Moving your Auction
Online
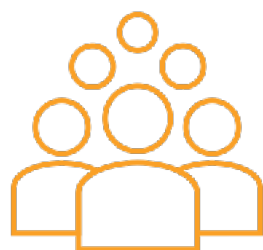
A little bit about Handbid

SINCE OUR FIRST AUCTION IN MAY 2011

$175m

$ RAISED IN HANDBID EVENTS

800,000

BIDDERS REGISTERED

2 million+

BIDS

4.8/5

RATING FROM OVER 12,000 END USERS

AVAILABLE IN 5 LANGUAGES

SERVING GUESTS AROUND THE WORLD

UNITED STATES • CANADA • UNITED KINGDOM • AUSTRALIA • NEW ZEALAND • PANAMA • MEXICO • SOUTH AFRICA • SINGAPORE • JAPAN • HONG KONG • SWITZERLAND • BELGIUM • BRAZIL

Some things to consider about online fundraising software

☐ **It Works!**
If the software was unstable and crashed, we would not be in business. We've run thousands of auctions over the last 9 years and have built a platform that scales.

☐ **You can do it (and we can help)!**
Home Depot is right. You CAN do it. We WILL help you. If you are new to online bidding software or online fundraising tools, they are not as difficult as you think.

☐ **All solutions are NOT created equal**
Mobile bidding and online fundraising tools are not all the same. If you think they are and just plan to buy the cheapest, you may create more problems than you solve. Scalability, Reliability, Service, Security, User Experience are ALL important factors.

Let's talk about what an Online Auction event should be...

- ☐ It is not "offline" online
  Huh? Just like mobile bidding is not like paper bidding online, your online auction event is not just your physical event replicated.

  - ☐ You don't need the stage, gowns, tuxedos, entertainment

  - ☐ "Get in" and "Get Out". Remember your viewers are sitting at home with lots of other things to distract them if you turn this into a 2 hour online event.

- ☐ Use an accessible platform
  You want people to easily find your auction event site online (or on their phones). If your auction site is hidden behind a URL that people can't find or remember, then you are making it too hard.

  - ☐ Handbid Events is an open and accessible PLATFORM. That is a benefit to you and your guests

- ☐ Use a Secure Platform
  You are asking your guests (donors) to put their personal information into an online system. Compromising their personal information would be embarrassing. Please vet out your provider.

What we intend to cover today

☐ **Event Planning and Setup**
What do I need to be doing during the planning and setup phase

☐ **Best practices for running your event online**
When to open, how to communicate with bidders, when and how to close it, shipping and delivery/pickup (?)
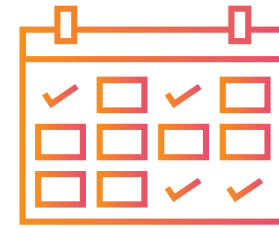
☐ **Incorporating LIVE and Appeal components**
Using streaming software in conjunction with Handbid to conduct a LIVE auction or Appeal

Online Event Planning and Setup
Auction configuration, invitations, etc.

Decide your timeframe

- [ ] **Longer than you think**
  - [ ] Give yourselves at least a week if not more.
  - [ ] Allow bidders to get connected
  - [ ] Promote your auction items

- [ ] **Starting your auction**
  - [ ] Turn on "Notify bidders when auction is open"

- [ ] **Closing your auction**
  - [ ] Use the timer if closing all items
  - [ ] Send broadcasts if closing by category

Shipping is in your future

☐ **Have a plan for shipping**

   ☐ What can be shipped? What can't

   ☐ What will it cost to ship

☐ **Setup shipping in Handbid**

   ☐ Create a shipping item

   ☐ Write your shipping and redemption instructions

   ☐ Add shipping/pickup instructions in your receipt template

   ☐ Use item redemption instructions!

   ☐ Require Address to Pay

Recruit More Bidders

☐ **Expand your reach**

    ☐ Go beyond your regular attendees

    ☐ Encourage bidders to recruit their friends and family

☐ **Local and Social Media**

    ☐ Facebook

    ☐ NextDoor

☐ **Use Handbid Invite System**
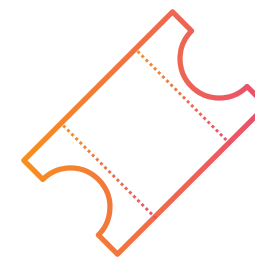
    ☐ Mass invite past attendees, bidders, donors, etc

Woo Online Sponsors

☐ **Create value for sponsors**

    ☐ Mobile App Sponsor Page

    ☐ Event Web Sponsors

    ☐ Create Sponsor Items

    ☐ Promote sponsors via broadcast messages

What about Tickets?

- ☐ **Tickets already sold**
  - ☐ Do you refund them?
  - ☐ Do you ask that donors to consider it a donation?
  - ☐ Do you apply it as credit vs. next event?

- ☐ **Online Tickets**
  - ☐ You CAN have an online ticket to bid
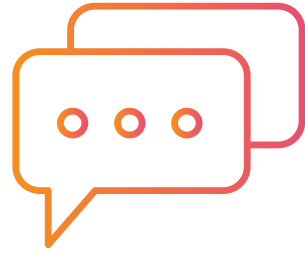 - ☐ Use "Local Only" restriction to require a ticket to bid

Running your Event Online

Opening, broadcasts, item promotion, closing

Opening up your Auction

- [ ] **Opening best practices**
  - [ ] Enable require credit card to bid!
  - [ ] Notify bidders when auction opens
  - [ ] Have a **welcome message**
  - [ ] **Broadcast messages** explaining what to expect and early auction updates
  - [ ] Share auction on Social Media
    - [ ] Facebook
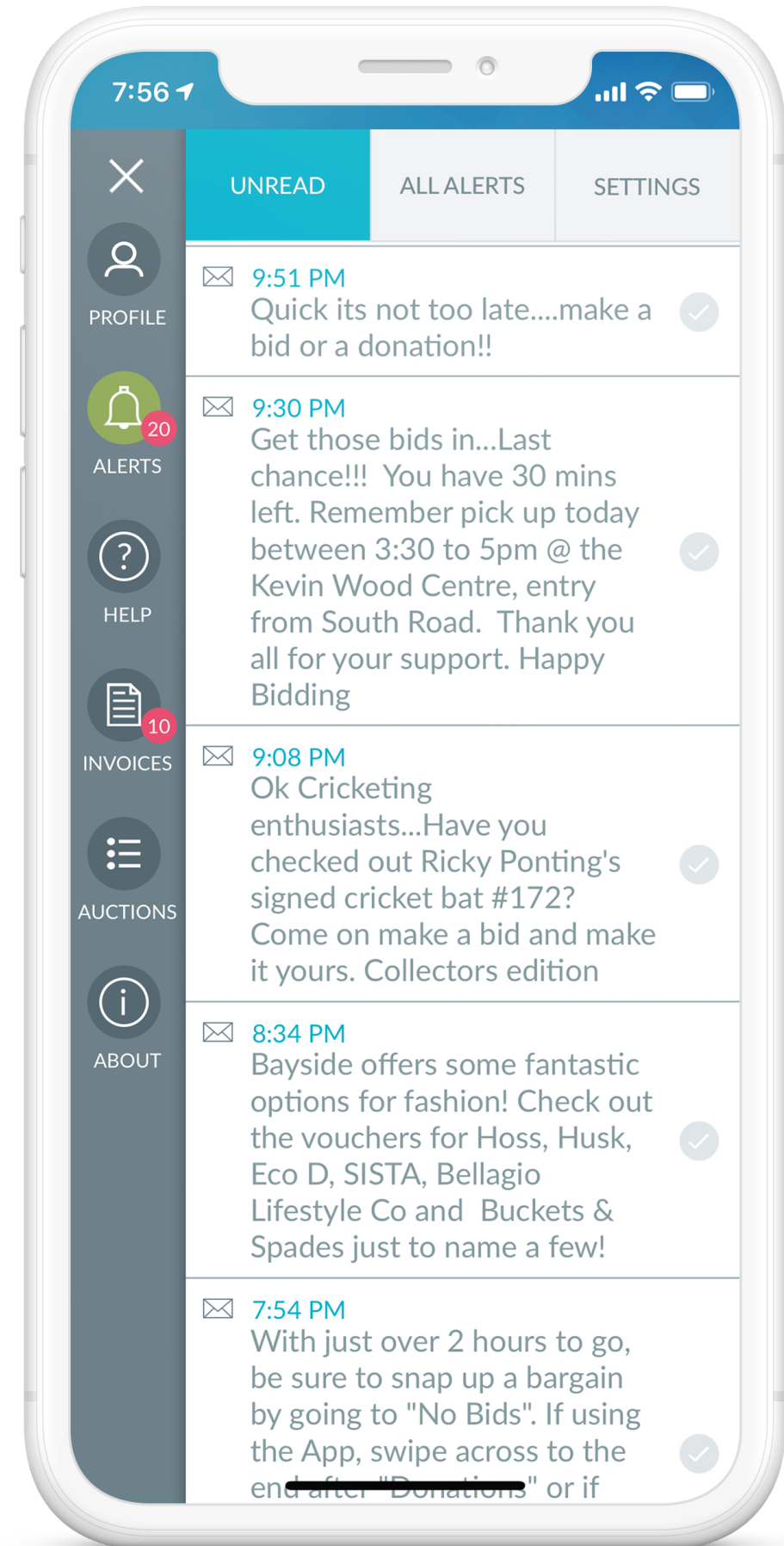   - [ ] Go Live on Facebook (video)
    - [ ] Instagram
    - [ ] Twitter

Use alerts to broadcast to users

☐ ## What to do

   ☐ Engage bidders with broadcasts

   ☐ Promote items

   ☐ Update them on auction timeline

   ☐ Encourage them to check "no bids"

☐ ## What not to do

   ☐ Go dark for extended periods

   ☐ "Over communicate" (be consistent but not annoying)

Closing your Auction

- ☐ **Closing best practices**
  - ☐ Communicate the time in advance
  - ☐ Stick to it!
  - ☐ Use a timer if possible

- ☐ **Closing by category**
  - ☐ Must over communicate
  - ☐ Consider just doing one category
  - ☐ Cannot use timer to close

Adding in a LIVE component
Streaming vs. Conferencing • Tips and Tricks

Streaming vs. Conferencing

☐ **Streaming**
Use video tools to stream a live video to a platform like Facebook, YouTube, etc.

    ☐ **Advantages:** Easy for end users to watch (no need to download software)

    ☐ **Disadvantages:** There is a small delay (5-10 sec), audience not known

☐ **Conferencing Tools**
Use meetings tools like GotoMeeting, Zoom, WebEx, Google Hangouts to conduct a live video conference

    ☐ **Advantages:** Low latency (delay), you know who is logged in and watching

    ☐ **Disadvantages:** Much more complicated for end users to setup

☐ **Our recommendation:** Use live streams to Facebook or YouTube

Setting up a Live Stream Scenario

☐ **You will need streaming source**
The first step is to connect a camera to the live feed endpoint where your viewers will watch

    ☐ Facebook and YouTube apps have it built in

    ☐ If you want to have multiple cameras, show slides, video, split screen, etc. then consider using more robust streaming software

☐ **Streaming Software**
This gets complicated quickly….

    ☐ Our recommendation so far: Be.Live (its simple to use)

    ☐ If you need more control and want to run a production, investigate tools like WireCast, etc. These will give you production level control over your live stream (multiple fees, sequences, etc.)

Live Stream Demo

Any questions?