

# End of Auction Report Card

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## How did your auction do? Start by asking these questions:

- **Auction Revenue:** What was your fundraising goal? Did you reach it?
- **Community Engagement:** How did your community enjoy the auction? Did they have fun? Was there a lot of competition on certain items? Did you receive any feedback?
- **Auction Item Donations:** How do you feel about the item donations you received? Did you get a good response from the people and businesses you contacted?
- **Publicity Plan:** How did you promote the auction? Did send enough emails, use social media, and publicize through other channels (print, radio, mailing, etc.)?

## Review these reports for a deeper dive:

*These reports can be found in the Reports tab in Auction Manager*

### Auction Activity Report

**Find the top selling items:** These are the ones that brought in the most money and also the ones that achieved the highest % value.

**Which categories were the most successful?** Look for the ones that sold the most items, brought in the most revenue, and had the most bid activity.

**Look for the most popular items:** Which items received the most bids and had the most watches?

### End of Auction Report

This report includes a lot of information about your auction's overall performance, audience engagement, and more. Here are a few specific areas we like to look at:

**Your Auction by Day Chart (page 1):** Look at the spikes in activity. Do any of them coincide with your emails/promotional plan?

**End of Auction Summary (page 1):** Compare Dollars raised (Online only) against your Catalog Value. Did you reach your goal? Look at the number of BiddingforGood Bidders (if you were opted in). The more you have, the more appealing your catalog was to a larger community!

**Comparison Data (page 2):** Compare your Auction's results against the following:

- The Average of Your Past Auction results
- The Average and Median of other similar auctions in your cause group

**Audience Engagement (page 2):** Look at the Number of Bidders field. How does that number compare to BiddingforGood Bidders on page 1?

**Top Performing Categories (page 4):** Look at Gross Revenue, Value Achieved, # items vs # Sold columns. By default, this chart is sorted by Gross Revenue, so you can see which categories helped you raise the most money. Another helpful columns is Value Achieved. You should also compare the # Items to the # Sold columns to measure each categories' success. *This is a good chart to keep for the next auction!* The top categories are your money-makers, so you should focus on expanding those categories in your next auctions.

**Email Activity and Email Success Rate (page 5):** This section helps you measure the success of your email campaign, if you used BiddingforGood's Promotion tool.

## Now take a little time to reflect.

### Is there anything you'd do differently next time:

- **With the Item Solicitation process:** Start earlier or later? Contact donors differently (email vs. a letter)?
- **With your volunteers and auction staff:** Did you have enough volunteers to help throughout the process? Could you have used more help with the auction? How can you get more help next time?
- **Did you utilize other BiddingforGood features?** Such as the Cash Donation Feature, Ticket Sales, Mobile Bidding, Sponsorship?
- **With your promotional efforts:** Did you promote through a variety of channels, such as emails, social media, print, etc.?

## Looking for ways to improve your results?

We have plenty of resources available to help you!

**How did your event go? Evaluate your results:**

[Fundraising Event Report Card](#)

**Tips for finding and involving more volunteers:**

[Finding Volunteers for your Auction & Event](#)

[Sample Job Ad for a Volunteer or Intern](#)

[Suggested Volunteer Roles](#)

**Tips for getting more items:**

[Top Item Ideas](#)

[7 Secrets to Securing More Items](#)

[Let's Talk About Items](#)

**Looking for a new promotional strategy?**

[Effective Email Promotion](#)

[Beyond Emails](#)

[Feature Your Auction on BiddingforGood.com](#)

**Interested in selling sponsorship as a new source of event revenue?**

[Selling Sponsorships](#)

**Learn about other BiddingforGood features:**

[Auction Features](#)

[Donate Cash](#)

[Donate Items](#)

[How to create and sell Event Tickets](#)

[Mobile Bidding](#)

**Want to sell those leftover auction items?**

[Running Your Next Auction](#)