



## Your Guide to a Successful Digital Silent Auction

### Run a Mock Auction

- Create an auction for free, add some fun items and invite your colleagues
- Use other tips in this document to help get you set up
- Run an auction to completion to familiarize yourself with the platform

### Create your actual auction

- Same as the mock auction, except now give it your actual start/end times, name, etc.
- You can purchase or apply pre-paid bundles during creation, or later

### Seriously consider setting a dynamic end time

- This is the second step in the auction setup process, read the text carefully!
- Setting a dynamic end time lets you get the most value out of your auction items
- As an example, an auction raised \$13,000 before normal end time, and an additional \$1,500 in a single 5-minute extension!

### Don't go it alone if you don't have to

- Running events are a lot of work, with Bid Beacon add as many admins as you want
- Have your admins register with Bid Beacon and join your auction,
- Find them under 'Manage Attendees' and change their role to Admin
- Only difference from 'Owner' role is that Owners see payment configuration

### Add your auction items

- We recommend adding items on a desktop as its easier to type and copy & paste
- After the items are added, log into the app on a phone to take and add pictures
- Select from available items types:
  - o Biddable – standard auction item, users bid, highest wins
  - o Blind Bid – guests place their best price, highest wins
  - o Buy Now – for selling a fixed number of items at a set price
  - o Donation – for accepting donations
  - o Live Item – promote your item in app, run a live auction, set winner and amount so they can pay through Bid Beacon

### Configure and test your payment provider!

- We support Stripe, Square and PayPal with details instructions here
  - o <https://bidbeacon.com/bid-beacon-payment-guide/>
- Select 'Manage Online Payment' from side menu, enter your providers keys
- When done, click green 'Test Online Payment' button at top and follow instructions
- This will charge \$1 against your credit card, but guarantee that you are set up correctly!



## Your Guide to a Successful Digital Silent Auction

### Invite guests to join

- Invite guests at any time, they will receive real time updates as you add/edit items
- The best onboarding experience is to invite users by email through the app
- This sends them an email with instructions, and if they login with the same email, they will already be joined to your auction
- Alternatively, share the Invite Page, link available on Auction Info page ('?' icon top right on Brose Items page). Or:
  - o <https://app.bidbeacon.com/invite/#CN24LB> (replace CN24LB with your code)
- You can also tell people to download the app and join with your auctions Invite Code
- Or share this link that will open app in browser or app store as appropriate:
  - o <https://app.bidbeacon.com/app>

### Add your sponsors

- If you have sponsor enabled, add them from 'Manage Sponsors' in the side menu
- Try to use banner style images, and add as many as you like
- Add a URL so if users click the banner, it opens the sponsors website

### Drum up excitement

- Inviting users to join your auction before the event is a great way to build excitement
- Have a screen where you can display your auction items as a list or slideshow,
  - o <https://app.bidbeacon.com/activity/#CN24LB> (replace CN24LB with your code)
- Encourage users to use silly display names (you always have their email)

### Manage the Auction Close

- Using the Online Payments add-on allows guests to pay for their items through the app, greatly reducing line ups and headaches when the auction ends
- When guests pay, their items are immediately flagged as paid in the admin's app as well
- If guests pay manually, admins can update the status of items as paid
- As guests pick up their items, the items are checked off, and moved to a 'completed' list

### Need Help?

- Check out our support page, which has several video tutorials showing you how various steps of the silent auction process work:
  - o <https://bidbeacon.com/support/>