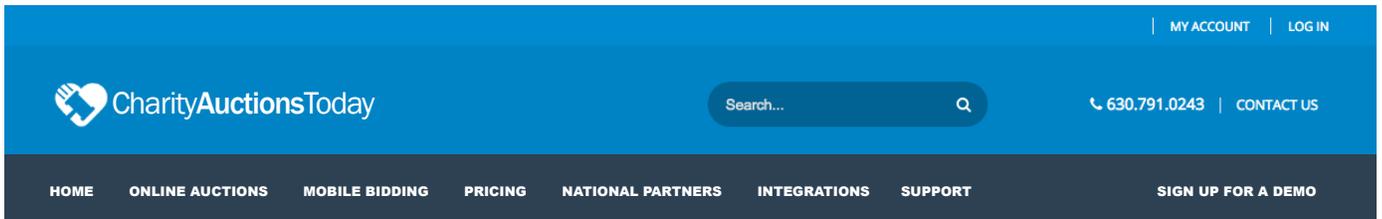




# CharityAuctionsToday

## ONLINE AUCTIONS

### SETTING UP YOUR AUCTION



#### Step 1

Create an account by clicking on the “Sign Up for a Demo” button. After filling out the form, you will be taken to the Auction Setup Wizard.

#### Step 2

You made it! Fill in the blanks to create an online auction fundraiser.

##### Name Your Auction

Use the name of your fundraiser. Something you will promote and share. Keep it short and simple.

##### Create a URL

The URL is auto generated when you type the name of your fundraiser.

##### Choose your Time Zone

##### Name the Block of Time

No need to get creative—just label them Block 1, Block 2, etc. This is set to define when your auction item(s) will go live and end. You only need one time block if you want all items to start and end at the same time. Multiple time blocks are used if you want to stagger the end times.

##### Item Status

Click “yes” to show your item in your dashboard.

##### Choose the Proper Country Currency

#### Step 3

Click “Next Step” to save and continue.

Basic Info      Settings      Finish

To get started, fill in the following fields. You can update fields later if you don't have the exact information right now.

**Auction name\***

For internal use only

**URL\***

This will be your auction URL. A unique number will be added at end of url.

**Time zone**

Start and end times will be in this time zone

**Set auction time** Create a time block to set the item's start and end date/time. You can create multiple time blocks later from the auction dashboard.

Name time block*	Start time*	End time*
<input type="text" value="e.g. Block 1"/>	<input type="text"/>	<input type="text"/>

**Item status**  Yes (Recommended)  No/Decide later  
Display items before the start time

**Privacy settings**  Private  Public  
Open only to people that receive your link  
List your auction on our Browse Auctions page

**Currency**  [Edit](#)  
We'll display bid amounts in this currency



# CharityAuctionsToday

## ONLINE AUCTIONS

### SETTING UP YOUR AUCTION

Activate Auction

Explore for free. Activate your account when you're ready to add more items.

**BOOM!** Your auction is all set. You're ready to add auction items.

We start all new auctions in demo mode so you're only able to add 5 items and place two test bids per item. At anytime, you can click the red Activate Auction button at the top of the Auction Dashboard to unlock more items and bidding.

#### Step 5 - Adding Items

From the Items Page, you can add items one at a time or import items in bulk. Before moving to this step, have good quality images of your auction items and detailed information for each item.

There are many options to choose and most are optional. Some of them are confusing to beginners. So, we've added an explanation of each option on the next page.

Auction Dashboard

Set Payment Options

Items

All Items

Add Items

Custom Categories

Invoices

Auction Options

Invite & Promote

Reports

Live Event Options

Auction Items > Add Item

Listing type: Online Auction

Tell our system how to list this item

Add category: Select Category

Remove

Add more

Item title\*

Make a compelling title so bidders click to view more

Description:  Yes  No

The more detailed a description, the more bids you'll receive



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## ONLINE AUCTIONS

### SETTING UP YOUR AUCTION

#### Item Options

**Listing Type (Required):**

Choose between Online Auction or View Only. View Only should only be selected if you want an online catalog of items but no bidding activated.

**Item Title (Required):**

Create a clear, concise title, but make it intriguing so that they will want to click for more information. Yep, this is the hard part! So, if you have a gift basket donated from a chocolate store you might say something like, "Chocolate Lover's Dream Basket". It is short and concise, nothing confusing. We know it is for chocolate lovers and we know it is a basket. They'll want to click to see more details.

**Starting Bid (Required):**

What price will the bidding begin for each item? Make it low enough to entice bidders but not too low. Rule of thumb, if you only received one bid, would you be happy with the amount of money raised?

**Blind Bid (Optional):**

This hides the bidder history. It can make the bidding more exciting. However, some bidders like to see the bids and get into bidding wars. This can dramatically increase the end bid.

**Bid Increments (Required):**

Custom or Default. Choose your own increments or use the default setting. You might want to create your own increments to make it more interesting.

**Catalog Number (Optional):**

Assign a number to your items to keep track for accounting purposes and taxes.

**Hide Item (Optional):**

Item can be hidden until you decide to unhide them.

**Add Donors (Optional):**

Display who donated items. Click yes for a box to fill in details. Some donors wish to remain anonymous while others want the exposure.

**Upload Images (Optional):**

You should upload images showing the item from various angles. You can upload up to 5 images per item.

**Item Description (Optional):**

What is it? Who donated it? Where did it come from? List the items inside the basket. Use brand names, sizes, and retail values. Be as detailed as possible.

**Add Category (Optional):**

Group items by category. You can create unlimited Custom Categories.

**Add Buy it Now (Optional):**

Add a Buy Now price to sell the item outright? Make it more than the retail value, this is for charity!

**Auction Time (Required):**

You already chose a time during setup. To change it, simply edit your Time Block from the Edit tab. Times can even be changed after the auction starts.

**Shipping Costs (Optional):**

Will you add shipping costs to the invoice? Will you ship? Have this amount figured for each item. Shipping can get pricey. You can also require bidders to pick up their items at the end of the auction.

**Add Quantity (Optional):**

Do you have 1 item or several?

**Item Value (Optional):**

What is the retail value?

**Set a Reserve (Optional):**

What do you need to make a profit on the item? Sometimes you purchase items for your auction, make sure the reserve is for more than your cost.

**Popcorn Bidding (Optional):**

Prevents auction sniping in the last few minutes. Say what? What is popcorn bidding? Popcorn Bidding gives all bidders an equal chance of winning the item by extending the end time of the item if a last minute bid is placed. Any bids placed in the last five minutes before the auction ends will extend the auction end time to the 5 minute mark and count down again.



### SETTING UP YOUR AUCTION

#### Save & Exit

It is time to save and exit the item page. Did you fill in everything correctly? You are about to find out. It will not approve the auction for saving until you have properly filled out the form.

#### Step 6 - Designing Your Auction

From the Design Tab, you can upload the look and feel of your auction to match your website.

- Add Logos/Banners
- Add main images
- Add a title and description that gives more information about your organization and auction.
- Add/Remove page features

The screenshot shows a web interface with a dark navigation bar containing 'EDIT', 'DESIGN', and 'MANAGE'. Below the bar, the breadcrumb 'Dashboard > Design page' is visible. The main content area is split into two sections: 'Choose a theme' and 'Or design your own'. The 'Choose a theme' section displays four theme thumbnails (light blue, light grey, purple, and brown) with left and right navigation arrows. Below the thumbnails is a list of links: 'Page Features', 'Upload Logo/Banner', 'Upload Main Image', and 'Title & Description'. The 'Or design your own' section features a 'Save' button and a grid of color pickers for various elements: Event Title, Header Text, Body Text, Links Color, Button Color, and Button Text (all set to #313637); Background, Box Background, Box Border, Box Header, and Box Text (all set to #e5e9f0); and Progress bar (set to #74d04c). The Body Text color is set to #6b6b6b, Links Color to #5773b0, and Button Color to #5773b0.

For tips on designing your auction to receive more bids and donations, check out our [bonus video](#).

<https://www.charityauctionstoday.com/p/bonus-training-7-design-your-auction-for-more-bids-and-donations/>



# CharityAuctionsToday

## ONLINE AUCTIONS

### SETTING UP YOUR AUCTION

#### Step 7 - Launching Your Online Auction

When launching your online auction, copy the auction URL and send it out in email or through social media.

#### URL Location:

Invite & Promote > Links & Widgets > Send Auction Link

- Auction Dashboard
- Set Payment Options
- Items
- Invoices
- Auction Options
- Invite & Promote**
- View Auction
- Links & Widgets**
- Add Auction to Facebook

## Links/Widgets

### Create Auction Link

<https://www.charityauctionstoday.com/auctions/nchspto2016> Update

Create a custom URL for this auction. A unique number identifier will be added to the end of the link. (NOTE: If this link is changed, the old link will no longer work. Only change this link if your auction has not been shared.)

### Send Auction Link

<https://www.charityauctionstoday.com/auctions/nchspto2016-3537>

Copy this web address and paste it into an email, instant message, Facebook, Twitter, or anywhere else and bidders will be directed to your auction.

### Live Event Registration Kiosk

<https://www.charityauctionstoday.com/register/nchspto2016-3537>

Copy this web address and paste it onto a laptop or tablet to register guests as they arrive at your live event/gala. The kiosk will send a text message with a link to your auction after registration is completed.



# CharityAuctionsToday

## ONLINE AUCTIONS

### SETTING UP YOUR AUCTION

#### Step 8

##### End of Auction Process (Free Plans)

- ✓ If you have a free plan, all credit cards will be charged and a paid receipt will be emailed and sent by text message to all winning bidders.
- ✓ You will see the notifications below on the Auction Dashboard with quick links to view Reports and Invoices.
- ✓ All funds will be deposited into your bank account by Stripe or Paypal. You can log into your Stripe or Paypal account to check the deposit status.
- ✓ All performance fees and credit card processing fees will be taken out by Stripe or PayPal and the net amount will arrive in your bank account.
- ✓ You can run reports inside Stripe or PayPal to see all fees per transaction.
- ✓ If any credit cards fail, we will follow up with the winning bidders every day until the invoice is paid.

##### End of Auction Process (Pre-Paid Plans)

- ✓ We will NOT auto charge any credit cards on file. Instead we send an invoice by text message and an email notification with a link to make a payment.
  - ✓ Once Invoices are paid, you will see the Invoice Status change from Sent to Paid in real time.
  - ✓ With a Pre-Paid Plan, you have the ability to collect cash or check offline. When you do, you will need to mark those invoices as Paid by Offline Payment Method.
- NOTE:** We will continue to send past due invoice notification for any invoice still marked as Unpaid.
- ✓ At anytime, you can bulk charge all winning bidder's credit cards you have stored on file from the All Invoices page.
  - ✓ You can run reports inside Stripe or PayPal to see all fees per transaction.
  - ✓ You will see the notifications below on the Auction Dashboard with quick links to view Reports and Invoices.



Visit [Stripe](#) or [Paypal](#) to check on your auction payout status and deposit dates.



Run end of auction [Sold Item Report](#).



[View Invoices](#) to check the paid/unpaid status.



Run end of auction [Reports](#).