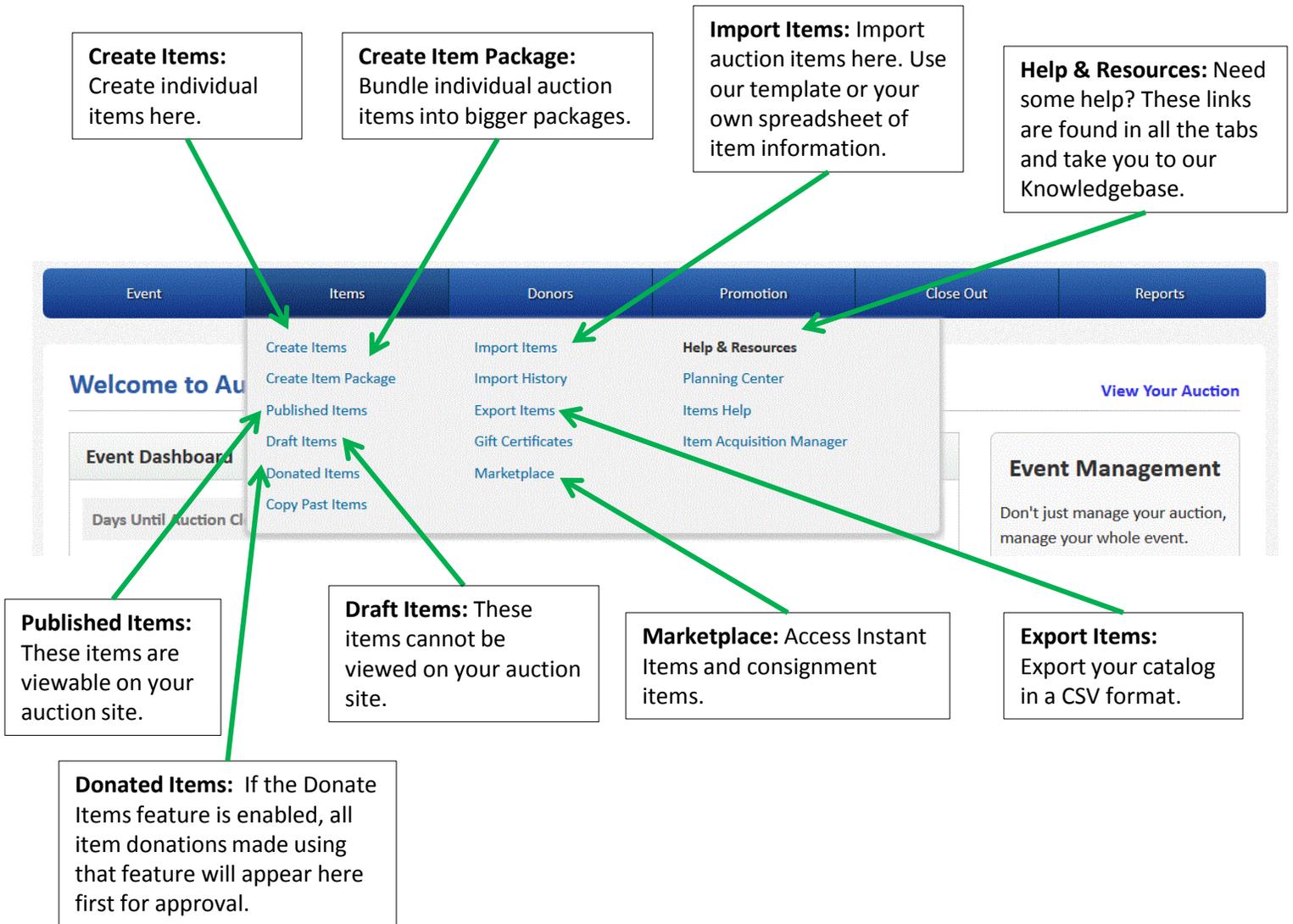
Event Details

Rich text editor: B I U A Font Sizes [bulleted list] [numbered list] [link] [unlink] [text color] [background color]

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

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.

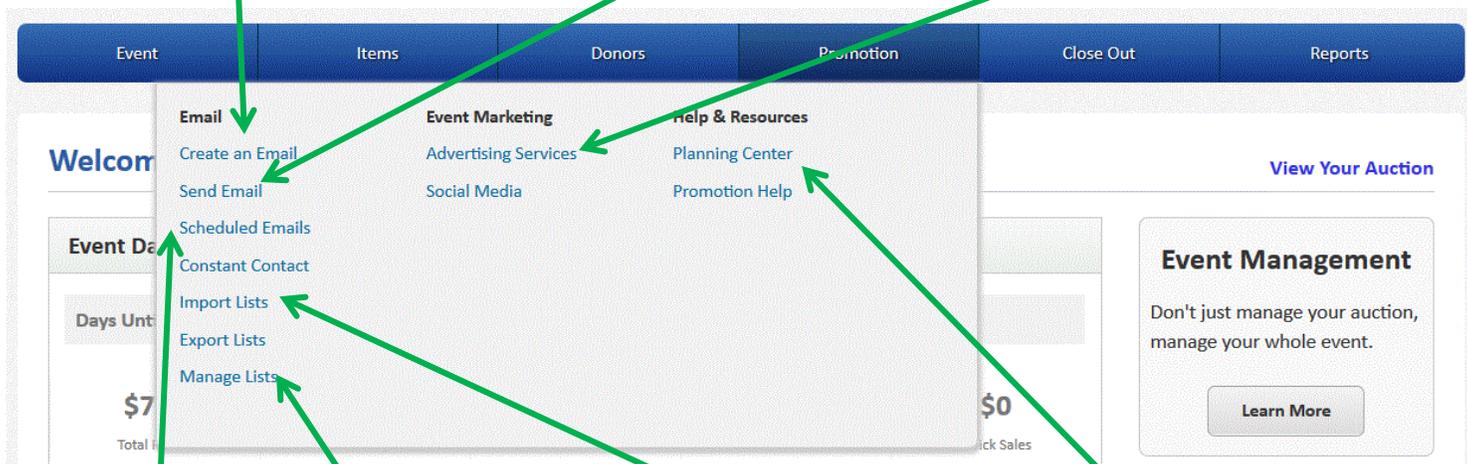
This is the Promotion Tab.

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.

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.

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

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

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.

The image shows a screenshot of the BiddingForGood website's navigation bar and the 'Close Out' tab. The navigation bar includes tabs for Event, Items, Donors, Promotion, Close Out, and Reports. The 'Close Out' tab is active, displaying a menu of options: Get Ready (Confirm Payment Processor, Winning Bidder Email, Cash Campaign Email), Event Bidders (Manage Bidders, Import Bidders, Export Bidders, Bidder Receipts), Close Your Auction (Ticket Orders, Cash Donations, Award Items, Quick Sales, Process Payments, Donor Thank Yous, Final Steps, Billing Report), and Help & Resources (Planning Center, Close Out Help). A 'View Your Auction' link is also visible. Callout boxes with green arrows point to specific menu items, providing detailed instructions for each.

Confirm Payment Processor: Double check your billing information and payment processing method here, in order to access other sections in this tab.

Manage Bidders: Add offline bidders, add a new credit card to a bidder, and assign bidder numbers.

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

Ticket Orders: Confirm ticket orders, change payment type and make other adjustments to ticket orders that get placed.

Winning Bidder Email: An automatic email you can send to your winners as you award your items.

Award Items: Formally award the item to the winner. Change payment type and add shipping or tax.

Donor Thank Yous: Send your donors a thank you note, either by email or snail mail.

Process Payments: Process credit card purchases and download printable receipts here.

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.

The screenshot shows the 'Reports' tab selected in the navigation bar. The main content area is divided into three columns of reports. Green arrows point from text boxes to specific reports: 'Auction Activity' points to 'Auction Activity', 'Awarded Items' points to 'Awarded Items', 'Registered Users' points to 'Registered Users', 'Credit Card Transactions' points to 'Credit Card Transactions', 'Item Donor' points to 'Item Donor', and 'End of Auction' points to 'End of Auction'. On the left, there is an 'Event Dashboard' with 'Days Until Auction Closes: 0' and 'Days Until Live P...' and two monetary values: '\$9,627' and '\$3,302'.

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 for the Peacemakers Gala online auction. The page features a blue header with the 'peacefirst' logo and the event title. Below the header is a navigation bar with a search bar, login options, and social media links. The main content area includes a welcome message, a video player, and a 'Live Event' section with a progress bar and 'Top Items' list. A sidebar on the left contains a menu of categories and donation options. The footer features a 'Thank you for supporting Peace First!' message and logos for sponsors and donors.

Callout boxes on the left side of the page point to the following features:

- Event > Smart Categories
- Event > Auction Categories
- Event > Event Dates
- Event > Item Donations
- Event > Cash Donations
- Event > Auction Features

Callout boxes on the right side of the page point to the following features:

- Event > Banner
- Event > Event Dates
- Event > Sell Tickets
- Event > Homepages
- Donor > Add Donor/Sponsor then Event > Homepages
- Donor > Add Donor/Sponsor then Donor > Sponsorship Center