In-room Mobile Bidding
The Next Innovation in Fundraising Auctions
An Overview
Why mobile?

It’s a mobile, mobile world

89% of U.S. online consumers age 15+ own a cell phone:
- 41% smartphone
- 48% cell phone with text messaging

Sources: ExactTarget, comScore, IDC

U.S. Smartphone Users and Penetration, 2010-2015

- # of U.S. smartphone users expected to increase 49.6% this year
- 150 million U.S. consumers will have smartphones by 2015

U.S. Mobile Internet Users and Penetration, 2010-2015

- U.S. mobile web population projected to increase 25% in 2011 (97.3 million mobile owners accessing internet from their devices at least once a month)
- By 2015, more than three in five mobile users and almost half the total U.S. population will be using the mobile internet

Source: eMarketer, Two in Five Mobile Owners Use Internet on the Go
In-Room Mobile Bidding

The silent auction, transformed

In-room Mobile Bidding is a new enhancement to BiddingForGood’s Smart Auction platform. This innovative platform is transforming the silent auction into a 24x7 online fundraiser that allows you to raise money before, during, and after your live event. With In-room Mobile Bidding, you can:

- Enable your supporters to bid from their mobile phones, from the time your online auction launches through the duration of your live event
- Raise **10%-30% more money**
- Add new excitement to your fundraiser event
- Provide a one-stop solution that will make your entire event run smoothly, from registration to closeout
- Expand your pool of bidders to include family and friends not at the event, as well as the 270,000+ shoppers in the BiddingForGood Bidder Community
- Eliminate the clipboard with all its inherent limitations - crowding around tables, awkward social moments as bidding ends, and more

About BiddingForGood

BiddingForGood is a charitable e-commerce company that connects fundraisers, shoppers and businesses. Over 6,000 schools and nonprofit organizations have used BiddingForGood’s suite of online auction services to run engaging fundraisers, reach new audiences, and raise over $138 million for their causes. The 270,000+ shoppers in our Bidder Community are buying unique and valuable items across our many auctions - all to support the important organizations and causes they care about.
In-room Mobile Bidding is a new way of raising more money at your silent auction. It will enable you to create new excitement and introduce an innovation that will revolutionize your fundraising!

We know that both technology and change can be intimidating; however, we believe in the power of mobile bidding to redefine silent auctions.

Adding In-room Mobile Bidding to your event is not that different from current practices. Today, many schools and nonprofits run online auctions in combination with silent auctions and live events. They start with an online auction, usually one to two weeks before their event, showcasing their catalog of items to generate excitement and start the bidding early. They close out about half of the silent auction items online before the event, take the remaining items into the room, and finish bidding via a silent auction, with items displayed on tables and clipboards for collecting bids.

With mobile bidding, the only difference is that your attendees can now bid on the items in the room using their own mobile phones, effectively replacing the clipboard as a bidding device. For the small number of people without a mobile phone, you can have a few laptops set up on-site.

Everyone can participate
Your attendees bid using their own mobile phones, creating a level playing field that leaves no bidder behind. Everyone can get in on the bidding action! Our in-room mobile bidding platform includes:

Your own, mobile-optimized auction website - your BiddingForGood auction site is optimized for mobile browsers, so bidders can enjoy search, browse, and bidding capabilities via phones that use Android and other operating systems.

Text messaging - bidders with standard cell phones can bid and receive alerts via text message. The bidder enters the item number, bid amount, and presses “send.” Easy!

iPhone app - The BiddingForGood App for iPhone® available on the App StoreSM. The app provides robust search, browse, and bid features, outbid alerts, and the ability to follow the bidding on any items desired.

Laptops and tablets - Attendees who do not own or wish to use mobile phones can place bids on laptops or tablets in the room, via your online auction website.

What does BiddingForGood provide?
We are committed to making it as easy as possible for nonprofits and schools to add mobile bidding to their next event, and we help you every step of the way, with:

- Ongoing, one-on-one-consultation with your Auction Expert
- Evening/weekend live support during your event
- Registration support and best practices
- Volunteer training and checklists
1. **How does In-room Mobile Bidding work?**
   In-room Mobile Bidding is a new enhancement to BiddingForGood’s Smart Auction platform. This innovative platform is transforming the silent auction into a 24x7 online fundraiser that allows you to raise money before, during, and after your live event. With In-room Mobile Bidding, your attendees can now bid on auction items in the room using their mobile phones. Mobile bidding introduces the best facets of the online bidding experience - ease of use and heightened competition - to your live event, enabling you to add new excitement to your fundraiser and to raise more money.

2. **What are the benefits?**
   There are five primary benefits:
   - Raise more money - In-room Mobile Bidding typically generates 10-30% more revenue.
   - Get more bids than you would by using clipboards - the system sends alerts to bidders’ phones when they have been outbid, generating additional activity.
   - Give your attendees a better experience - it’s easier and more convenient for them to bid from wherever they happen to be - in line at the bar, mingling with other guests, etc. - without having to fight the crowds to make their way back to display tables and write in their new bids.
   - Make your event more exciting - you can track, display, and announce results in real time, to create heightened “auction fever.”
   - Save time and reduce hassles with streamlined checkout, since bidders have already provided their credit card details online.

3. **What are the costs?**
   We’re committed to delivering the most cost-effective, efficient solutions to our school and nonprofit customers, so we offer two options. In-room Mobile Bidding Basic is available at no additional cost beyond the annual subscription fee. It includes: your own, mobile-optimized auction site (for smartphone users); bidding via text message (for regular cell phone users); mobile bidding capability for all items in your auction catalog; and access to customer support via phone and email during your live event. You also have unlimited access to training webinars, materials, and checklists, as well as ongoing, one-on-one-consultation with your Auction Expert while you plan your event. Your annual subscription entitles you to run as many auctions as you’d like, and mobile bidding can be enabled for any or all of your events. A $200 non-refundable deposit is required, per event, to reserve your time slot, which is credited toward your performance fee invoice after the close of your auction.

   In-room Mobile Bidding Premium includes the above, plus: 1-2 BiddingForGood staff members to attend your event and assist you with wireless and other setup, volunteer training, and more; wireless network equipment for your event; up to 5 laptops for use by bidders without mobile phones; and iPod touches® for your use as loaner devices. The cost is $1,500 per event, plus travel expenses for BiddingForGood staff members working at your event.

4. **Does this work for both smartphones and standard mobile phones?**
   Yes. Your attendees can bid using whichever type of mobile phone they own. Attendees with smartphones can browse, search, and bid via a mobile-optimized version of your auction website. We provide a custom URL for your auction, which you can share with attendees prior to and at your event. Attendees with standard mobile phones can bid and receive alerts via text message. There is also a BiddingForGood App for iPhone® available on the App Store®. Since your attendees use their own mobile phones, there is no need to train guests to use unfamiliar devices, and you won’t have to search for missing rental devices at the end of the night. Everyone is bidding via the same high-performance bidding engine, regardless of the device they’re using, so no one is left out of the action.

5. **Why is a high-performance bidding engine important?**
   A high-performance bidding engine is critical because it is the central nervous system of an In-room Mobile Bidding event. When auction activity peaks, bids come in at a very high volume. This is when it is most essential to have reliable technology powering your auction. With 99.9% uptime, eight years of software development, and substantial investments in infrastructure stability, BiddingForGood offers proven, reliable technology.
6. How can we prepare attendees to use mobile bidding on-site at the event?

To ensure smoother check-in at your event, we recommend that you encourage your attendees to pre-register. We help you by providing email templates and PDFs with instructions for attendees on how to register and prepare their mobile devices for bidding. For smartphone users, we give you a dedicated link to the mobile version of your auction site, which can be bookmarked on the phone (your auction can also be found by searching m.biddingforgood.com). For text messaging, we provide an auction-specific phone number to be used for bidding and related activity. Finally, while the BiddingForGood App for iPhone® is available, it is designed for searching and browsing across all of our auctions, so it is not the ideal option for your auction-specific promotion. We recommend that you instead direct your attendees to bid using your mobile auction site or text messaging.

7. Can you provide more information about how bidding via text messaging works?

Text messaging is available to your attendees with standard mobile phones, at no additional cost to you. We provide instruction sheets that you can download and make available, which include the dedicated phone number for sending bids and receiving alerts, as well as a list of commands for obtaining item information, placing bids, and receiving outbid alerts. Each item in your catalog is assigned a unique lot number, which bidders reference in their messages. We cover fees for auction-related messages received and sent by the platform; bidders may incur message fees depending on their text messaging plan.

8. Will my auction be available to non-attendees, since it is now on your platform?

Yes, if you choose. One of the main benefits of both online auctions and mobile bidding is that your entire community can participate, whether they attend your event or not. Your fundraising is not limited to one night only, minimizing the potential impacts of weather, or your major donors’ vacation plans, on your event’s success. And, by the time the party starts, participants are already engaged with your fundraiser and may even be involved in active bidding wars, which means you raise more money.

You can also gain greater exposure by opening your auction to our Bidder Community of over 270,000 cause-minded consumers who shop across all our auctions. In doing so, you allow our Bidder Community to help drive up the bids in the room. And, if you keep your mobile-enabled auction online during the event, these bidders can continue to participate. Today, clients that open their auctions to our Bidder Community earn an average of 27% more revenue than those who do not, and you can choose whether or not to open your auction - or specific items - to this audience.

9. What is the ideal timeline for an online auction/mobile bidding/live event?

This depends on a number of factors that are specific to your organization and your fundraising goals. Our Smart Auction platform is designed to take the pressure off of your live event as your sole, one-night opportunity to meet your fundraising target. You have several, flexible options to choose from as you plan your event, and while you can choose to run a stand-alone online auction, most of our customers find that online auctions combined with live events are the most successful. Typically, the online auction begins 1-2 weeks before the live event, and closes several days before, with the leading online bids becoming the opening bids for items moved into the room. With mobile bidding in the room, you can choose to have bidding continue for selected items. You can also move specific items back online and close them after the event, to keep momentum going or to capture final bids from those who missed out at the close of your event. The choice is yours, and your Auction Expert can advise you based on your specific needs.

10. How does In-room Mobile Bidding impact registration?

It can enable you to streamline registration, reducing long lines and wait time at check-in, because the platform allows your attendees to register before the event. However, we advise that you have several computers available at your event so that anyone who hasn’t pre-registered can do so upon arrival.

11. How does In-room Mobile Bidding impact closeout?

Since your bidders have already registered online and provided payment information when they placed their first bid, the checkout process is greatly streamlined.

12. Why BiddingForGood?

- We are the leader in charitable online auction fundraising, having run more than 14,000 online auctions for schools and nonprofits since 2003.
- We have a top-notch client services team (98.5% satisfaction rating), who will support you every step of the way.
- We have a Bidder Community of 270,000+ people who will bid in your auction and help you raise more money.
- We have a best-in-class technology platform that is reliable (99.9% uptime) and scalable.
To conclude...

Thank you for taking the time to read all about *In-room Mobile Bidding*. We hope you found this overview useful!

If you would like to learn more about BiddingForGood, online auctions and mobile bidding, please connect with us:

- Visit us at [www.biddingforgood.com](http://www.biddingforgood.com)
- **Build a sample auction** with our edemo

Contact our Sales Department
- Call 1-866-918-0313
- Email [sales@biddingforgood.com](mailto:sales@biddingforgood.com)
- Schedule a [15-minute call](mailto:)

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