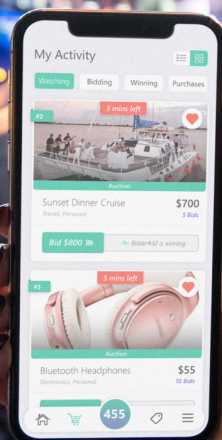


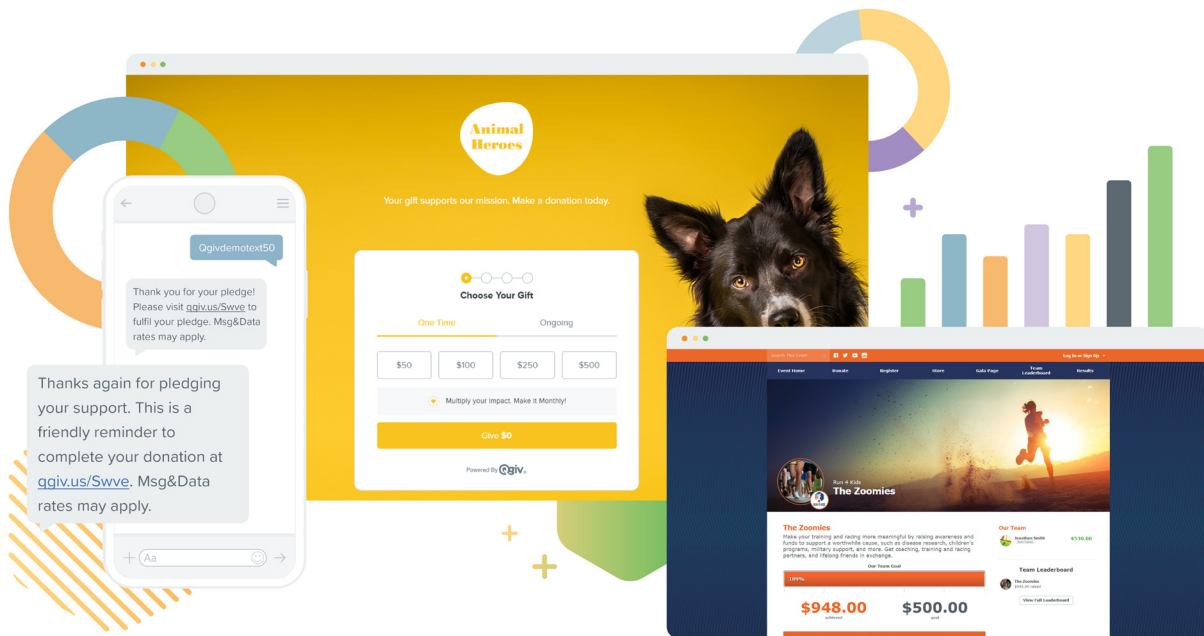


AUCTION *Planner*





Qgiv provides a full suite of fundraising solutions that integrate with industry-leading CRMs and email providers to provide a personalized giving experience for donors. In addition to providing flexible, low-cost fundraising tools, Qgiv is committed to helping people fulfill their passion to make a difference for others by equipping fundraisers with tools and educational resources to advance their knowledge and move their missions forward.



Donation
Forms



Text
Fundraising



Integrations
& Reports



Peer-to-Peer
Fundraising



Auctions



Event
Registration



www.qgiv.com



888.855.9595



info@qgiv.com



Introduction

Charity auctions have been an effective method of fundraising for ages. As technology has progressed beyond paper bid sheets, it's become even easier to offer a great auction experience to guests. If you're new to planning auction events, don't worry. This auction planner provides you a checklist of items to complete both within and outside of Qgiv's auction platform to keep you on the right track when prepping for, hosting, and wrapping up your auction event.

Qgiv's auction platform has empowered nonprofits to host silent auctions without the need for pen and paper bid sheets. Bidding by paddle or pen was replaced with a smartphone app or the ability to bid directly on the auction event page. These innovations make it easy to host auctions your supporters can attend from anywhere (Like from the couch. While wearing fuzzy slippers.).

This auction planner will guide you through the process of setting up, executing, and reconciling your auction fundraising events. It includes a checklist of items to complete within Qgiv and outside of the platform to ensure you provide the best bidder experience for your auction attendees.



Happy planning!

6-8 MONTHS *before the auction*

EVENT PLANNING TASKS

- ☐ Form event planning committees
- ☐ Create an event budget
- ☐ Create your marketing and communication plan for the event
- ☐ Select a platform to run your auction event
- ☐ Create an outreach list of past donors and sponsors
- ☐ Create a web page for the auction event
- ☐ Recruit an emcee and auctioneer
- ☐ Recruit or hire entertainment, if necessary
- ☐ Add a donation link on your web page and across your virtual auction pages

QGIV TASKS

- ☐ Create auction event in Qgiv
- ☐ Enter auction items in auction as they're donated
- ☐ Schedule an auction kick-off call with Qgiv team to go over ideas, schedule training, and plan for success



Pro Tips!

It's tempting to form a committee and trust they'll get the job done. Don't fall for it! Each committee member should have a task list and due dates.

If you aren't already familiar with the kinds of items your audience would like, poll trusted volunteers to learn what appeals to them. They'll be honest with you and can probably offer some item ideas you hadn't considered.

Building a web page for your auction is really helpful when you're planning your event promotions. Even if you don't have items ready to share, you can still post details, updates, and other information that will be useful for potential registrants to know.



3-6 MONTHS *before the auction*

EVENT PLANNING TASKS

- ☐ Send procurement letters requesting item donations to past donors
- ☐ Send save-the-date direct mail item (5-6 months before the event)
- ☐ Create a floorplan for the venue space, and analyze for easy movement and accessibility
- ☐ Create a signage list
- ☐ Figure out technology needs and make plans to set up computers, tablets, printers, etc. as needed
- ☐ Seek rental of professional light, sounds, and furniture if the venue doesn't have these items
- ☐ Arrange for a secure space to catalog auction items and store them
- ☐ Assign committee member jobs (item setup, ordering tables, etc.)

QGIV TASKS

- ☐ Enter auction items into Qgiv with the auction item import tool
 - You can download the item import template and use it to track items, then upload in bulk if you receive multiple items in one day
- ☐ Start building item pages for auction items as they're received
- ☐ Start building the base settings, packages, and design of your auction in Qgiv



Pro Tips!

Instead of building your auction items' pages all at once, build them as you receive them. Sitting down to build 50 item profiles is daunting, but building them a few at a time spreads out the workload.

Every nonprofit has struggled with late RSVPs and surprise event attendees. Sending a save-the-date mailer gets your event on donors' radars early. Take advantage of that fact by emphasizing when you'd like them to register.

Place bidding stations on the pathway to food and drink stations. Account for a volunteer at each station to help with bidding and questions.

Consider arranging for a projector screen to highlight the event fundraising thermometer and fund-a-need initiatives for added visibility.

Consider organizing your check-in table into lanes with proper signage to better assist guests. One to handle on-site registrations, one for guests who have already registered, and another as a general help desk will help expedite the lines. Plan for one station per 50-100 guests.

Set aside a designated room or space for cataloguing and tracking your auction items. Set up a portable filing system and bring it to the event. For example, Item 11 is a gift card. Use a manila envelope labeled Item 11 and have the gift card and any information inside. If an item is a gift basket or item on a table, put a piece of paper in the envelope that says "Item on Table."



2-3 MONTHS *before the auction*

EVENT PLANNING TASKS

- ☐ Create an event communication plan for guests, staff, and volunteers
- ☐ Create an event hashtag and begin social media promotion
- ☐ Create an event timeline: day before, day of, follow-up
- ☐ Make sure signage, handouts, etc. are submitted to print
- ☐ Finalize the invitation list
- ☐ Send email and physical invitations (3 months in advance)

QGIV TASKS

- ☐ As part of your auction training plan, schedule a session with your Qgiv team to go over final details of your auction prior to launching your registration website
- ☐ Make registration page public
- ☐ Add drink and raffle tickets as store items and offer them for sale during the registration process
- ☐ Interested in remote support from the Qgiv team? Make sure to book this right away!



Pro Tips!

Sit down with your speakers to go over exactly what they want to say in their speeches. You don't need to have a script finalized yet, but ensuring early on that you and your speaker are on the same page will save you some potentially embarrassing moments.

Give donors the option of buying raffle tickets, drink tickets, and other items during the event registration process. It's an easy way to boost sales!

If you've created an event hashtag or text-to-donate keyword for your auction, include them on your signage and handouts. People are more likely to use them if they're easy to find!

Meet with speakers/hosts to discuss details and talking points.



3-4 WEEKS *before the auction*

EVENT PLANNING TASKS

- ☐ Finalize meal box order with catering company or coordinate delivery of gift cards for meal delivery services to attendees
- ☐ Collect final items promised by contributors
- ☐ Compile all speaker, program, and bidding details into one presentation
- ☐ Create a “program-at-a-glance” and FAQ cheat sheet for event staff
- ☐ Set a rehearsal date for 2-3 weeks before the auction to run through the program with speakers and staff
- ☐ Take time to make gift baskets and auction items look presentable and camera ready
- ☐ Finalize the event program
- ☐ Establish a plan for getting auction items to guests after checkout

QGIV TASKS

- ☐ Send email/social messages with item previews based on item details in your Qgiv auction
- ☐ Begin reaching out to guests about downloading Givi and logging in to the auction so the check-in process can be expedited the night of the event
- ☐ Schedule a Virtual Terminal training with your Qgiv team to understand the check-in, registration, bidding, and checkout process of your auction
- ☐ Finish entering all your auction items into the auction



Pro Tips!

Combining all presentations into one file will make your event go smoothly. Instead of awkward transitions between speakers and fumbling with USB drives or files, the proper slides will always be queued up and ready to go. Plus, for virtual events, you can make the slides to the program available to guests they can follow along with the presentation during the livestream. It's easier for them to navigate a single slideshow than multiple, separate presentations.

Before sending emails containing previews of your items, make sure you test your email on different devices or email service providers. Check for broken links, wonky images, and broken styling.

Chances are, you'll either need to deliver store purchases and won items to virtual attendees or arrange a time for them to pick up their items at your location. Create a schedule with dates and times to pick up items so after the auction ends and winning bidders are determined, they can select a date and time to pick up their items. To keep the office from getting too crowded and hectic, space out pick-up times so you can deal with only one or two bidders at a time.

2 WEEKS

before the auction

EVENT PLANNING TASKS

- ☐ Review roles with staff and volunteers
- ☐ Organize auction items for delivery
- ☐ Pay vendors or submit check requests for those who will be paid on the day of your event
- ☐ Create a plan for auction items that do not get purchased
- ☐ Have a plan in place for delivering large auction items
- ☐ Finalize guest lists and provide final head count to the caterer for meal preparation

QGIV TASKS

- ☐ Assign items to live* or silent auction categories
- ☐ Set sequence for live auction items
- ☐ If hosting a fund-a-need appeal, build out categories in the auction event and schedule during/around the live auction
- ☐ Build auction push notifications in advance to communicate with guests using the app
 - Countdown to auction ending at 15, 10, and 5 minutes
 - Template for message to promote items that have only a few or no bids
- ☐ Schedule a Virtual Terminal training with your team that will be manning check-in and registration tables



Pro Tips!

Sending push notifications to donors' phones throughout the event is an effective way to share important details and information. You can even use them to boost low-performing items. When possible, build push notifications ahead of time so you won't have to scramble to do so mid-event.

You can send out text messages from the Virtual Terminal to remind registrants to download the Givi app before they get to your event. The message contains the ticket code they'll need to enter, as well. It's a real time saver!

Almost every silent auction has one or two items that don't sell. Have a backup plan for them! Consider using them at a later raffle, saving them for a future event, or even selling them on eBay or another site.

Not every attendee will bid on your items, especially if you have many high-end items that may be out of donors' reach. Adding fund-a-need items and displaying them on-screen for added visibility gives donors a way to support your cause even if they don't bid during the auction.



*Note that the Qgiv auction tool does not manage live auctions. Creating and designating items to a live auction category is just for recording the winner for payment processing and reporting.

1 WEEK *before the auction*

EVENT PLANNING TASKS

- ☐ Put together a file or binder of auction item detail pages in the auction's sequential order and share with the event auctioneer
- ☐ Hold training meeting with volunteers and staff to discuss their duties, the event timelines, and other necessary details needed to perform assigned role(s)
- ☐ Finalize seating chart for guests if assigning seats
- ☐ Have a trusted volunteer or committee member review the individual item description sheets. This will give you a fresh set of eyes to catch any mistakes that may have been overlooked.
- ☐ Prep the filing system you created for auction items and ensure all the auction items have all of their items (gift card, gift certificate, etc.)

QGIV TASKS

- ☐ Check that all auction items have been entered into the auction event
- ☐ Print copies of item detail sheets for each item at the auction table
- ☐ Have those manning check-in and registration tables practice day-of check-in and registration processes in the Virtual Terminal. Practice using the Virtual Terminal on a desktop device and through the Qgiv's Virtual Terminal app for auctions, available for download on iOS and Android.
- ☐ Prepare guests' gift bags and auction materials including pre-purchased drink and raffle tickets
- ☐ Plan out who will be manning bidding stations and get them trained on Qgiv's Virtual Terminal



Pro Tips!

Tech problems can easily derail an otherwise successful event. The week before your silent auction, take some time to ensure your tech is working properly. Double-check that your venue has sufficient outlets if you need to charge laptops; if it doesn't, pack power banks or power strips!

If a sponsor lets you know the names of people who will be sitting at their reserved table, enter those names in the open tickets under the sponsor's registration. This will make check-in easier.

Your volunteers are eager to help, but they'll be most helpful if they understand exactly what to do and how to do it. Make sure each volunteer has a job to do, and train them to do their job well. Your volunteers will be more confident and relaxed, and your event will run more smoothly!

Setting aside guests' raffle tickets, drink tickets, and other purchases ahead of time will prevent long lines and general confusion at your check-in table. Doing this ahead of time may take a few extra minutes of your time, but you'll be glad you did!

DAY BEFORE AND *day of the auction*

EVENT PLANNING TASKS

- ☐ Get petty cash
- ☐ Print registration lists, event staff and volunteer day-of schedules and job descriptions, any last-minute additions to the item catalog, and day-of signage placement
- ☐ Test and verify lighting, sound equipment, etc.
- ☐ Do a sound check with all speakers and performers
- ☐ Test your technology and internet connectivity through WIFI or hot spot
- ☐ Deliver all items and event materials to the venue
- ☐ Final event run-through
- ☐ Set up checkout stations to assist those who aren't comfortable with paying via the app or who want to pay via cash or check with "Set up checkout stations to assist those who aren't comfortable paying through the app or online or who want to pay via cash or check"

QGIV TASKS

- ☐ Ensure that when bidding is set to begin, the auction is active
- ☐ Have a laptop on hand to open checkout
- ☐ Send a 5 or 10-minute warning via push notification that bidding will be ending soon
- ☐ Only open checkout when you're certain all bidding is complete and you're ready to process payment

Pro Tips!

Put together a day-of-event kit for the silent auction. Include items like tape, scissors, band-aids, markers, vendor phone numbers, and other tools you'll need for last-minute fixes or adjustments.

If you're planning on having a valet, bartenders, or DJs, make sure to include lots of small bills in your petty cash. Donors may ask you to break larger bills so they can tip!

The day of the event, make sure to have a communication plan in place. Staff and volunteers alike should know who to contact (and how to contact them!) in case obstacles or questions arise.



AFTER *the auction*

EVENT PLANNING TASKS

- ☐ Send attendee thank-yous
- ☐ Reconcile the auction event budget
- ☐ Send thank-yous to auction staff, sponsors, and vendors
- ☐ Arrange for auction item delivery or pick-up for people that were not present or did not pick up their items
- ☐ Follow through with unpurchased item plan for items that did not sell

QGIV TASKS

- ☐ Enter any cash or check payments and donations accepted at item pickup via the Virtual Terminal
- ☐ Schedule an auction debrief with the Qgiv team



Pro Tips!

Make sure your volunteers know the plan for items that aren't retrieved by auction winners at the end of the night. Be sure to communicate where they should be stored, when bidders can retrieve them, and who is in charge of distributing them.

Automated thank-you receipts are nice, but they're no substitute for a genuine thank-you note. A day or two after your event, send guests an email thanking them for attending, sharing how much they raised, and how the money will be used.

An event survey is an outstanding way to end a major event. It shows your attendees that you care about their experiences and value their insight, and their feedback can help you plan an even better event next time. If you know next year's event date, include a save-the-date, too!

Congratulations on completing your auction!



NEED HELP GETTING *started with auctions?*

Qgiv's auction platform offers a fully integrated, easy-to-use auction builder that makes event management a breeze.

Plus, with app-based and web-based bidding, guests can participate in your auction based on their bidder preference.



Have questions about hosting an auction event with Qgiv?

Let us know. We're here to help!