

BiddingForGood Checklist – Online to Bid Sheet

Are you ramping up your auction revenue by opening your items online bidding before your event? Make sure you are set up for 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.

Nail Down Your Live Event Components

- Raffle, Paddle Raise/Fund a Need, Wine Pull, other games – learn how to enter those in-the-moment-sales using our [Quick Sale feature](#) and preview [How to Enter Quick Sales](#).
- Bidder Numbers – learn how bidder numbers work in BiddingForGood with our [Tip Sheet: Using Bidder Numbers](#).
- [Absentee Bidding](#) – learn how you can bid for the highest online bidder at the event.

Setting Up

-  **[Set the right dates](#)** under Event > Online Bidding Dates and under Event > Live Event Dates (SUGGESTED DUE DATE: Two months before the event)
 - Successful online auctions typically run 7-10 days.
 - The online auction should end at least 1 day before your event to give you plenty of time to print the bid sheets (see steps below).
 - You can include more information about your event, in addition to the date and time, under Event > Live Event Dates.
-  **[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](#)
 - You can also build your [live event only items](#) ahead of time. They can be previewed throughout the online auction, but you can eventually award them to the winning bidders after your event.
-  **[Select a Payment Processor](#)** so that you can charge credit cards (SUGGESTED DUE DATE: One month before the event)
[Set up Ticket Sales](#) (complete by: as soon as you want them to sell) for your Event
 - This will make event registration and check in quick and easy!

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

During the Online Auction (Leading Up to the Event)

[Answer Bidder Questions](#) – they will come through the Ask a Question About this Item link on every item page - make sure the questions are sent to the right person.

[Retract Bids](#) – bidders may reach out to ask for a bid retraction. If they do, you can submit a retraction with your permission to Client Services.

Continue to promote the auction to your guests!

- Remind them that they'll be able to bid and donate from their mobile devices during the event.
- Encourage them to register before they come to the event to save time at check in!
- Encourage pre-registration if you are using Bidder Numbers, it will save you and your guests time at check in!

Transitioning from Online to the Live Event

Print the Bid Sheets

Right after the online auction closes, you can generate the bid sheets under Event > Live Event > Print Materials.

Absentee Bidding

If you are using Absentee Bidding print the list under Reports > Absentee Bids.

Under Event > Live Event > Print Materials > Absentee Bid Sheets you can print one page for each item as well.

Read the [At the Event](#) section so you are prepared (on following page).

At the Event

Getting Ready and Check In

- Did you sell tickets online? Print the Ticket Report under the Reports tab for a full list of who bought tickets.
 - You can process those ticket orders ahead of time. [How to confirm and process ticket orders.](#)
- Using Bidder Numbers? – Print copies of the Registered Users report under the Reports tab to verify that you have their name and credit card information ready for use during the event. You can also give the guest the Bidder Number listed for them. If they are not on the list, [add the guests manually as an Offline Bidder](#) under Close Out > Manage Bidders > Event Bidders.
- Using Quick Sale for other sales? – Print the [Quick Sale Template](#) to use to record the sales during the event.

Entering the Results

- Review the full [Close Out Steps – Bid Sheet & Gaveled/Live Event Item Auction](#)
- **Give yourself enough time to enter the results** – on the safe side assume it will take about 30 seconds per item that needs to have a winner entered. Example: if you have 50 items it could take up to 25 minutes to enter the results. To cut down on that time, more than one admin can be entering results. So that 25 minutes gets reduced to 12 minutes.
- Review the full [Close Out Steps – Online to Live](#)
- Gather the bid sheets and Award the items to the winners under Close Out > Award Items. More than one Team Member can be logged in and Awarding Items.
- Collect the Quick Sale sheets and [enter the sales into Quick Sale feature](#) under Close Out > Quick Sales.
- Once everything is entered you can process the credit cards for the bidders' final charges under Close Out > Process Payments.

Check Out and Reporting (after everything is entered)

- To see a list of the items and their winners after the items are awarded, go under Reports > Awarded Items Report.
- To print receipts for Guests go under Close Out > Manage Bidders > Bidder Receipts.
- To print a report of all bidders and everything that is assigned to them (including tickets, quick sales, tickets, and cash donations) go under Reports > Bidder Spend.