BOARD OVERVIEW

Auction proposal for our board

Organization _____

Event and date _____

Prepared by _____

Two separate decisions. Part 1 is the auction software we would run the event on. Part 2 is a catalog of trips and experiences we can add to any auction. They are independent: we can approve Part 1 alone, Part 2 alone, or both.

PART 1

Auction software

The platform our volunteers use to run the auction online, in the room, or both at once.

WHAT IT COSTS

Pay As You Raise
5% of funds raised
$25 deposit, credited to our fees. Capped at $100 per item.

Prepay and Save
$499 + 3%
Capped at $75 per item. Setup done for us.

Example only — Total fee, before per-item caps

If we raise	Pay As You Raise	Prepay and Save
$10,000	**$500**	$799
$25,000	$1,250	$1,249
$40,000	$2,000	**$1,699**

WHAT WE RISK

- **$25 deposit, credited to our fees.** Charged when you sign up and activate your plan. Non-refundable. If total fees come to less than $25, the deposit covers them as the minimum fee.
- **No fee on items that do not sell.** Bidders can also cover the fee.

WHAT OUR VOLUNTEERS GET

- **No app.** Guests bid and pay on their own phones.
- **Less work.** Live in under 30 minutes, or built for us within one business day.
- **Clean books.** Funds by check or direct deposit, every bid exports, real people help.

BOARD QUESTIONS

How do we get paid? When bidding closes, the fee is subtracted and the rest is sent to us.

Who owns the bidder data? We do. Names, emails, bids and totals export any time.

PART 1 DECISION

- [ ] **Approve building a sample auction to review**
- [ ] **Approve CharityAuctions software for this year**

Build a sample auction: charityauctions.com/auth/start

PART 2

Risk Free Items Catalog

Trips and experiences we can list in our auction for $0 upfront, on whatever platform we use.

Does not require Part 1. Risk Free items work with any auction software, paper bid sheets or a live auctioneer.

WHAT IT COSTS

- **$0 upfront.** We pay an item's cost only if it sells, and we keep everything above it.
- **More than one winner is fine.** We can sell a package to more than one bidder and pay only for each one that sells.

WHAT WE RISK

- **Unsold means unpaid.** If an item does not sell, we owe nothing for it.
- **No volunteer work after the sale.** CharityAuctions handles the winner, the booking and the fulfillment.

EXAMPLES FROM THE CATALOG

Package	Our cost	Final Bid	We keep
Pebble Beach Golf Foursome	$8,900	$15,800	**$6,900**
Napa Signature Weekend Escape	$4,200	$7,500	**$3,300**
Iceland: Choose Your Own Adventure	$4,995	$7,500	**$2,505**

"We keep" assumes the package sells at the final bid shown.

BOARD QUESTIONS

Do we have to switch software? No. We can list these in the auction we already run.

Who books the trip? CharityAuctions does, and handles the fulfillment.

PART 2 DECISION

- [ ] **Approve adding Risk Free items to this year's auction**
- [ ] **Request the full Risk Free Items Catalog first**

Catalog: charityauctions.com/risk-free-auction-items

About CharityAuctions

Applies to both parts

JENIFER STRAIT MEMORIAL FOUNDATION
$648,341
One George Strait benefit event

The Horton Fund	$179,823
Clovercroft Elementary	$20,869
Williamsburg Elementary	$16,699

$1B+ raised · **50,000+** orgs

"When we changed to this platform from regular on pen and paper, our auction earnings tripled!"
Kristin Mitchum, Google review

Approved by _____ Date _____

FORMAT 1 OF 3 · ONLINE AUCTION ONLY

Our online auction, start to finish

This page is about Part 1, the auction software. Supporters bid from anywhere on one link, over days instead of one night. No app, no venue.

WEEKS BEFORE
Before bidding opens

- **Build the catalog**
We add items with photos and descriptions, starting bids, and optional Buy Now prices, reserve prices and bid increments.
- **Set the bidding window**
We pick when bidding opens and closes. Online bidding can stay open for days, and we tell supporters the end time in every share.
- **Share the link**
One link and QR code we can email, text, post on social, put on a flyer, or embed on our website. We can save a short custom link too.
- **Test it**
We preview the bidder page and test bidding with our team before anything goes public.

BIDDING IS OPEN
While bidding is open

- **Bid from anywhere**
Supporters register and bid from any phone or computer in the browser. No app. They can save favorites and track everything they are winning in My Bids.
- **Outbid alerts**
Bidders get an email or text alert when they are outbid, with a link straight back to the item.
- **Buy Now**
Items can have a Buy Now price. By default, Buy Now asks for payment at the time of purchase.
- **A fair finish**
Popcorn Bidding is a soft close that gives last-minute bids a fair chance.

Risk Free items: trips and experiences from Part 2 can be listed like any other lot. They work with any auction, on any platform, including paper bid sheets.

AT THE END TIME
After bidding closes

- **Automatic close**
Bidding stops at our end time, the highest bidder on each item wins, and invoices are created automatically.
- **Payment**
Winners get their invoice by email and text and pay from their phone. Card, Apple Pay, Google Pay or PayPal. Receipts go out automatically.
- **Unpaid invoices**
We can send a reminder to all unpaid winners in one click.
- **Shipping or pickup**
We can turn on shipping for an item, and the bidder enters an address. Shipping labels can be printed. Or we arrange pickup.
- **Reports and funds**
Excel exports for the treasurer. The fee is subtracted and the rest comes by check or direct deposit.

WHAT OUR VOLUNTEERS DO

- **One auction chair** with admin access runs it.
- **Item intake:** someone gathers items and photos.
- **Promotion:** everyone shares the one link, more than once.
- **Checkout questions:** one person answers winners.
- **No tech person required.**

WHAT OUR BIDDERS EXPERIENCE

- Get the link by email, text or social.
- Browse early and save favorites.
- Bid from a phone or computer, no app.
- Get an alert when they are outbid.
- Pay on their phone, then ship or pick up.

QUESTIONS THE BOARD USUALLY ASKS

How long should it run?
Online bidding can stay open for days. We set a clear end time and repeat it in every share.

How do we reach supporters?
We share one link anywhere. Message Blast for emailing and texting registered guests is included with Prepay and Save.

What about last-second bids?
Popcorn Bidding gives last-minute bids a fair chance instead of a hard cutoff.

What if winners don't pay?
Buy Now can require payment up front, and we can remind all unpaid winners at once.

How do winners get items?
We can allow shipping on an item, or arrange pickup.

Do bidders need an app?
No. They open the link or scan the QR code in their browser.

Want to see an online auction before the vote?

We can show the board a sample in 15 minutes.

charityauctions.com/talk-to-us

FORMAT 2 OF 3 · HYBRID AUCTION

Our hybrid auction, start to finish

This page is about Part 1, the auction software. Guests in the room and supporters at home bid on the same items in real time, through the same link. One auction, built once.

WEEKS BEFORE
Before the event

- **Build one auction**
  Items, bidding rules, tickets and tables all live in one event, with one link for the room and for home.
- **Bidding windows**
  One item can run in more than one time block, so we can set separate online and live-event windows and name them.
- **Tickets for the room**
  Guests who are coming buy tickets on the event page and land on our attendee list. Supporters at home register to bid on the same link.
- **Share early, test early**
  We open bidding days before so everyone can bid early, print SCAN TO BID signs for the tables, and test the link on the venue Wi-Fi or cell data.

THE NIGHT OF
During the event

- **Same items, real time**
  The room and home bid on the same items at the same time. Updates appear without refreshing.
- **In the room**
  Guests check in, then bid on their own phones from the link or a table sign. No app.
- **At home**
  Supporters bid from any phone or computer and get outbid alerts that bring them back.
- **Live program**
  Spotters enter live bids from the room on any phone or tablet. In the paddle raise, both in-room and online donors can give.
- **Totals everyone can see**
  Big-screen totals in the room, and a public no-login page with live totals.

Risk Free items: trips and experiences from Part 2 can be listed like any other lot. They work with any auction, on any platform, including paper bid sheets.

LAST CALL
After the bidding

- **One checkout**
  Winners get their invoice by text and pay for everything, silent, live and Fund a Need, in one checkout.
- **Remote winners**
  We can allow shipping on an item for winners who were not in the room, or arrange pickup.
- **Payments**
  Card, Apple Pay, Google Pay or PayPal. Cash or check can be marked paid.
- **One set of reports**
  Donor, item and payment exports cover the room and home together.
- **Our funds**
  The fee is subtracted and the rest comes by check or direct deposit.

WHAT OUR VOLUNTEERS DO

- **One auction chair** with admin access runs it.
- **Door volunteers** check in room guests.
- **Spotters** enter live auction bids and paddle raise gifts.
- **Nice to have:** someone on items and someone for checkout questions.
- **No tech person required.**

WHAT OUR GUESTS AND SUPPORTERS EXPERIENCE

- **In the room:** check in, bid on their phone, give in the paddle raise.
- **At home:** bid on the same items through the same link.
- **Everyone:** outbid alerts, no app.
- **Everyone:** pay from their phone in one checkout.
- **Remote winners:** shipping or pickup.

QUESTIONS THE BOARD USUALLY ASKS

Do home bidders compete with the room?
Yes. Both bid on the same items in real time through the same link.

Can people at home join the paddle raise?
Yes. In-room and online donors can both participate.

Can online bidding close at a different time?
Yes. We can run separate online and live-event bidding windows.

How do remote winners get their items?
We can allow shipping on an item, or arrange pickup.

Is this two systems to manage?
No. One auction, one link, one checkout and one set of reports.

What if the venue Wi-Fi is weak?
Guests can use cell data. We test the link at the venue the week of the event.

Want to see a hybrid setup before the vote?

We can walk the board through it in 15 minutes.

charityauctions.com/talk-to-us

FORMAT 3 OF 3 · LIVE, IN-PERSON EVENT

Our auction night, start to finish

This page is about Part 1, the auction software. Here is how our event would run, from the first ticket to the last thank-you. Ticket sales, check-in and paddle raise are included on every plan.

WEEKS BEFORE
Before the event

- **Tickets and registration**
  Guests buy tickets on our event page. We can offer individual, table, VIP, sponsor or free tickets, add-ons like meals or raffles, discount codes, and our own questions such as meal choice.
- **Guest list and bidder numbers**
  Every ticket buyer lands on our attendee list automatically. Bidder numbers can be assigned automatically, and we set tables and seating. Comps and VIPs can be added by hand or imported.
- **Bidding opens early**
  We can open bidding days before the party so busy guests bid before they walk in. One link covers tickets and the catalog, and we print a SCAN TO BID sign for each item.
- **Week-of test**
  We preview the guest page, test check-in, and test the link on the venue Wi-Fi or cell data.

DOORS OPEN
The night of

- **Check-in**
  Volunteers scan each ticket QR code on a phone or tablet, or look guests up on the list. Guests see their bidder number and table. Walk-ins register at the door and get the link by text.
- **Silent auction on phones**
  Guests bid on their own phones from the link or the item sign. No app. They get an email or text alert when they are outbid.
- **Live auction**
  When the auctioneer calls a bid, a volunteer spotter enters it on any phone or tablet. No special hardware.
- **Paddle raise and Fund a Need**
  Preset giving levels and a running total on the big screen. Guests raise a paddle or give from their phone.

Risk Free items in the room: trips and experiences from Part 2 can go in the silent or live auction. They work with any auction, on any platform, including paper bid sheets.

LAST CALL AND NEXT MORNING
After the bidding

- **Checkout from their phones**
  Winners get their invoice by text the minute bidding closes and pay for everything in one checkout. No checkout line.
- **Ways to pay**
  Card, Apple Pay, Google Pay or PayPal. If someone pays cash or check, we mark the invoice paid.
- **Receipts**
  Guests get a receipt when they pay, and can download it from their wins page.
- **Reports for the treasurer**
  Excel exports of bidders, sold and unsold items, invoices, donations and ticket sales.
- **Our funds**
  The fee is subtracted and the rest is sent to us by check or direct deposit.

WHAT OUR VOLUNTEERS DO ON THE NIGHT

- **One auction chair** with admin access runs the event.
- **Door volunteers** check guests in. More than one helps.
- **Spotters** enter live auction bids and paddle raise gifts.
- **Nice to have:** someone on items and someone for checkout questions.
- **No tech person required.** Everything runs on phones and tablets we already have.

WHAT OUR GUESTS EXPERIENCE

- Buy tickets online and get a QR code on their ticket.
- Check in fast and see their bidder number and table.
- Bid on their own phone, no app, with outbid alerts.
- Give during the paddle raise from their seat.
- Pay from their phone and leave without a line.

LIVE EVENT QUESTIONS THE BOARD USUALLY ASKS

What about guests who don't bid on phones?
In the live auction and paddle raise they raise a paddle and a volunteer enters it. Cash and checks can be recorded too.

What if the Wi-Fi is weak?
Guests can use venue Wi-Fi or their own cell data. We test the link at the venue the week of the event.

Can people who can't attend take part?
Yes. Supporters at home bid on the same items through the same link.

Who helps if something comes up?
Free support is included during office hours. Night and weekend coverage is available for a small add-on fee.

Do ticketing and check-in cost extra?
No. They are included on every plan. Only Message Blast is limited to Prepay and Save.

Do we need special equipment?
No. Check-in, spotting and the big-screen totals all run on phones, tablets and any screen.

Want to see it before the vote?

We can walk the board through a live event setup in 15 minutes.

charityauctions.com/talk-to-us

PART 2 · RISK FREE ITEMS CATALOG

How Risk Free items work

Part 2 stands on its own. We do not need to run our auction on CharityAuctions. Packages work with any online auction, paper bid sheets or a live auctioneer.

$0 upfront
We list packages without buying anything first.

Pay only if it sells
If a package sells, we pay its cost. If not, we owe nothing.

Keep the difference
Everything bid above our cost goes to our cause.

More than one winner
We can sell a package to more than one bidder and pay only for each one sold.

WEEKS BEFORE
Before the event

- **Pick our packages**
  We request the catalog, which shows each package's cost to us and what we keep, or book a 20-minute call to pick items.
- **Get the kit**
  A display sheet, listing copy for any software or paper catalog, photos, an auctioneer script and a winner certificate.
- **Optional sponsor**
  A local business can cover the cost of the first package sold.

AUCTION NIGHT
During the auction

- **List it like any other lot**
  Guests bid from a phone or a bid sheet, online or in the room.
- **Live auction**
  The auctioneer script helps our emcee sell it. We can offer the same package to more than one bidder.
- **Promote it**
  Ready-made email, social and night-of blurbs, so nobody rewrites copy.
- **One price, many winners**
  With a sponsor, the auctioneer can offer it to every paddle at one fixed price.

AFTER THE AUCTION
After the bidding

- **Winners get connected**
  If our auction runs elsewhere, we enter each winner's name, email and phone, and CharityAuctions tells them how to redeem.
- **What we pay, and when**
  We pay the package cost only for each package sold. CharityAuctions sends us an invoice after we enter winners.
- **On a CharityAuctions auction**
  If we choose to list it there, CharityAuctions collects payment, notifies the winner and handles redemption.
- **Booking and fulfillment**
  A concierge books the trip with the winner and confirms availability when they book.

CATALOG CATEGORIES

Bucket-list trips · Golf · Big events · City weekends and day trips

Example package	Our cost	Final Bid	We keep
Pebble Beach Golf Foursome	$8,900	$15,800	$6,900
Napa Signature Weekend Escape	$4,200	$7,500	$3,300
Iceland: Choose Your Own Adventure	$4,995	$7,500	$2,505

"We keep" assumes the package sells at the final bid shown.

WHAT OUR VOLUNTEERS DO

- **Pick packages** from the catalog or on a call.
- **Print and post** the display sheet and listing copy.
- **Enter winners** after the night if our auction runs elsewhere.
- **No booking work.** The concierge handles the trip.

WHAT OUR WINNERS EXPERIENCE

- A winner certificate from our team.
- A concierge who books the trip with them.
- Dates confirmed when they book.
- Clear terms on each package page.

QUESTIONS THE BOARD USUALLY ASKS

Do we need your software?
No. Packages work with any online auction, paper bid sheets or a live auctioneer.

What about dates and blackouts?
Each package lists its booking terms, peak travel dates and surcharges. Availability is confirmed when the winner books.

Who books the trip?
A concierge books the winner after the auction.

What is not included?
Each package lists it. For example, some packages do not include airfare.

What if no one bids?
We owe nothing for a package that does not sell.

Can a sponsor cover it?
Yes. A local business can cover the cost of the first package sold.

Ready to pick packages?

Request the Risk Free Items Catalog, or book a call to choose items together at charityauctions.com/book-a-call.

charityauctions.com/risk-free-auction-items