

# GREATER GIVING ONLINE BIDDING

Your guide to holding a successful Greater Giving Online Bidding event!

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## WHAT THIS GUIDE IS

We know that running a mobile-enabled online auction/live event is a big undertaking. With that in mind, we've created this Greater Giving Online Bidding Guide to get you started. It's filled with best practices, checklists, and timelines, which you can refer to. The most successful events are the most organized ones, and we are here to help!

This guide is intended to be a comprehensive guide for you and your team, if you are using Online Bidding in conjunction with an in-person auction. You should read this guide if you are: the Auction Chair; the Auction Administrator in charge of setting up the auction in our platform; and/or the person in charge of the technical aspects of your Online Bidding event (wireless connectivity, equipment, etc.).

*Please note: the material presented is most helpful for those familiar with Greater Giving Event Software Online and with the process of setting up your event in the software.*

*If you have any questions, reach out to the Greater Giving Client Services team at 866-269-8151 or [support@greatergiving.com](mailto:support@greatergiving.com). You can also find comprehensive resources in the Greater Giving Online Help section <http://online.help.greatergiving.com/online-bidding-new>.*

## ONLINE BIDDING TERMS

**Appeal Display:** Display showing an interactive arrow that fills in as bidders use the Online Bidding Donation Button to donate towards your Fund-a-Need or Special Appeal.

**Bid Assistant:** A volunteer to assist guests by placing bids and answering general questions on how to bid. Most commonly used by guests who do not have a smartphone or wish for assistance. Also known as: Bid Buddy, Bid Concierge, Bid Volunteer.

**Buy Now:** An option that allows guests to purchase packages outright at a specified price.

**Classes:** Package fields designating areas of interest (e.g. Health, Beauty, Travel, Entertainment, etc.). Packages will be arranged in Online Bidding according to Package Class.

**Go Time:** The interface used day of event for guest check-in, entering non-Online Bidding sales, and guest check-out.

**Leaderboard:** Display showing the current high bid on a package, the current winner of a package and how much time is left on packages in your silent auction. There is also an option to display packages with no bids.

**Mass Text/Email:** The messaging function from the Online Bidding Admin Panel to communicate with groups of bidders.

**Max Bidding:** A feature that allows guests to place the maximum amount they are willing to spend on a package. Once a max bid is placed, the system will bid on behalf of the guest until the max bid amount has been reached.

**Online Bidding Admin Panel:** Area used to perform admin functions and monitor the auction. Functions include viewing auction statistics, deleting incorrect bids, and texting bidders.

**Multiple Sale Packages:** Packages that can be sold at a set price to multiple bidders (e.g. centerpieces, sign-up parties).

**Personal Registration Link:** A link that is specific to a Supporter within your Greater Giving Online project.

**Professional Event Services (PES):** A Greater Giving service that provides a knowledgeable adviser for on-site support during your event for a nominal fee.

**Public Auction Link:** A link that you can share to allow people self-register for your Online Bidding auction. This link can be shared through social media, on your organization's website, through an email marketing campaign, etc.)

**Registration:** Gathering information prior to the event day—including name, mobile phone number, email address, and credit card information.

**Remote Bidder:** A Bidder who cannot attend the event but would like to participate in the Silent Auction.

**Sections:** Package fields designed to show the part of the auction the package is in (e.g. Silent Auction, Live Auction, Sponsorship, etc.) Sections determine which packages will appear on Online Bidding and when those packages will open and close.

**Self-Registration Invite:** An email that will include a Supporter's personalized link to begin bidding.

**Welcome Message:** A message sent when a guest self-registers through Online Bidding or is checked in through Go Time. This message can be sent via text and/or email.

## ONLINE BIDDING CONNECTIVITY SELF-ASSESSMENT

One of the most important factors for a successful event is the venue's internet connectivity and preparedness. Using the information below you will be able to confirm that Online Bidding will be a good fit at your venue. Your guests can use Online Bidding by using their own cellular service or by accessing the venue's Wi-Fi connection.

### Step 1: Test Cellular Reception

- Make sure you can access the internet on your cellphone's data by going to <https://www.greatergiving.com/> from your smartphone.
- Make sure to test out all the major cell service providers in your area if possible.
- Make sure to move around the venue to ensure there are no dead-zones in areas where guests will be.

### Step 2: Verify Wireless Network Connection

- Go to <http://www.speedtest.net/> from your venue's wireless network to ensure that the network meets the following requirements.
  - 300 or fewer attendees: Internet bandwidth of at least 6 mbps download and 4 mbps upload
  - 300 - 750 attendees: 12 mbps download and 7 mbps upload
  - 750+ attendees: at least 20 mbps download and 10 mbps upload

### Wireless Network Access

We recommend you verify with your venue the following items:

- What is the maximum number of users that can connect to the Wi-Fi at the same time?
- How will bidders access the wireless network? Will they need a Wi-Fi password?
- Is there an additional cost associated with using their wireless network?

### Things to Consider

- If cell coverage is good, you don't need to go into the event planning process planning to provide Wi-Fi for all guests.
- The amount of data transfer occurring during bidding is minimal and the connection times required are short.
- Access to the Wi-Fi is important to allow guests with limited cellular coverage and tablets to participate. Sensitive information must be encrypted.

*Please note: Even with the above recommendations being met, issues may occur if the wireless network equipment is not configured properly; the event space has materials in the walls or ceilings that make a wireless network degrade; Internet bandwidth is consumed by non-auction related activity; or the event space has wireless interference. Please consult a local wireless expert if you're concerned about these issues.*

## General Event and Physical Space

		Notes
<input type="checkbox"/>	How many people will be attending the event?	
<input type="checkbox"/>	What is the layout of the space? Will the event be in one room, multiple rooms, or on more than one floor?	
<input type="checkbox"/>	Are there obstructions in the event area such as pipes, walls, or columns? Do the walls contain significant amounts of brick, concrete, or metal?	

## Cellular Reception

		Notes
<input type="checkbox"/>	How many bars of cellular coverage can you get at the event space with the four major providers (Verizon, AT&T, Sprint, and T-Mobile)?	
<input type="checkbox"/>	Are there any cellular dead spots?	

## Wireless Network Connection

Internet Connection	Notes
<input type="checkbox"/> What are the upload and download speeds for the Internet connection? Run a speed test to see how much bandwidth the event space is getting: <a href="http://speedtest.net/">http://speedtest.net/</a>	
<input type="checkbox"/> Will this connection be shared with non-event activities during the event? How many non-event users will share this connection?	
<input type="checkbox"/> Are there dead spots in the wireless network? Are there any sources of interference around the event area such as other wireless networks, cordless phones, or microwaves?	

## Wireless Network Access

		Notes
<input type="checkbox"/>	How many wireless access points cover the event space?	
<input type="checkbox"/>	How many simultaneous users can each of the wireless access points handle?	
<input type="checkbox"/>	In case you need to move or add wireless access points, are there power/Ethernet connections throughout the event area?	

## Recommended Training sessions

An important part of the preparations for your upcoming Greater Giving Online Bidding event will be participating in our training webinars. We host them live on a weekly basis and also offer them on demand in case your schedule doesn't allow you to attend a live session. Your training recommendations are listed below.

- If you are new to Greater Giving Online, sign up to attend the **Greater Giving: Getting Started Training** webinar held every Tuesday at 10:00am PT.
- Sign up for the **Greater Giving Online Bidding Training** webinar. This is held every Thursday at 10:00am PT and covers the setup process for Online Bidding, your Online Bidding Admin Panel, and the bidding interface.
- If you are new to Go Time, sign up for the live **Go Time Training** webinar. This is held every Wednesday at 1:00pm PT and covers using Go Time for check in and check out the night of your event.
- Links to sign up for the live trainings as well as links to on-demand versions of these trainings are available at [greatergiving.com/training](http://greatergiving.com/training).

## Help Resources

- For the most up to date help guides and resources, see our Online Help Guide at <http://online.help.greatergiving.com/online-bidding-new>.

## SPONSORSHIP WITH ONLINE BIDDING

Sponsorship is a great way to add revenue to any fundraising event. Online Bidding offers a few unique ways Sponsors can be displayed. Make sure when planning your event to keep these revenue streams in mind.

### Sponsorships on the Bidding Screen

At an event using Online Bidding, guests are constantly checking their devices—returning to view packages they’ve bid on, making new bids, and responding to alerts. Sponsor logos can be strategically displayed in the top right corner of the bidding site, giving continuous exposure for your sponsors businesses and brand throughout the event.

### Sponsorships on Leaderboards

Online Bidding also offers leaderboard sponsorships, allowing you to showcase your sponsor’s logos at the bottom of a leaderboard screen. Strategically placed at the venue, guests will see the logos scrolling across the screen whenever they check the leaderboard for winning bidders.

### Sponsorships in Text Message

Online Bidding also has the ability to text guests updates as the event progresses. Thank your top sponsor by texting out a message to all bidders mid event. Keep in mind that hyperlinks in texts are active on most phones to include the sponsor’s website.

### Sponsorships for Your Charging Station

Offering a charging station for guest’s phones at your event? Why not link a Sponsorship to the table. Each time your benefit auctioneer or emcee makes an announcement mention the sponsor’s name; “make sure to stop by the Acme charging station”





# BEST PRACTICE RECOMMENDATIONS

## Equipment Recommendations

- 1 check-in station/laptop per 75 attendees.
- 1 laptop per A/V connection for leaderboard. Use a computer with constant power and with a disabled screensaver.
- Two printers are typically all that is necessary on event night as most receipts will be emailed. If you are planning to print receipts, 1 printer per check-out station.

## Volunteer Recommendations

### Check-in/ Check-out

- 1 volunteer per check-in station. If additional information is being handed out to guests (e.g. programs, bid cards, etc.), plan to have a few “runner” volunteers.
- In most cases you will need less volunteer staff for check-out than check-in so we recommend you have enough staff to assist with package pickup and accepting payments for non-express pay bidders.
- Create a separate username that your Go Time volunteers can use to login into the software.

### Bid Assistants

- 2 volunteers per 100 attendees or 5 volunteers per 100 packages.
- 1 tablet/mobile device per bid assistant.
- Volunteers should be outgoing and sociable since they will be interacting with guests.
- Provide the Bid Assistants with something that will help them distinguish themselves from the guests.
- Create a separate username that your Bid Assistants can use to login into the software.

## Package Recommendations

- Keep package names short and precise. The name should describe the item before a guest clicks on the package. We recommend no longer than 42 characters for a package name. If you are using the leaderboard display, package names longer than this may not fully appear on the display.
- There is not an actual limit to the number of characters that can be used but it is best practice to limit the description for a guest to read as long as all the necessary information is displayed.
- Specify a value for each package. The value is displayed by default on your Online Bidding website so any package that is not listed with a value will appear as having a \$0 market value. For packages that do not have values (e.g. artwork, experiences, etc.), you can list these as “Priceless.”

- Bid increments
  - Values less than \$50—\$5 increment
  - Values less than \$100—\$10 increment
  - Values \$100–\$250—\$20 or \$25 increment
  - Values \$250–\$500—\$25–\$50 increment
  - Values \$500–\$1000—\$50 to \$100 increment
  - Values \$1000 and up—\$250 increment and up
- Upload an image for each package. Images will give your packages more of a visual appeal and will be helpful for remote bidders. Images must be smaller than 300kb in size and 1024x768 pixels.
- Assign the packages to classes.
  - Use no more than 10 package classes. You do not want your bidders have to scroll through a long list. 5-7 classes tends to be best.
  - Create classes with no more than 2-3 words in the name for best fit.
  - If having a Live Auction, create a class named “Live Auction Preview” to allow your guests to easily navigate to this group of packages.

### **Registration Recommendations**

- Use Greater Giving’s Online Registration prior to the event to collect guest information to help streamline registration and reduce lines at your event by reducing data entry during check-in.
- Collect as many mobile numbers and email address prior to event night.
- Use the BID-15 report to periodically audit the seats you are selling versus the seats being used.

### **Text Recommendations**

- Compose your texts ahead of time. You may not send them all but having your texts written ahead of time will save you some time during the event.
- For text messages that are time sensitive, be sure to include an exact time since the text messages can take up to 15 minutes for all guests to receive them. For example, if you want to send a text message to let your bidders know that the auction will be closing soon, rather than saying 15 minutes, say 10:00pm.
- Send out 5 or less text messages during the event. Your bidders will already be receiving outbid texts and you don’t want to pull them away from the bidding site too often. See below for a few sample text messages.

When to Send Text	Recipient Type	Text Message
1 hour prior to check-in (if doing pre-bidding)	All Supporters	Check-in begins at 5:00! Click here to continue bidding on our great items! [u]
	All Supporters	Huge thanks to our sponsor(s): (insert sponsors and sponsor webpage URL)
	All Supporters	Don't forget to click on the "No Bid" button for some great deals! [u]
During the auction	All Supporters	The silent auction will close at 9:00! Check your "My List" to make sure you are the leading bidder! [u]
Half-way through the auction	Winning Bidders	Congratulations! You're a winner! Check your "My List" to see what packages you have won! [u]
	Non-winning Supporters	Thank you for joining us! Feel free to make a donation by clicking the "donate now" button at [u]

### Pre-Event Recommendations

- Practice going through each Go Time function (Checkin, Enter Sales, Storefront, Bid Assistant, and Check-out).
- Communicate with bidders beforehand to make sure they know how bidding will work and to come with a fully charged smartphone/tablet.

### Event Day Recommendations

- If you are using Max Bidding, make sure you feel comfortable explaining it to your guests.
- Make sure your guests and volunteers are aware of the "My List" area. This area is used to easily view guests' bidding activity.
- Do not change or remove bidder numbers after bidding and/or self-registration has begun.
- Do not change package numbers, sections, values, minimum bids, minimum raises, or guaranteed purchase prices on packages that have bidding history on them.
- Finalize transactions after your event, to reduce both your workload and winning bidders' wait time at check-out. This works well if you are willing to allow winning bidders to leave with items won, or if they are able to pick up items the next day.

### Post-Event Recommendations

- Ensure all checks, cash and other forms of payments have been entered. Reconcile sales prior to submitting the credit card charges. Compare the BID-03: Sales Listing by Supporter report with the Bid-18: Bidders with Credit Cards on File report to confirm the amounts to be charged to each bidder's credit card(s) on file.

# BID ASSISTANTS

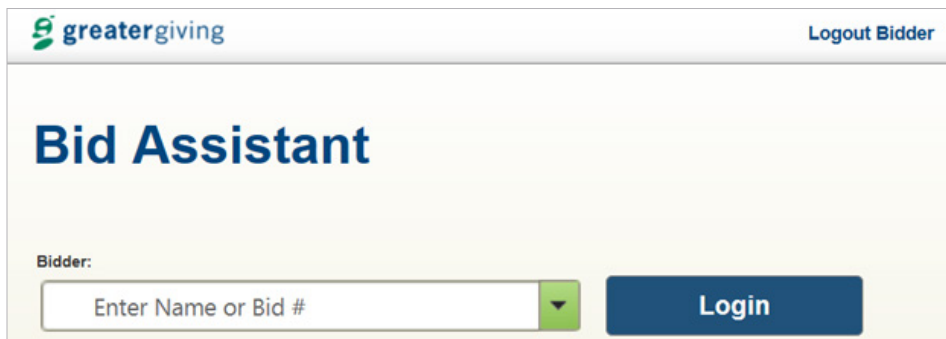
## What Do Bid Assistants Do?

Not all guests attending your event will have a smart phone, and Online Bidding makes it simple for volunteers to assist with any of the guests with their bidding during the silent auction.

Your Bid Assistants will access your Online Bidding site via the Go Time interface.

## How to Prepare Bid Assistants:

1. Open the GoTime App on the tablet or click the Go Time link on the laptop.
2. The Bid Assistant will click the Bid Assistant icon.
3. The Bid Assistant will be prompted to enter the bidder name or bidder number of the individual they will be bidding for.
4. The Bid Assistant will click the Login button and they will be sent to the bidding home screen. The Bid Assistant and the guest can then browse and bid on the packages. We would encourage guests using Bid Assistants to set max bids on packages the guest is most interested in purchasing. For more information on placing max bids, [click here](#).
5. Important: Ensure that your Bid Assistants log out after assisting each bidder. They can log out from any screen by clicking the Logout Bidder button on the top.



The screenshot shows the 'Bid Assistant' login screen. At the top left is the 'greatergiving' logo, and at the top right is a 'Logout Bidder' link. The main heading is 'Bid Assistant'. Below this, there is a label 'Bidder:' followed by a text input field containing the placeholder text 'Enter Name or Bid #'. To the right of the input field is a green dropdown arrow icon. To the right of the input field is a dark blue 'Login' button.

## PLANNING AHEAD — GETTING ORGANIZED

Event Info		Notes
<input type="checkbox"/>	# of Bidders	
<input type="checkbox"/>	# silent auction packages	
<input type="checkbox"/>	# live auction packages	
<input type="checkbox"/>	Will there be other fundraising at the event in addition to the auction (e.g., raffle, ticket sales, big board, wine wall, etc.)?	

Staff/Volunteers		Notes
<input type="checkbox"/>	Do you have one point person who can take responsibility for coordinating, managing, and/or delegating all aspects of the check-in & check-out process?	
<input type="checkbox"/>	Do you have one point person who can take responsibility for coordinating, managing, and/or delegating all aspects of the in-room mobile event?	
<input type="checkbox"/>	Appoint a Procurement leader to manage the item donation and packaging process.	
<input type="checkbox"/>	Appoint an Attendance Leader to manage the process of selling tickets to your guests and setting up bidders for event night.	
<input type="checkbox"/>	If utilizing Sponsorships appoint a Sponsorship Leader to manage the process of tracking and selling sponsorships.	
<input type="checkbox"/>	Is there an IT person or are there resources in your organization that can be responsible for the technical aspects of the event?	

Registration		Notes
<input type="checkbox"/>	How will you process ticket sales? <b>We highly recommend using Greater Giving's Online Registration to streamline registration and reduce check-in lines at your event.</b>	
<input type="checkbox"/>	Will you allow walk-ins?	
<input type="checkbox"/>	Do you plan on moving your check-in? Are you having a separate check-out location?	
<input type="checkbox"/>	Do you want to have bidding stations available at the event?	
<input type="checkbox"/>	Do you plan to print auction catalogs, plus handouts, signage, and/or how-to for Online Bidding?	

Registration		Notes
<input type="checkbox"/>	How will you handle check-out and package retrieval the night of the event?	
<input type="checkbox"/>	Will you allow for check and cash payments as well?	
<input type="checkbox"/>	Will you ship packages if necessary?	

## THREE MONTHS OUT CHECKLIST

### View/Attend Trainings

- Sign up for the recommended trainings webinars or view on-demand trainings

### Professional Event Services

- Discuss whether or not you desire onsite day of event support. If so, email a request to [consulting@greatergiving.com](mailto:consulting@greatergiving.com)

### Event Night Technology

- Complete Greater Giving Online Bidding Connectivity and Equipment Self-Assessment
- Reserve Auctionpay Card Readers
- Procure event night computers. You will be using Greater Giving Go Time at your event so you can use PCs or Macs
- Procure event night printer

### Project Website

- Publish Registration page
- Publish Item Donation Page
- Publish Sponsorship page

### Project Settings

- Set up Item & Package Sections for Online Bidding
- Set up Package Classes
- Set up Tables

### Items

- Begin entering item information and link items to proper supporter(s) to create donors

### Promoted/ Printed Materials

- Send out email blast for item donations
- Send out email blast for Sponsorships
- Send out a 'save-the-date' mailing

# ONE MONTH OUT CHECKLIST

## Items/Packages

- Verify open/close times of Online Bidding package sections
- Begin packaging the items
- Assign packages to a class
- Add images to packages
- Review/Edit package descriptions
- Specify the minimum bid, the minimum raise, and the Guaranteed Purchase price (if applicable)

## Sponsorships

- Add images to sponsors supporter record

## Attending Bidders

- Import Online Registrations
- Enter manual registrations/ticket sales
- Audit seats purchased/seats allocated- Use the BID-15 report to periodically audit the seats you are selling versus the seats being used

## Tables/Groups

- Manage Tables and Groups

## Go Time

- Verify Go Time settings
- Run through check-in and check-out process with test bidders. Enter test sales
- Remove test information

## Online Bidding

- View Packages
- Test bidding site
- Craft texts to send out on the day of the event
- Verify Online Bidding settings—max bidding, display, communications, leaderboard, donation button settings

## FINAL PREP — ONE WEEK BEFORE YOUR EVENT

### Attending Bidders

- Assign bidder numbers to attending guests
- Continue to import Online Registrations and enter manual registrations/ticket sales
- Continue to audit seats purchased/seats allocated

### Tables/Groups

- Continue to manage Groups
- Assign full groups to their tables

### Packages

- Continue to review/edit package descriptions
- Finalize minimum bid/raise percentages
- Ensure images attached to packages
- Ensure all table placards are printed out
- Ensure all item certificates are printed out

### Promotion/Printed Materials

- Send out email blast 'charge your phones'
- Print out event night Online Bidding instructions & Wi-Fi access info to hand out
- Print out table tents with Online Bidding steps & Wi-Fi access info

### Volunteer Prep

- Create volunteer access credentials
- Print out volunteer cheat sheets

### Project Website

- Verify close out date/time for registration page

### Online Bidding

- Review Online Bidding settings
- Review Online Bidding page
- Review Online Bidding admin panel functions

### Event Night Backups

- Print out Bid Sheets



# “DAY OF” CHECKLIST

## Volunteer Prep

- Print out volunteer cheat sheets for check-in volunteers
- Train volunteers on how to enter live auction sales & other non-mobile package sales using Go Time
- Train Bid Assistants to assist bidders with their devices
- Remove test bids

## Registration

- Set up registration laptops/tablets and log into Greater Giving Online—[online.greatergiving.com](https://online.greatergiving.com)
- Click on the link to open Go Time
- Set up and test card readers
- Set up phone charger station(s) as needed
- Print out Guest list—BID-01 or BID-02
- Print out table listing—TBL-01

## Promotion/Printed Materials

- Place table placards/displays by respective packages. Be sure to identify each package with the correct package number
- Put out handouts, how-to's, and Wi-Fi instructions

## Misc.

- Load Greater Giving Leaderboard Looping Display and Appeal Display as needed
- Enter text messages into the SMS Notepad under the Online Bidding Admin Panel

## EXAMPLE TIMELINE—DAY OF EVENT

### Set up:

- 9:00 am Venue opens—setup
- 1:00 pm Lunch
- 2:00 pm Set up tables, posters, items, table placards, test wireless, registration table, bidding stations
- 5:00 pm Volunteers arrive; orientation and training
- 6:30 pm Event starts / Registration
- 7:45 pm Announcement about online auction closing in 30 minutes
- 8:15 pm Silent Auction ends. Sales integrated into Greater Giving Online Software
- 8:20 pm Print out BID-03 and PKG-03 report for item pickup
- 8:30 pm Live Auction starts
- 8:30 pm Volunteers deployed to gather packages and bring them to item pickup area in package or bidder number order
- 9:30 pm Check-out—Package pick-up opens
- 10:00 pm Program ends

### Bring to venue:

- Print materials—signage on how to's, postcards on how to mobile bid and how to register on Wi-Fi, table placards/package sheets, guest list, table list, blank registration form
- Computers and peripheral equipment—laptops, mice, mouse pads, large-screen monitors, laptop locks, printers, mobile phone chargers
- In-room supplies—easels/plastic stands to display how-to's, phone chargers, power cords, extension cords, printer(s), printer paper, pens, highlighters, notepads, staplers

### Post-Event Checklist

- Run Post-Event reports
  - BID-03—List of sales, sorted by supporter
  - PKG-03—List of sales, sorted by package
  - PAY-01—List of payments recorded by each supporter
  - BID-18—List of all credit cards, amount per credit card, and status. Includes cards on file, charges waiting to be submitted, and charges submitted. Authorization codes and decline status are also included
- Reconcile sales
- Submit Charge Batch
- Return credit card readers
- Hold a Post-Auction sale as needed for unsold packages
- Save Bidding History Report from Online Bidding Admin Panel
- Plan for next event

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