



AUCTRIA

Event and Auction Fundraising **MEGA GUIDE**



CHOOSING

Live, Silent, Online Auctions, Giving Days
Ticketed Events, Tournaments



PLANNING

Timelines, Team Roles, Tickets, Auction Items,
Branding and marketing strategy



RUNNING

Event management Software, Event Website,
Check-in, Recording Transactions, Checkout



CONCLUDING

Post-Event Duties, Reports, Giving Thanks,
Turning Donors into Supporters

Events and auctions made easy!

Event & Auction Fundraiser MEGA GUIDE

THE ULTIMATE GUIDE TO **CHOOSE** → **PLAN** → **RUN** → **CLOSE** YOUR FUNDRAISER

Ready to get started on an auction fundraiser?

This e-book contains suggestions and strategies to help you and your team raise as much money as possible for your cause.

THIS GUIDE HAS FOUR CHAPTERS:

1. Choosing Your Fundraiser Type
2. Planning Your Fundraiser
3. Running Your Fundraiser
4. Closing Your Fundraiser
5. **BONUS TOOLS** → *To help you grow your fundraising skills!*

Brought to you by **AUCTRIA**
Updated 02/2025

Event and auction fundraising made easy from the first donation to the last receipt, and all the activity in between!
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CHOOSING

Auction: Live, Silent, Online
 Ticketed events: Gala, Party, Community event, Games
 Tournament
 Giving day
 Additional event

CHOOSING YOUR FUNDRAISER TYPE

Choosing the right fundraiser starts with understanding your goal, audience, budget, and available resources. Research what's worked for others, connect with the fundraising [community](#), and don't be afraid to ask questions! The more you know, the better your event will be! Keep in mind your [audience's age group](#) and accessibility needs to maximize event participation.

Remember: Fundraising events can grow and evolve over the years!

GET INSPIRED BY THESE EVENTS:

- ★ [Auctria Public Events Directory](#)
- ★ [Beyond Auctions: Unique Events Gallery](#)
- ★ [Auctria Event Spotlight \(Case Studies\)](#)

AUCTIONS: LIVE, SILENT, ONLINE

Event-Based Auction

Live and **silent** auctions create an engaging atmosphere that fosters generosity. These events allow you to share your cause through photos, videos, and testimonials. The in-person experience can drive higher bids, but consider ticket prices and potential accessibility barriers for your attendees.

Silent (Paper) Auction

Held at a physical location, attendees bid anonymously using assigned bidder numbers. Each item has a bid sheet, and at closing time, the highest bid wins.



Bonus Revenue Opportunities: sponsorships, direct donations, and raffles.

- ★ [How Does a Nonprofit Silent Auction Work? 3 Tips For Success](#)
- ★ [Effective Marketing For A Silent Auction Fundraiser](#)

Live Auction

A live auction is best for high-value items, with an auctioneer or emcee guiding the bidding. The energy and excitement can drive prices up, but auctions should be kept under an hour to maintain engagement.

Bonus Revenue Opportunities: direct donations, raffles, paddle raises, fund-a-need, and upsells on event tickets, drinks, tables, and desserts.

- ★ [Live Auction Funding Frenzy: 11 Innovative Ideas For Big Bids](#)
- ★ [From Paddles To Profits: A Guide To Hosting A Stellar Live Auction Event](#)

Live Auction Considerations

A dynamic auctioneer and spotter team can make all the difference! The auctioneer should engage the audience while clearly explaining how funds will support the cause. Provide your auctioneer team with key details about the items and a bidding strategy for pricing.

- ★ [Live Auction Success: 10 Questions to Ask the Auctioneer](#)

Online Auction Fundraiser

For a flexible, time-efficient alternative, **online** auctions offer accessibility and extended bidding windows. These can run for hours or days, allowing bidders to participate conveniently.

Bonus Revenue Opportunities: direct donations, bid extensions, and proxy bidding.

Online Auction Fundraiser Considerations

Online auctions can broaden your reach and be combined with in-person events for a more significant impact. Consider launching an online auction as a lead-in to an upcoming event!

- ★ [How To Make An Online Auction Entertaining](#)

Unique Features Of Online Auction Fundraiser:

Bid Extension and **Proxy Bidding** are tools that extend the time and flexibility of online auctions. These fundraising features exclusive to online auctions can substantially increase final fundraising dollars.



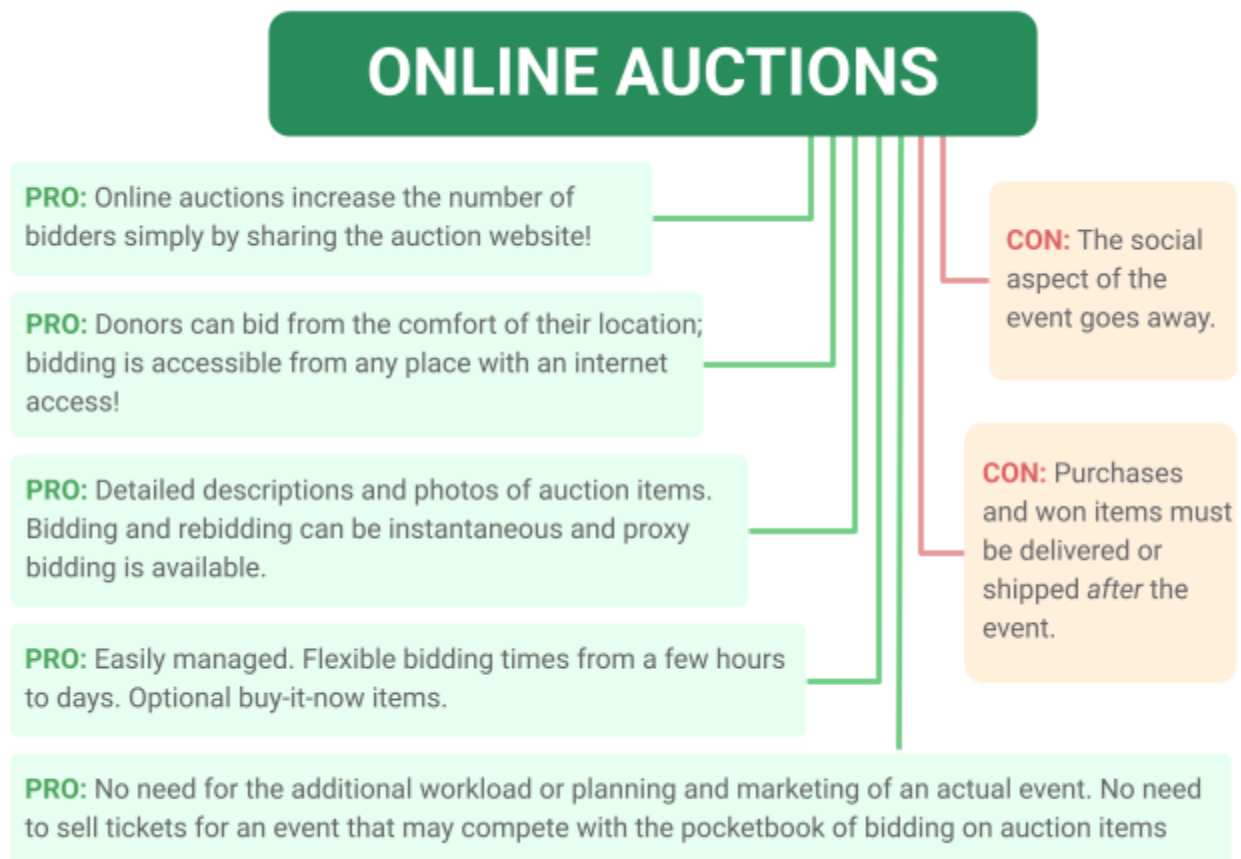
Proxy bidding speeds up the auction process and leads to higher fundraising proceeds. Bidders can set their maximum price without needing to monitor the auction constantly. Fundraising administrators have found that items sell for higher prices with proxy bidding.

★ [Learn more about proxy bidding for auction fundraisers.](#)

Bid Extension. Have you ever participated in an online auction and noticed a flurry of activity just before it closed? The winner is often the person who places the very last bid right before the auction ends. While the winning bidder is thrilled, one might wonder how much higher the bids could have gone if given more time.

These last-minute bidders are often referred to as "snipers." A solution to this is a "Bid Extension" feature, which prolongs the auction duration to allow for additional bidding opportunities and ultimately increases the fundraising proceeds.

★ [Learn more about Bid Extension bidding for auction fundraisers](#)



Virtual and Hybrid Auctions

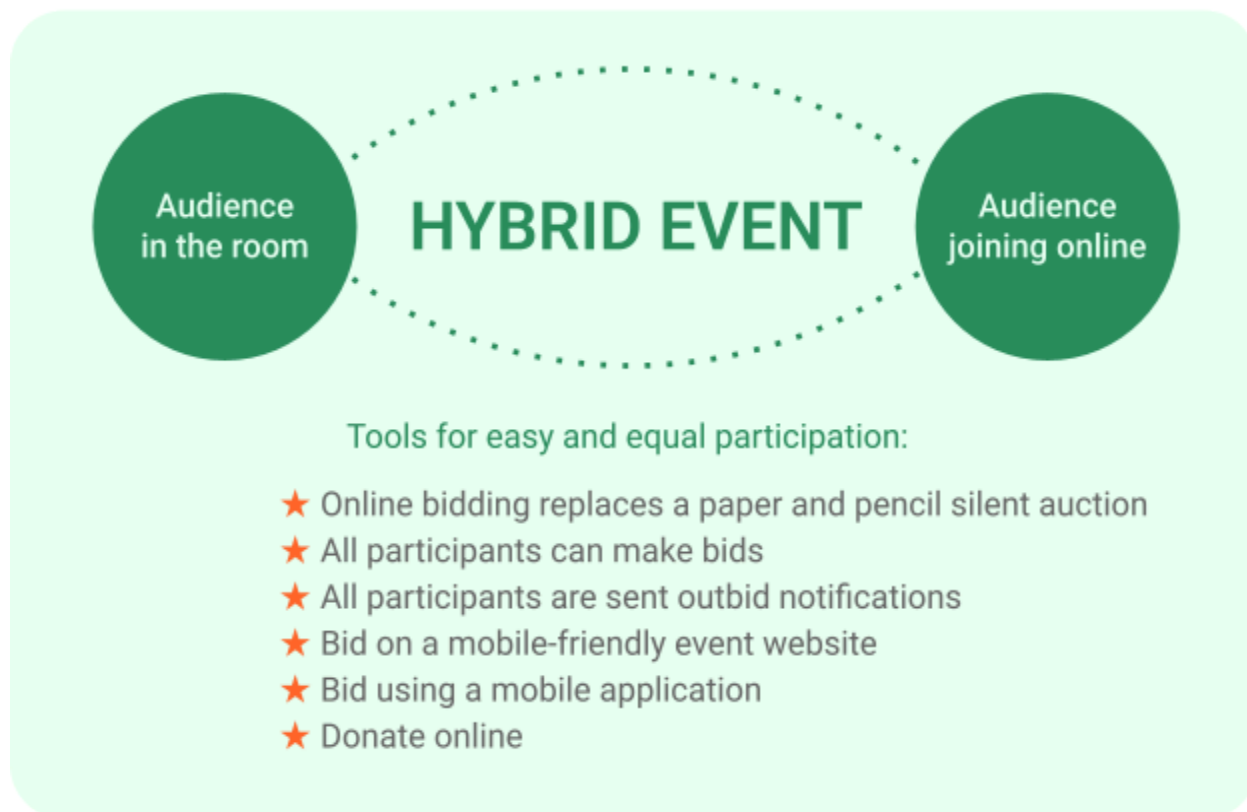
Virtual and **hybrid** auctions have transformed fundraising, offering flexibility and increased reach. These formats allow in-person and remote attendees to participate, making fundraising more inclusive and accessible.

The **Auctria** platform can easily support tickets, sponsors, donations, paddle raises, and auction activities.

Bonus Revenue Opportunities: **in-the-room** and **out-of-the-room** supporters.

Even as in-person events return, not everyone can attend. The key takeaway from recent years? Your audience extends beyond these rooms! Whether your event is 80% in-person and 20% virtual – or the reverse – you should engage both groups with seamless audio, visuals, bidding, and donation options.

★ [Dual Audiences Online Bidding and Donating](#)



Contactless Events

Contactless fundraising keeps things touch-free without losing the fun! **Auctria's** contactless features make donating simple, secure, and stress-free while prioritizing health and safety.

- ★ [Contactless Event Fundraising](#)

Combining Auction Types

A smart strategy is to start with an online pre-bidding event before transitioning to a live and silent auction. Pre-bidding adds interest, sells tickets, and builds excitement. When the in-person event begins, previous online bids become the starting prices, ensuring momentum continues.

Bonus Revenue Opportunities: pre-bidding adds an extra layer of pushing bids higher.

Mobile Bidding

Mobile bidding enhances both online and in-person auctions. When selecting a platform, evaluate mobile-friendly websites versus dedicated mobile applications. A secure mobile app provides a smoother, more reliable bidding experience.

Is Mobile Bidding A Fit For Your Auction?

YES

- ★ For any online auction
- ★ A silent auction where the bidding audience is scattered or over a large area
- ★ During a silent auction, when the bidding is open for a longer time

NO

- ★ When speakers or presentations are ongoing
- ★ With an audience that discourages mobile distractions
- ★ Without a backup plan, such as a kiosk

Tips For Choosing The Right Format For Auction Fundraising:

- ★ [Types of Auction Fundraisers: Live, Silent & Online](#)

This resource is provided by [Auctria](#)
Event and auction fundraising made easy from the first donation to the last receipt, and all the activity in between!
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GET INSPIRED BY THESE SUCCESS STORIES:

- ★ [With Dedication & Conviction: Crushing Goals](#)
- ★ [Data Retention & Transition is Critical](#)
- ★ [Donations Make the Auction](#)
- ★ [Power of Audience](#)
- ★ [Branding the Auction](#)

TICKETED EVENTS: GALA, PARTY, COMMUNITY EVENTS, GAMES

Themed Fundraiser Events and Golf Events

Adding a theme to your fundraiser or pairing it with an event, like a gala, party, or golf tournament, boosts participation and donations. Themed auctions capture more attention and make fundraising fun! People who enjoy themselves tend to stay longer and give *more!*

Unique auction themes draw crowds and media buzz:

- ★ [Christmas Tree Auction Is Dazzling Event for Boys & Girls Club of Oakhurst](#)
- ★ [Mango Season's First Tray Sold for \\$22,000 at Brisbane Markets](#)
- ★ [Headed to the Scrap Heap, Fundraising Sign Auction 'just snowballed'](#)
- ★ [Power of the Purse: Happiness is a New Handbag](#)
- ★ [Tips for a Themed Fundraiser Event](#)

TOURNAMENTS

Golf and pickleball tournaments are natural fits for fundraising. These events attract participants willing to spend, making them ideal for donor engagement in a relaxed setting.

- ★ [Pickleball Payoff: Fundraising Gold](#)
- ★ [Pairing Auction Fundraiser with a Golf Tournament](#)
- ★ [\[Webinar\] Golf Tournament & Fundraising](#)

GIVING DAYS

Giving Days can be **global**, like [Giving Tuesday](#), and **local**, like *San Diego Gives*, *Toonie Tuesdays*, *Do More 24*, *North Texas Giving Day*, etc.

#GivingTuesday is a global day of giving fueled by the power of social media and collaboration.

- ★ **WHEN:** The first Tuesday after Thanksgiving



- ★ **WHERE:** Worldwide
- ★ **WHAT:** A unified day to celebrate and encourage giving
- ★ **HOW:** Any nonprofit organization can participate in planning and promotion

Auctria users can easily set up a donation page in just a few clicks!

Follow the [Giving Tuesday Marketing Campaign](#) steps and base your ask on the [core number](#) for better efficiency.

Tips for Giving Day Events:

- ★ [GivingTuesday with Auctria](#)
- ★ [Auctria's #givingtuesday Pinterest Board](#)
- ★ [How To Add A Giving Tuesday Event in Auctria](#)

ADDITIONAL EVENTS

Add fundraising elements to well-attended events like school award ceremonies, concerts, or toy drives – where attendees are already gathered and enjoying the moment – by setting up easy, passive donation options like **QR codes**, **text-to-donate**, or a **raffle**.

SKYROCKET THE EVENT INCOME

When bidders have fun, the bids rise, and the donations flow! A fun environment maximizes donations and can bump the bottom line. Income-boosting strategies are creative ways to get donors to give if they don't want to participate in the traditional auction item bidding. Some organizations put all the effort into one annual event, but there are so many more opportunities during the year to raise additional funds for your cause!

- ★ [12 More Ways to Use Auctria To Increase Revenue](#)
- ★ [Maximize Auctria: how to make the most out of your 12-month license](#)

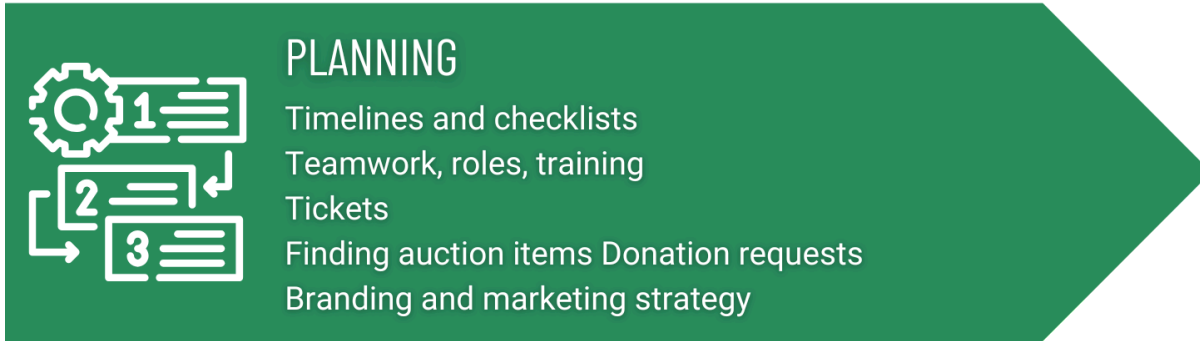
MORE WAYS TO BOOST REVENUE:

- ★ [For Sale Items](#): Fixed price items like **drink tickets** or **wine pulls**.
- ★ [Donation Items \(Fund-a-Need\)](#): Direct contributions to specific projects.
- ★ [Raffle Items](#): Prize drawings for added engagement.
- ★ **VIP Tickets**: Exclusive seating or other perks.
- ★ [Sponsorships](#): Partnering with businesses for additional revenue.

Tips To Make More Money During The Auction Fundraiser:

- ★ [Skyrocket Auction Fundraiser Income](#)
- ★ [Raffles Heighten Auction Income](#)





PLANNING

- Timelines and checklists
- Teamwork, roles, training
- Tickets
- Finding auction items
- Donation requests
- Branding and marketing strategy

PLANNING

TIMELINES AND CHECKLISTS

Planning and a timeline are vital to promptly completing all the work for your event fundraiser. Create a calendar *now* for all the critical dates and times.

Set hard dates on procurement, when the event goes live for marketing, pre-registration dates, ticket dates and, if the auction is online, open and closing bidding dates and times. Include emails and social media messaging in the planning. At this time, pre-plan the close-out dates, item distribution and thank you letters.

General Guidelines: [A Guide to Preparing for Auction and Event Fundraisers](#)

EVENT-SPECIFIC CHECKLISTS:

- ★ [Timeline & Checklist With an Event- Live & Silent Auction Fundraiser](#)
- ★ [Timeline & Checklist Without an Event- Online Only Auction Fundraiser](#)
- ★ [Auction Timelines & Checklists & User Training PDFs](#)

Quick Tip! *Work backwards from the event date to meet all your goals on time! Map out the entire event process with timelines, then fill in the details.*

TEAMWORK, ROLES, RESPONSIBILITIES

Event fundraising works best with a dedicated team. The diverse skills of the volunteers only enhance the outcome of the fundraiser. Consider splitting or combining duties depending upon the number and type of volunteers that step forward. Clear roles and advanced planning will help run your event fundraiser more smoothly.



Roles may look like this:

- ★ **Auction Committee:** establishes goals and maps out the overall auction process
- ★ **Event Team:** coordinates venue, defines the event theme, enlists keynote speaker(s)
- ★ **Procurement Team:** creates [donation request letters](#), secures donations
- ★ **Auction Data Team:** establishes starting bids, consistent pricing & buy-it-now pricing
- ★ **Marketing Team:** promotes the event, encourages early bidder registration and/or proxy bidding, capitalizes on public relations and social media

Need some ideas? [Auction Teamwork: Blueprint for Roles and Tasks](#)

Volunteers

Be transparent with the auction team regarding roles and responsibilities. Set reasonable goals and distribute duties based on desires and abilities. Many auction teams depend upon volunteers who donate time out of the goodness in their hearts. Communication is the key to finding and keeping volunteers happy, just like in any relationship!

Tips on finding volunteers and keeping them happy:

- ★ [Finding & Keeping Volunteers](#)
- ★ [Do and Don't Do in Recruiting Volunteers](#)
- ★ [Successful Staff Training through Games and Gamification](#)

Calling in the Professionals

Deciding whether to hire professionals for your auction fundraising event, such as a planner, emcee, or auctioneer, depends on your in-house talent and budget. Investing in experts can often yield greater returns.

Professional auction specialists can assist with planning, promotions, and filling seats, ensuring a smooth execution of your event. An emcee from outside your organization can engage the audience in a new way, and a keynote speaker can draw in larger crowds, boosting bids and fundraising potential.

- ★ [Auctria Trusted Auctioneers](#)

A professional event coordinator is valuable for organizing any live event, coordinating logistics and ensuring everything runs smoothly.



Key decisions include the date, venue, theme, food, entertainment, emcee, auctioneer, and keynote speaker. Determine if your venue provides all-inclusive services or if additional professionals are needed.

TICKETS

- ★ [Tickets For Admissions, Sponsorships, and Revenue Boosting](#)
- ★ [Streamline Your NPO Event Management With Auctria's Ticketing Platform](#)
- ★ [Smart Ticketing Elevates Your Fundraising Events](#)

Boosting Attendance and Sponsorship

Sponsorship serves a dual purpose in auction fundraising. It generates additional revenue and ensures sponsors are invested in the event's success. By participating, sponsors contribute to the promotional efforts of the auction and help expand its audience. They receive visibility both at the auction event and online, allowing them to strengthen their ties with stakeholders and demonstrate goodwill towards the community.

Any extra exposure for the event enhances its marketing message. Additionally, sponsors can promote their contributions and showcase their commitment to philanthropy.

Tips For Boosting Attendance and Sponsorship:

- ★ [Strategies Boost Attendance](#)
- ★ [5 Tips for Selling Tickets and Filling Seats](#)
- ★ [Sponsorships for Auction– They Make Money](#)

FINDING AUCTION ITEMS

An auction fundraiser requires enticing auction items to attract bidders. Think of these items as goods displayed in a window—the goal is to convert window shoppers into active bidders.

Finding auction items often comes down to the effort you put into asking. When soliciting donations, consider the audience for your event. Start by creating a wishlist of desirable items that your attendees will appreciate.

Reach out to past donors of goods and services, previous event attendees, business partners, and all other stakeholders. You may be surprised at the donations you can obtain through simple [online requests](#)—just ask! Many businesses view donations as a way to contribute without a significant time commitment, making them feel good about giving back.



Many companies manage donation requests through online forms. A quick Google search using "**NAME OF BUSINESS + DONATION REQUEST**" should yield valuable results.

Additionally, over 600 online donation request pages are available on our Pinterest boards, and **Auctria** has streamlined the donation search process to link directly to these request pages. You can easily click and request auction items from your computer.

Auctria's Mega-Donation Pinterest Board

This board connects you to U.S. and Canadian-based businesses that actively donate to auction fundraisers. You'll find links to donation request pages for retailers, restaurants, fast-food chains, manufacturers, and service providers.

★ [Mega-Donation Pinterest Board](#)

Auctria's Mega-Sports Donation Pinterest Board

This board links to U.S. and Canadian sports-related businesses and teams that donate to auction fundraisers. It includes links to every NFL, NHL, NBA team, major university team, minor league team, and sporting goods supplier.

★ [Mega-Sports Donation Pinterest Board](#)

Auctria's Keepsakes & Priceless Pinterest Board

Keepsakes and one-of-a-kind items, including DIY crafts, are often personalized and unique. These items can significantly enhance participation in charity fundraisers, provide marketing tools, and increase total collections. Keepsakes and priceless items are especially practical for schools, preschools, churches, and religious groups. These unique items can generate considerable interest at the auction and be significant money-makers.

★ [Keepsakes and Priceless Pinterest Board](#)

Quick Tip! *Reach out to businesses that you frequently patronize. For example, if you're dining at a restaurant, ask to speak with a manager during your meal to see if they would be willing to donate. Most of the time, the answer is yes.*

Include various starting price points for auction items and diverse offerings that appeal to a broad audience. Consider including services, goods, family events, restaurant gift certificates, travel opportunities, experiences, and [unique keepsakes](#) or collectibles.

It is perfectly acceptable to decline a donation if it does not have a true retail value or is not sellable. Offers like buy-one-get-one-free coupons or trial offers often lack significant



monetary value. It's okay to decline such items politely, or you might accept them as tokens of appreciation for your volunteers. Avoid cluttering the auction with items of little value.

Tips On Finding Auction Donations:

- ★ [Procurement Basics](#)
- ★ [Finding In-Kind Donations for Auction Fundraising](#)
- ★ [10 Tips to Do and Don't Do in Asking for Donation Items](#)

Consignments

Many companies provide unique items for consignment, such as sports memorabilia, experiences, and events. While consignments can be exciting, reading the fine print is essential. By accepting consigned goods, the charity agrees to auction them, typically with a minimum sale price. Profits above this minimum will be returned to your event, while unsold items will be returned to the consignment house.

Choose a reputable consignment company that understands your audience and avoids high-pressure sales tactics. The right partner will prioritize your needs and offer helpful suggestions.

Ensure that no-risk items come with a letter of authenticity that includes matching, tamper-proof holograms attached to both the letter and the item. This approach can enhance your fundraising efforts effectively.

Consignment Tips For Auction Items:

- ★ [What To Expect From No-Risk Auction Items](#)
- ★ [Auctria's Preferred Consignment Partners](#)

Pricing Auction Items

Setting prices for auction items can be tricky. Justify your pricing with ample photos and engaging descriptions. Since most items are donated, all income is profit, and higher bids lead to more significant contributions to philanthropy.

- ★ [Pricing Auction Items With Auctria](#)

DONATION REQUEST LETTER

Most businesses prefer a formal request when asked for donations. This typically involves providing written details that describe the cause and the specifics of the event.

A well-crafted [procurement request letter](#) should be concise, direct, and include key information:



1. **Overview of the Cause.** Provide a summary of the cause and explain how the donation will help fund a specific need.
2. **Contact Information.** Include the name and email address of the contact person. Adding a phone number can create a more personal touch.
3. **Tax Status and Identification.** Include tax status, ID, and relevant numbers. These are essential for donors when deciding whether to honor the request, as some may only donate to nonprofits within specific geographies or sectors.
4. **Call To Action.** Be specific about the date by which goods and services need to be collected for participation in the auction fundraiser.
5. **Donation Cut-Off Date.** Clearly state a donation cut-off date to ensure items arrive in time for marketing purposes.
6. **Visibility for Donors.** Highlight how their business will be recognized by being included in an auction catalog or online promotion. Make it worthwhile for them in terms of visibility and exposure.
7. **Thank the Donor.** Always remember to [express gratitude](#) to the donor after the contribution.

Donation Request Letters Samples:

- ★ [Donation Request Letter For Schools](#)
- ★ [Donation Request Letter for Non-Education Fundraisers](#)

BRANDING AND MARKETING STRATEGY

Think of yourself as a fundraiser marketer. Branding is *essential* – it defines your purpose, builds emotional connections, and ensures consistency.

- ★ [Building a Digital Plan for Marketing Your Auction Event](#)

Branding your auction fundraiser is crucial for long-term success and achieving your fundraising goals. Strong branding drives awareness and strengthens your fundraiser!

- ★ [Branding The Auction](#)

Key Branding Elements:

- ★ A clear, consistent logo and message
- ★ Engaging graphics and visuals
- ★ A dedicated website or event page
- ★ Videos and impact stories for promotion
- ★ Social media outreach and email campaigns



Promoting The Auction Fundraiser

Promoting the auction fundraiser in advance increases awareness and helps secure more auction items. Effective promotion goes beyond just sharing the date, time, and location.

Marketing Tips:

- ★ Show past event successes and impact
- ★ Create a compelling “call to action” (e.g. “Register now!” or “Donate today!”)
- ★ Use social media to generate excitement and engagement

A well-planned marketing strategy ensures your fundraiser gets the attention it deserves.

More Ideas for Promoting Your Fundraiser:

- ★ [Winning Strategies for Marketing Online Nonprofit Events](#)
- ★ [4 Nonprofit Marketing Tactics to Inspire Gen-Z Supporters](#)
- ★ [Email Marketing Campaigns for Nonprofits: Do's and Don'ts](#)
- ★ [4 Tips to Write Donor-centric Web Content for Your Nonprofit](#)
- ★ [One Video, BIG Impact: Why You Need an Impact Video for Fundraising](#)

Online Website Presence

Every fundraiser event needs an online presence. This starts with a dedicated website branded with the name of the cause and the fundraising event. During the pre-event stage, the website will sell tickets and provide relevant information to potential donors, bidders, sponsors, and volunteers. Include dates, times and appropriate contacts for each part of the fundraiser.

- ★ [Creating a Compelling Nonprofit Website: Strategies for Success](#)
- ★ [SEO: The Online Auctioneer's Most Valuable Tool](#)

Social Media

Start your social promotion early—publicize and send out "Save-the-Date" notices multiple times across different platforms and at various times, including weekends. Posts can get buried quickly, so resending reminders with new details, updated images, and messages from sponsors is okay.

Use [eye-catching content](#) that matches your auction fundraiser's branding to maximize excitement and engagement. Including images or videos in your posts can increase impressions, as social media algorithms favor visual content.

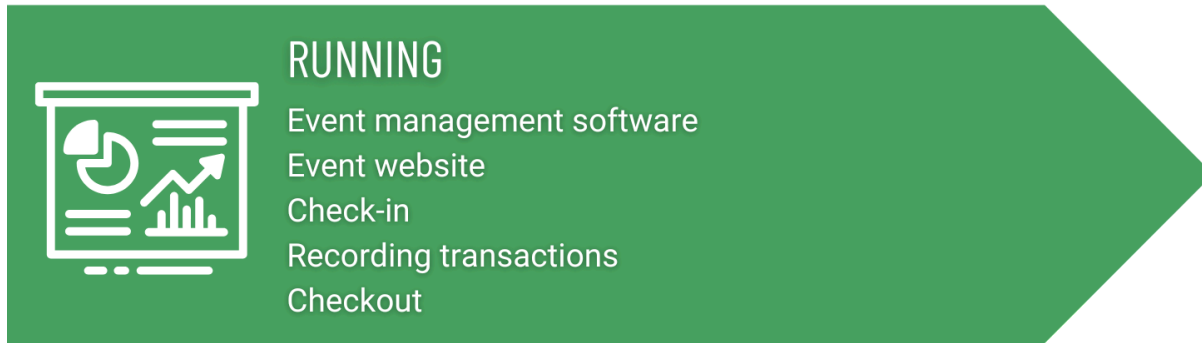


Consider hosting live videos leading up to the event to raise awareness about the auction items and any special guests. These videos don't need to be long or highly edited; an authentic glimpse into your cause can help supporters connect and encourage ticket purchases.

Social Media Tips For Auction Fundraising:

- ★ [Snapchat Geofilters for Auction Events](#)
- ★ [Must Do: Facebook Video and Promotion](#)
- ★ [Unlock The Power Of Facebook For Your Nonprofit](#)
- ★ [Ways To Promote Online Auctions On Social Media](#)
- ★ [Social Media for Nonprofits 101: Important Platforms to Know](#)





RUNNING THE FUNDRAISER

Organizing a fundraiser involves many complex moving parts that can be difficult to manage with pen, paper, and spreadsheets. Specialized software can help streamline the entire event, from the first donation to the last receipt, and organize all the bidding activities.

Auctria allows you to efficiently handle donors, donations, items and pricing, bidders, tickets and tables, check-in and checkout—all within one application.

EVENT MANAGEMENT SOFTWARE

Using a web-based program means always using the most current features.

- ★ **Procurement.** Track the entire process, from contacting donors to determining items and auction offerings.
- ★ **Bidder Automation.** Centralize the bidding process, including registration, bid offerings, and checkout.
- ★ **Organize Printed Materials.** Quickly template bid sheets, display pages, gift certificates, and auction catalogs for straightforward print-and-use.
- ★ **Guest Check-In.** Efficiently manage the check-in process for guests.
- ★ **Checkout.** Collect payments, donations, ticket sales, and product sales while printing or emailing receipts efficiently.

Quick Tip! [How AI Can Help You Personalize Your Fundraising Work](#)

EVENT WEBSITE

A dedicated website for your auction and fundraising event is crucial for establishing legitimacy and credibility. It should be easy to navigate, allowing donors to register, buy tickets, bid, and donate anytime, as it's accessible 24/7.

Event and auction fundraising made easy from the first donation to the last receipt, and all the activity in between!
Follow Auctria on [Facebook](#), [Instagram](#) & [Pinterest](#)



Auctria provides each auction with a dedicated website, helping you create a professional online presence. Promote your event, sell tickets and sponsorships, and showcase an online catalog for marketing and pre-bidding. The user-friendly templates simplify the process, and smart templates automatically add pages for sponsorships or raffles as needed.

Why An Event Website Is Necessary For Any Event Fundraiser:

- ★ Websites are unique to each event, allowing for tailored content and messaging.
- ★ It provides a convenient platform to share information and connect with donors and bidders.
- ★ Establishing an online presence early in the planning process enhances the event's credibility.
- ★ Procurement efforts are improved when donors see their business appreciated and promoted online.
- ★ Website templates simplify the setup process, enabling quick personalization with various web elements.

Tips For Setting Up The Perfect Event Website:

- ★ [Nonprofit Websites: 5 Ways to Make the Most of Yours](#)
- ★ [Don't Underestimate the Power of a Great Event and Auction Website](#)
- ★ [Designing an Event Landing Page: 5 Strategies for Nonprofits](#)

CHECK-IN

Auctria streamlines managing guest check-in, ensuring a smooth entry experience for your guests.

Here's how it works:

- 1. Online Dashboard.** Auctria's user-friendly online dashboard allows event organizers to manage guest lists and monitor check-in status in real-time. This centralized control simplifies the check-in process, enabling organizers to be well-prepared for guest arrivals.
- 2. Admin App for Mobile Devices.** With the Auctria Admin App, volunteers and staff can check in guests directly from their smartphones or tablets, allowing them to move around the room. This mobile capability makes it easy to scan tickets, verify registrations, and handle any last-minute changes *on the go!* The Admin App enhances mobility and flexibility, ensuring check-in can happen *anywhere* in the venue.



3. **Self Check-In on the Event Website.** Auctria also provides a self-check-in feature built directly into the event website, allowing guests to check themselves in quickly and easily. With just a few clicks, your guests can confirm their arrival, reducing wait times at the check-in counter and creating a more seamless event experience. This self-service option empowers guests and helps keep lines to a minimum.

Want To See More? Check Out The Following Pages:

- ★ [Auctria Unveils New Admin App For Android And Apple](#)
- ★ [Auctria Mobile Apps](#)
- ★ [Auctria: Introduction To Check-In](#)
- ★ [Participant Self Check-In](#)

RECORDING TRANSACTIONS

Auctria provides powerful tools to record and manage transactions across auctions, raffles, sales, and donations - all in one centralized platform! Whether hosting a charity auction or running a fundraising raffle, Auctria ensures every payment and contribution is accurately recorded and easily accessible.

With **real-time tracking**, you can monitor payments as they happen, reducing administrative work and improving transparency for your guests. Auctria also supports multiple payment methods, including **credit cards** and **digital wallets**, ensuring a smooth experience for donors and bidders. Automated invoicing, receipts, and reconciliation features keep your financials organized, making **post-event reporting** effortless.

From small fundraisers to large-scale events, Auctria simplifies transaction management so you can focus on maximizing your fundraising success!

- ★ [Recording Nonprofit Auction Funds: 3 Best Practices](#)

CHECKOUT

The checkout process is streamlined with **Auctria**, making it fast, secure, and hassle-free for organizers and guests. Whether bidders pay for auction winnings, raffle tickets, or donations, Auctria's **integrated checkout system** ensures a seamless experience.

Auctria offers **mobile-friendly payment options** and features integration with two payment processors (*Stripe* and *Authorize.Net*), so guests can check out instantly from their phones using credit cards or digital wallets. The Auctria Admin App allows quick access and real-time payment processing, reducing wait times and eliminating confusion.



From in-person to virtual events, Auctria's flexible checkout solutions help you close your event efficiently and professionally.

★ [Payment Collection and Donations](#)

AUCTION LOGISTICS: DONORS, BIDDERS & ITEMS

MANAGING DONORS

Show appreciation when receiving donations – thank donors in person, by email, or by mail. Follow up with a confirmation and share a direct link to their donated item, encouraging them to spread the word. Promote donors through your event website, social media, emails, and auction catalog. A donor page with links to their business fosters goodwill and boosts visibility!

★ [What Is Donor Segmentation And Why Is It Important?](#)

MANAGING BIDDERS

Bidders drive your auction's success. Ensure unlimited bidder registrations and streamline check-in by allowing online ticket purchases and pre-registration. Automating tasks like bidder tracking and invoicing minimizes errors and enhances the experience.

MANAGING AND PRICING AUCTION ITEMS

Auction items fall into three categories:

Paper Bidding (Silent): Bid via paper or online bid sheet.

Live Bidding: Sold entirely during a live auction, with no bid sheets involved.

Online Items: Entirely virtual.

Check out this page in our User Guide: [Introduction to Items](#)

Tracking and Inventory

Record donor names, item details, value, restrictions, and supporting documentation. Gather images and logos to enhance marketing efforts.

Pricing Strategies

Auction pricing should be strategic yet flexible to drive engagement. Use high-quality photos and compelling descriptions to highlight value.

Industry Standards For Auction Pricing:

★ [Pricing for Bids](#)



- ★ [Apply a Pricing Policy](#)
- ★ [Describing & Marketing Auction Items](#)

Pricing General Goods & Services

Start bidding at **40-50% of retail value**, with increments divided into five bidding steps.

Example:

- ★ A \$100 gift card, donated by *Yummy Restaurant* → **Starting bid: \$40-50, increments: \$10**

Pricing Unique or High-Value Goods & Services

Start at **40-60% of realistic retail value** with flexible increments. Live auctions allow real-time price adjustments.

Example:

- ★ A \$3,000 vacation package → **Starting bid: \$1,200-\$1,800, increments: \$75-\$200**

Pricing Keepsakes & Priceless Auction Items

Tailor pricing to sentimental value. Keepsakes should have [consistent starting bids](#) and increments, while priceless items (e.g. VIP parking, exclusive experiences) can start high with larger increments.

Example:

- ★ Front row event seating → **Starting bid: \$50, increments: \$20**

AUCTRIA BUILT-IN TOOLS

Auctria simplifies pricing by automating starting bids, minimum bid increments, and **Buy It Now** options – saving time and ensuring consistency.

With smart donor recognition, bidder management, and optimized pricing strategies, Auctria helps maximize your auction's success!

Bids Sheets & Recording Bids

Managing bids, sales, and payments efficiently is crucial for a smooth auction or event fundraiser. Auctria streamlines the process by allowing you to:

- ★ Record bids and purchases
- ★ Accept cash donations
- ★ Process payments alongside bids, purchases, and donations



Creating Effective Bid Sheets

Bid sheets should be clean, professional, and easy to use. While every auction has unique preferences (such as single, double, or triple columns, pre-filled or blank increments, and bidder names or numbers), clarity and consistency are key.

Auctria simplifies bid sheet creation with [customizable templates](#). With an **Explorer Account**, you can easily load items, preview bid sheets, and print professional, branded sheets.

Options include [custom stationery](#), tailored layouts, and essential details like:

- ★ Auction item name & number
- ★ Next bid increment
- ★ Bidder name, number, or email (as needed)

Need More Ideas? [Elegant Bid Sheets: Blanks & Solutions](#)

Well-designed bid sheets enhance the bidding experience and keep your auction running smoothly. Auctria takes the hassle out of formatting so you can focus on fundraising success!



FINAL AUCTION FUNDRAISING PREPARATIONS

A successful event requires thorough testing and preparation. Conduct a **dry run** to ensure all systems, personnel, and logistics are ready. Double-check your [timeline and checklist](#) to avoid last-minute surprises.

Auctria System Checks

- ★ Verify [credit card](#) and [payment](#) connections
- ★ Test [starting bids and bid increments](#)
- ★ Set up [sales tax](#) and [manage expenses](#)

Event Ticket Preparations

- ★ Use [E-Tickets](#) for a seamless [Check-In](#)
- ★ Review [ticket sales in Auctria](#)

Prepare & Print Documents

- ★ [Auction catalog](#) and [bid sheets](#)
- ★ [Stationery](#) and [gift certificates](#)
- ★ Final [statements](#) for participants

People & System Checks

Test all systems, WiFi, and printers at the event location. Train auction personnel in advance to handle the following:

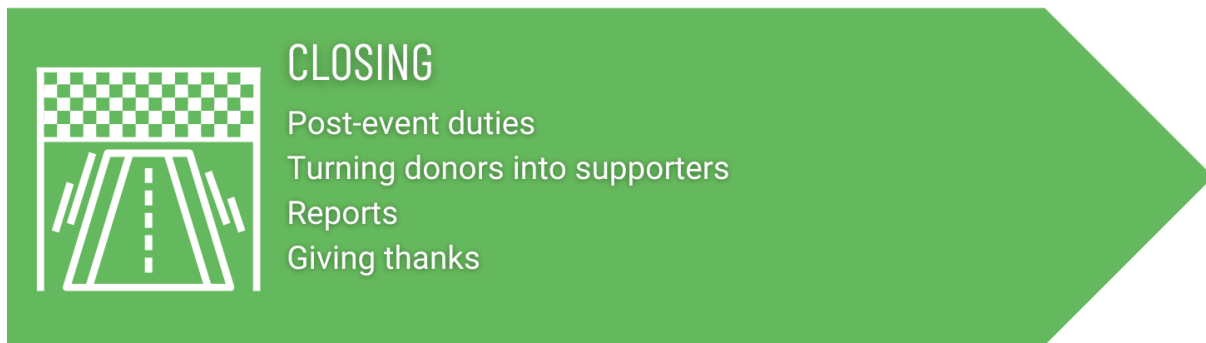
- ★ **Participant management** (adding, finding, and [checking in](#) guests)
- ★ **Recording** [bids](#), [purchases](#), and [donations](#)
- ★ **Auction** [closeout procedures](#)

Promoting & Marketing

- ★ **[Promote, Promote, Promote!](#)**
- ★ Leverage social media with engaging photos and videos
- ★ Maximize visibility by linking directly from your auction website to emails

A well-prepared event runs smoothly, maximizes fundraising, and creates an excellent experience for donors and bidders. With **Auctria**, you have the tools to ensure everything is set for success!





POST-EVENT

After your event has concluded, take a moment to appreciate the success of your fundraiser! The work isn't over yet – thoughtful follow-up ensures lasting relationships with donors, bidders, sponsors, and volunteers while setting the stage for future events.

KEY POST-EVENT TASKS

- ★ **Distribute Auction Items & Maintain a Paper Trail** – Ensure winners receive their items promptly and keep accurate records.
- ★ **Report Auction Proceeds** – Track revenue, expenses, and overall impact. Use **Auctria's** reporting tools to simplify this process.
- ★ **Show Gratitude** – Thank donors, bidders, volunteers, and sponsors with personalized messages.
- ★ **Encourage Matching Gifts** – Many companies double or even triple employee donations. Always remind donors to check their employer's matching gift programs!
- ★ **Boost Social Media Engagement** – Share photos, testimonials, and results to keep the momentum going.
- ★ **Strengthen Donor & Sponsor Relationships** – Keep the conversation going to turn event attendees into long-term supporters.
- ★ **Save the Date for the Next Event** – Early promotion builds anticipation and repeat participation.
- ★ **Request Feedback** – Gather insights to improve future fundraisers.

More Helpful Resources:

- ★ [9 Post-Auction Duties](#)
- ★ [Double The Donation!](#)



TURNING DONORS & BIDDERS INTO LONG-TERM SUPPORTERS

An auction is more than a fundraiser – it's an opportunity to build lasting connections!

Keep supporters engaged by:

- ★ Sharing impact reports that highlight their contributions
- ★ Providing updates on how funds are being used
- ★ Inviting them to future events and initiatives

For More Insights, Check Out:

- ★ [Post-Auction Strategies](#)
- ★ [Thanking Your Donors: 3 Post-Event Best Practices](#)
- ★ [Top Strategy to Get 100% of Your Nonprofit Board to Give Passionately](#)
- ★ [#1 Way to Engage Donors and Inspire Bigger Giving](#)
- ★ [5 Strategies to Convert Event Attendees into Annual Fund Donors](#)
- ★ [4 Key Strategies for Nonprofits to Keep Supporters Engaged](#)
- ★ [How to Turn Bidders Into Donors](#)

THE IMPORTANCE OF REPORTING

Accurate tracking helps maintain financial transparency and strengthen relationships with donors. Reports also provide valuable insights into audience engagement and fundraising performance.

Pro Tip! *Share key statistics with supporters to demonstrate impact and inspire continued giving.*

Explore:

- ★ [Using Auctria Reports & Little Green Light's Flex Tool: Steward Donors for Long-Term Success](#)
- ★ [Recording Nonprofit Auction Funds: 3 Best Practices](#)
- ★ [Introduction To Auctria Reports](#)

EXPRESSING GRATITUDE: THE KEY TO FUTURE SUPPORT

Showing appreciation is one of the most powerful ways to ensure continued engagement. Recognize all contributors with personalized thank-you notes, social media shoutouts, and heartfelt messages.



Be especially kind to:

- ★ **Donors.** They gave willingly and can become repeat supporters.
- ★ **Volunteers.** Their time and effort made the event possible.
- ★ **Sponsors.** They support the cause and value recognition.
- ★ **Bidders & Guests.** They provided the financial fuel for your fundraiser.

Need Inspiration? *Check out these thank-you letter examples:*

- ★ [Writing Thank You Letters](#)
- ★ [Bidder Thank-You](#)
- ★ [Volunteer Thank-You](#)
- ★ [Donor Thank-You](#)

A well-executed post-event strategy ensures long-term success. With **Auctria**, tracking, reporting, and nurturing supporter relationships are easier than ever, helping you maximize impact year after year.





BONUS

Tools to grow your fundraising skills:

Reading
Watching
Listening
Socializing

BONUS TOOLS: LEARN, ENGAGE & CONNECT

Auctria provides a wealth of resources to help fundraising teams maximize success. Whether you prefer reading, watching, listening, or engaging with a community, there's something for everyone!

READ

Explore our regularly updated [collection of articles](#) on fundraising strategies, success stories, golf tournaments, and expert insights.

WATCH

Access an open library of recordings and slides from over [200+ webinars](#) hosted by Auctria.

LISTEN

Auctria has been featured on multiple fundraising-themed podcasts, sharing insights and best practices.

★ [Check out the full list here.](#)

SOCIALIZE & CONNECT

Join the **AuctionTeamTalk** group on Facebook to exchange ideas, ask questions, and connect with other fundraising professionals. Topics range from event decor to ticket sales timing, and Auctria even runs giveaways throughout the year!

★ [AuctionTeamTalk on Facebook](#)



ENGAGE WITH INDUSTRY LEADERS

Don't miss the **Q&A Sessions** at the end of each Auctria webinar – always **free and open to the public**.

★ [Check out the schedule and reserve your spot here.](#)

FOLLOW AUCTRIA ON SOCIAL MEDIA

Stay updated with the latest fundraising trends and Auctria news:

 [Facebook](#) | [Instagram](#) | [LinkedIn](#)

