

BiddingForGood Checklist – Online Only

Running an online only auction is as simple as it gets – ensure success with this checklist!

☐ **Required task.**

Getting Ready

Assemble Your Team

- Read our [Tip Sheet for Suggested Volunteer Roles](#) and learn [Where to Find Volunteers](#) or even [Put Out an Ad for an Intern](#)
- Give them access to the Auction Manager – [How to Invite Team Members](#)

Set Your Goal

- For auctions, we recommend that your Auction Catalog be 2x your goal, so if you want to raise \$25k, your auction catalog should be \$50k. Enter your goal under Event > Fundraising Goal.

Get Great Items

- Check out our tip sheets: [Top 5 Auction Items Checklist](#) and [How to Get Great Items](#). Also see our articles [Let's Talk About Items](#) and [How to Get, Price, and Sell Items](#).

Plan your Promotion

- Email is great - but consider other methods too - check out our [Tips on Effective Email Promotion](#) as well as [Promotion Beyond Emails](#)
- [Do you want your auction opted in to the BiddingForGood Bidder Community? Learn how!](#)
 - If your auction is opted in, you may have out of town bidders who win items and will need them shipped. Learn more about [how to add shipping](#) and review our [Fulfillment Tip Sheet](#) for our recommendations on item pick up, shipping items, and more.

Setting Up

☐ [Set the right dates](#) under Event > Online Bidding Dates (SUGGESTED DUE DATE: Two months before the event)

Successful online auctions typically run 7-10 days.

☐ [Create and Activate your Homepage](#) for the auction website (SUGGESTED DUE DATE: 4-6 weeks before event)

☐ [Enter Your Items](#) (SUGGESTED DUE DATE: Add as you get them, with all entered 1-2 weeks before the online open date)

- Importing Items - Follow our guidelines on how to prepare the file for import. [Importing Guidelines](#)
- [Adding Images](#)
 - Next to the item you want to add the image to click the **IMAGES** button. This will take you to the add image page with several options
 - If you have trouble with the images please refer to our [GRAPHICS TIPS](#) section
- Donors
 - If your donors wish to be recognized then you can attach donors to your items.
 - Create the donors under **DONORS > ADD DONOR/SPONSOR**. [Create a Donor guide](#)
- [Publishing Items](#)
 - Once your item is ready you can publish it, this will add it to your homepage.
 - Check the box next to the item in the **DRAFT** section and click **MOVE SELECTED TO PUBLISHED**
 - Alternatively you can publish all items by hitting the **PUBLISH ALL ITEMS** button. Please note that items that are not ready will not be moved over.

☐ [Select a Payment Processor](#) so that you can charge credit cards (SUGGESTED DUE DATE: One month before the event)

Learn how to use the [Promotion Tab](#) to upload contacts, create, and send emails.

Closing Out After the Auction Ends

 Review the full [Close Out Steps – Online & Mobile](#)

Confirm Cash Donations under Close Out > Cash Donations

Once everything is awarded you can process the credit cards for the bidders' final charges under **Close Out > Process Payments**.