

Opportunities to take your auction virtual

Utilize OneCasue's mobile bidding platform

OneCasue has built a reputation as the premier mobile bidding software. OneCasue is offering companies running campaigns with United Way of the Midlands during the 2021-22 campaign season a 50% discount on the mobile bidding platform for those who sign by October 31, 2021. The software is normally \$2,495, and will exclusively be offered at \$1,250.

Free and cost effective auction platforms:

- I. 32 Auctions <https://www.32auctions.com/>
 - a. Pricing and packages
 - i. The free package includes
 1. Feature up to 20 auction items
 2. Mobile friendly platform
 3. 1 image per item
 4. Third party ads run on the free package
 5. Customized auction link
 6. Instant outbid notices
 7. Display a fundraising goal meter
 8. Custom privacy settings
 - ii. Pay for upgrades
 1. The pricing options for upgrades are based on the individual features needed. For example, if you want up to 100 auction items, the price is \$30. If you do not want any third party ads to appear, the price is \$40. This customized pricing allows for you to cater the auction to the needs and wishes of your company.
 - b. Donation collection options
 - i. Bidders can pay with a credit card, debit card, PayPal, or Stripe account. Offline payment options are also offered for convenience. When bidders choose to process their card on the site, there is a transaction fee of 2.9% + \$.40 per online payment.
 - c. Demo the platform
 - i. Here is a link to view the demo: <https://www.32auctions.com/32auctionsDemo>
- II. Winning Cause
 - a. Pricing and packages
 - i. There is a free "Just Bid Sheets" package for in-person auctions that would utilize bid sheets.
 - ii. "Better Than Free" Option (Paid with bidder gratuities)
 1. Unlimited auction items
 2. Unlimited images per item
 3. Customization options
 4. Subsidized CC Processing rates

5. Auto checkout
 6. 20 admins on the account
 7. Priority email support
 8. No seller's fee
 9. 9% service gratuity donations
 10. No annual subscriptions
 11. Unlimited bidders
- iii. "Ultra-Competitive" package (\$60/year)
 1. This package offers the same options as the package above with a few differences:
 - a. There is a 2.5% seller's fee
 - b. There is a 2.5% service gratuity donation
- b. Demo the platform
 - i. Here is a link to public auctions available for you to view the user experience: <https://www.winningcause.org/all-auctions.html>

Use your company's internal platform, like Google Docs or OneNote, as virtual bid sheets

- I. General implementation strategy
 - a. Create a pdf of auction items
 - i. Input auction items and images into a pdf with package descriptions,
 - ii. Include the minimum raise for each item as well as the minimum bid for each item. Consider adding a "Buy now" option at a large donation amount for bidders who simply cannot part with an auction item.
 - b. Create a google sheet, for example, to serve as virtual bid sheets
 - i. Add the package names and package number of each auction item as individual pages in the sheet.
 - ii. On each auction item sheet, add the name of the package, minimum bid, minimum raise, and spaces for bidders to add their name and bid amount.
 - c. Open the auction
 - i. Send the pdf and google sheet to employees when bidding opens and let employees know when the auction will close.
 - ii. Bidders type their name and bid amount in the sheet on the auction items they hope to win. The sheets update in live time as more employees place their bid.
 - d. Close the auction
 - i. When the auction is scheduled to close, the admin that created and owns the sheet will adjust the sharing settings so that no one beside the admin is able to edit the sheet.
 - ii. Send a follow-up email for employees with winning bids to complete a pledge form or pay for their auction items right away.

Resources to support implementation:

- Utilizing Google Forms
 - This video by Dr. Amanda Smith depicts how to incorporate Google forms to further streamline the process. <https://www.youtube.com/watch?v=QMokxVJndvo>
 - This is a video by the same user, Dr. Smith, with more information about how to implement the auction: <https://www.youtube.com/watch?v=2PnvMWhrM2E>