CharityAuctionsToday

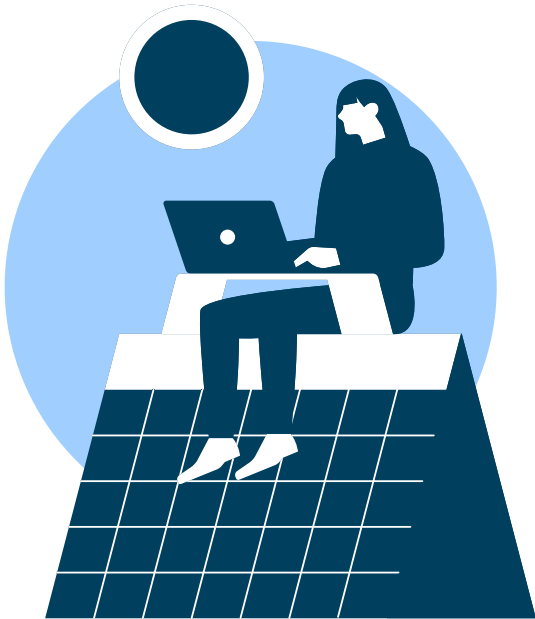# THE COMPREHENSIVE
AUCTION SET-UP CHECKLIST

Step 1: Schedule your auction.

Scheduling your auction first is important as it allows for proper organizing and effective promotion.

You can set the dates for when you want to start and close the auction through the following steps:

1. Navigate to the "Event Settings" section.
2. Access the "General Info" tab.
3. Click "+ Add time block" button.
4. Name your time block and input the start and end date as well as the times.
5. Click the "Save All" button to save.

THE COMPREHENSIVE
AUCTION SET-UP CHECKLIST

Step 2: Design your event.

Create a positive first impression: Access auction design features from your auction home page.

- **Customized URL**: Personalize the auction URL to include your brand/cause to establish trust.
- **Upload Banner:** Upload a clear and eye-catching banner.
- **Background and Text Color:** Use a color that will complement the banner.
- **Logo Display:** Feature your logo to establish trust and enhance brand recognition.
- **Event Name, Description, and Benefits:** Tell your story and communicate the unique value and experience of your auction.

THE COMPREHENSIVE
AUCTION SET-UP CHECKLIST

Step 3: Add your items.

1. Navigate to the "Add/Edit Items" section.
2. Click the "+ Add Item" button.
3. Enter as much information as possible for each item.
4. Click the "Create Item" button to save.

- **Item Name:** The name should clearly state what the item is.
- **Starting Bid:** Set a reasonable starting price to help attract bidders.
- **Bid Increments:** While we've got default increments available, you can still customize the amount.
- **Images:** Upload detailed images showcasing the item from various angles.
- **Description:** Provide a detailed and accurate description.
- **Popcorn bidding:** Prevent the item from closing at the scheduled time if there's a bid war.

THE COMPREHENSIVE
AUCTION SET-UP CHECKLIST

Step 4: Customize the auction settings.

Adjust the auction's settings to ensure a smooth and enjoyable experience for both you and the bidders. To modify the auction settings, access the "Event Settings" section.

- **Invoice Design:** Determine how winners can obtain their items.
- **Auction Terms:** Share important information about terms and conditions to help bidders understand the rules before participating.
- **Make a Donation button:** Enable a donation button, allowing visitors to donate money to your organization without participating in the auction.
- **Notifications:** Adjust the notifications you'd like to receive from us.

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AUCTION SET-UP CHECKLIST

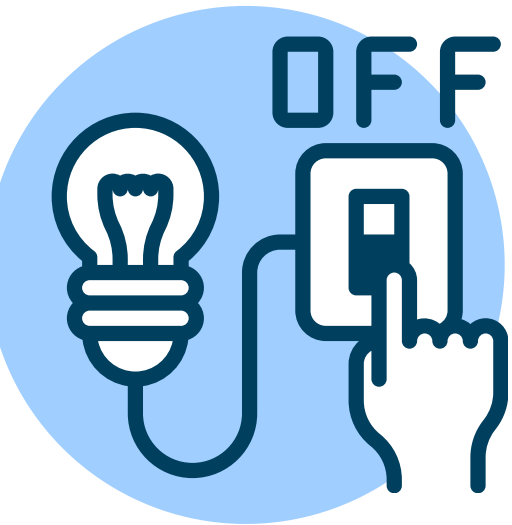## Step 5: Connect a bank account

Link your bank account to receive your payout by visiting the "Withdrawal Information" section. Simply provide all the required details.

Here are some useful links to assist you in successfully closing out the auction.

- How to request a payout
- How to mark invoices as paid for offline payments received
- Steps to pay the invoice

Step 6: Turn-off Test-Mode

Once you have finished setting up your auction, make sure to turn off TEST MODE before you launch or promote it.

To turn-off the test mode, locate the option at the top-right corner of the page. Simply toggle the button to switch it off.

Here are the key points to note about the test mode for your auction set-up:

- While in test mode, you can freely place fake bids and test invoices to ensure everything is set up correctly.
- Once you turn off the test mode, there is no option to revert back.
- Any test bids and test invoices created during the test mode will be removed.
- Once the test mode is disabled, you will be ready to accept live bids as scheduled, based on the auction start date.

THE COMPREHENSIVE
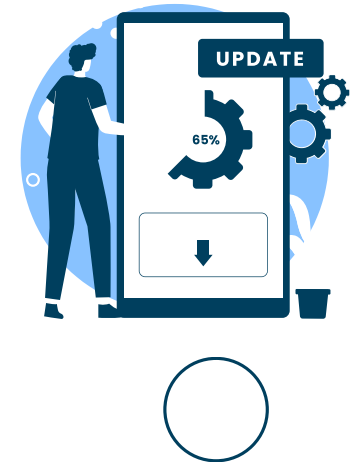# AUCTION SET-UP CHECKLIST

PROMOTE YOUR AUCTION
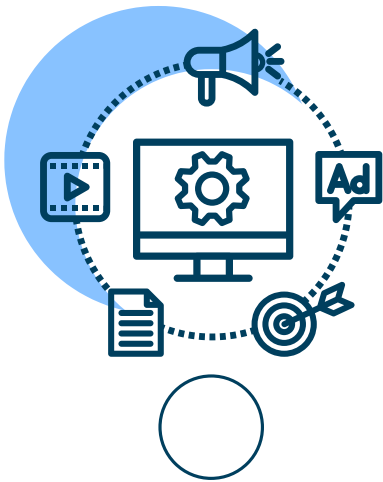
Create engaging and shareable content to maintain the bidder's interest.

Utilize Social Media platforms like Facebook, X, and Instagram to reach out a broad audience.

Leverage your personal and professional networks to spread the word about the auction and encourage participation.
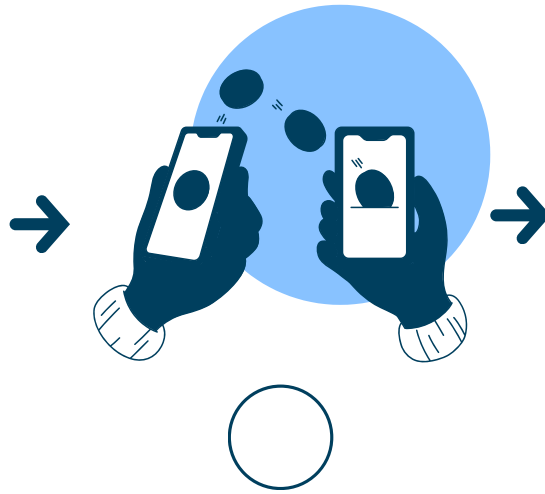
Encourage continued support by informing bidders about the latest updates and developments.

THE COMPREHENSIVE
AUCTION SET-UP CHECKLIST

ENDING ON A GOOD NOTE

Run a follow-up auction for remaining items. Give your bidders another chance to support your cause!

→

Process all payments. Your bidders should be aware of how end-of-auction transactions will be handled.

→

Generate necessary reports. **This might include unsold items, payment status, number of bidders, total amount raised, etc.**

→

Thank everyone who helped you raise funds! A simple, well-written acknowledgement will make your volunteers and bidders feel appreciated.

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CHAT WITH US

A member of our team is happy to live chat with you Monday through Sunday, 8 a.m. - 9 p.m. CST.

CONNECT WITH US

Schedule a live demo of our platform with one of our auction success managers.

LEARN WITH US

Visit our help center to explore all the information your require about our platform. Find step-by-step guides to master the full potential of our service.