

## Eventgroove Fundraising How to Guide: Auction

Tutorial Video: [HERE](#)

Log into the Fundraising site under your chapter's account:

<https://give.uplandfundraising.org/account/profile/signin>

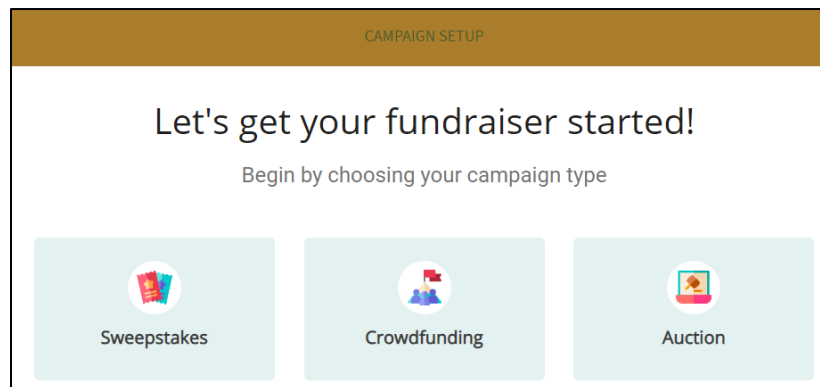
Use your chapter email: [CH#####@pfofficers.org](mailto:CH#####@pfofficers.org) OR [CH#####@qfofficers.org](mailto:CH#####@qfofficers.org)

Use your chapter's business portal password

\*This account information should be the same as your Events Center account.

PLEASE NOTE: If your Regional Rep has assigned you to an Auction campaign, many of these steps may have already been completed for you. If your Regional Rep has set you up to create your own Auction campaign, please follow these steps carefully and reach out to them with any questions or concerns before publishing the campaign.

Once you log in you should be brought to a page that prompts you to either create a campaign or view on-going campaigns, select *Create a campaign* to get started.



### 01 Basics

- Select *Auction* to get started
- Create a title for your Auction – this should be clear and concise, such as *Prairie Hills Pheasants Forever Online Auction*

- Unless you have specific wording in mind, please leave the wording and primary currency fields as their default values:
- You can choose to add a fundraising goal to track your progress
  - If you have a specific goal, enter it here
  - Otherwise, select *This auction doesn't have a goal* and see what you can raise

Choose the wording that your supporters will see ⓘ

Refer to this campaign as a Auction ▼

Refer to your supporters as Donors ▼

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Choose the primary auction currency ⓘ

United States dollar (USD) ▼

[LEARN MORE](#)

- Select your time zone, the default is Pacific Time
- Setting up a live-stream is up to your chapter and Regional rep, and if this is something you would like to do to incorporate a virtual event with your sweepstakes or a live winner announcement, follow the “Learn How to Set This Up” link for more information

- Start date/time:
  - The default is that your sweepstakes will go live as soon as it is published
  - Alternatively, you can publish it and drum up interest (people will be able to view the page without entering) and have it set to open/start on a set date.

Choose when your auction should start

Start my Auction immediately when I click "PUBLISH"

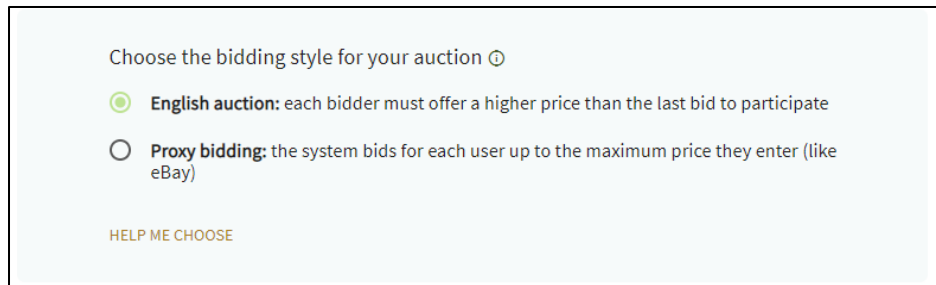
Start my Auction at a specific day and time after I click "PUBLISH"

- Pricing Options – this is how Eventgroove is paid for the use of their fundraising platform
  - Your auction will automatically be set up with Percent Pricing, which applies a 4.9% fee to each donation/bid
    - You can choose who will cover this fee: the chapter, the customer, or you can ask the customer to cover it. If they choose to cover it, your chapter will not be charged at the end of the campaign.
    - If you want to “share” the fee with the customer, you can elect to cover the cost and then add a convenience fee to each donation. This will help offset the costs to the chapter without passing on the full 4.9% fee
  - Consult with your Regional Rep if you are unsure how to handle this fee
- **Adding a Fund Code.** This is a required field. You will not be able to move past this page without filling this out. The fund code is critical to ensuring that your campaign funds make it to your chapter account.
  - **FUND CODE CRITERIA:** *Please note, if this is not filled out correctly your chapter will not receive your funds and your campaign will be frozen.*  
Use your 4-digit chapter number, dash, the campaign type (sweepstakes, auction, etc)  
*Example: 0123-auction*
- Select *Next*, this will save your work and move you to the next page.

## 02 Auction

- Choose your bidding style – the default of an *English auction is recommended*; it keeps bidders more engaged and brings them back to the site multiple times which increases the chance that they will bid on other items

- Select the *Help Me Choose* link to read an article that explains the two options if you are uncertain on which will work best for your chapter



Choose the bidding style for your auction ⌵

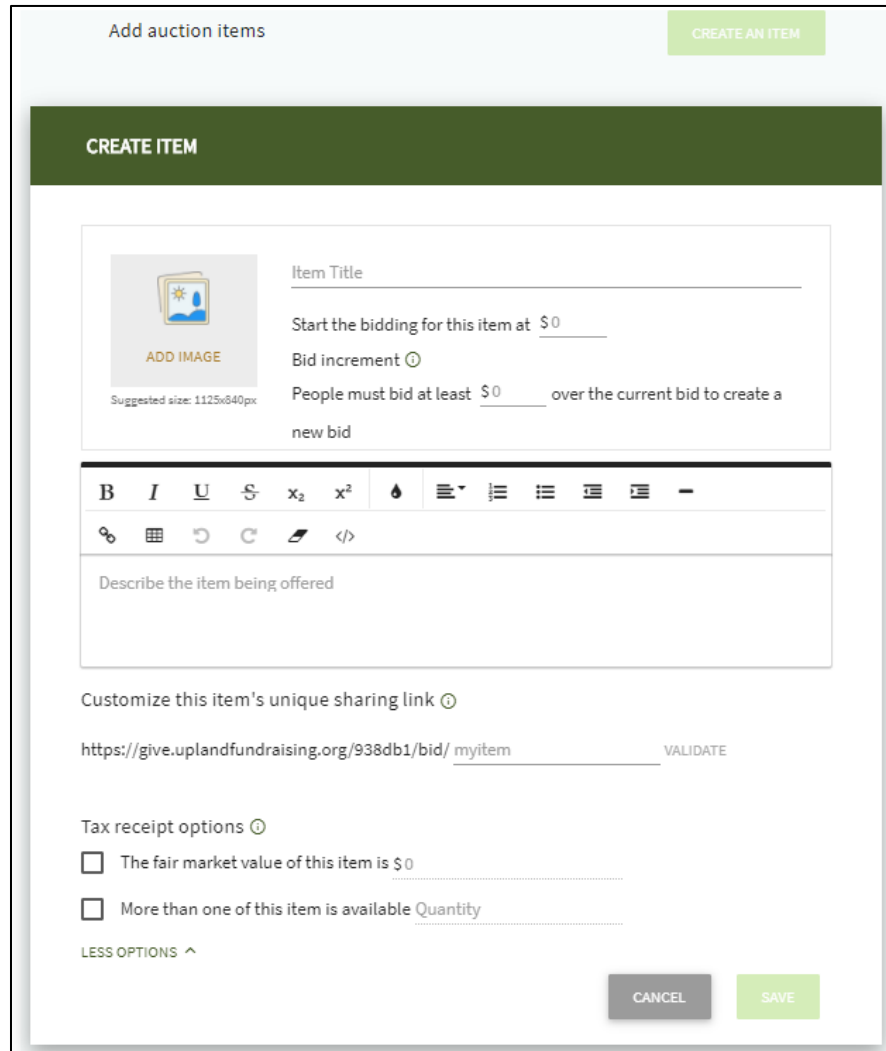
- English auction:** each bidder must offer a higher price than the last bid to participate
- Proxy bidding:** the system bids for each user up to the maximum price they enter (like eBay)

[HELP ME CHOOSE](#)

- Decide if you want to group your auction items into categories
  - This is recommended if you have 10 or more items

- Add your auction items!


- Be sure to accurately title the item/experience and select an image saved on your computer to upload – only one image can be uploaded per auction item
- Set the bidding start and increments
- Enter a compelling and thorough description of what is included
- *Optional:* Set a link specific to that item
- Include the fair market value of the item(s)
- Indicate if there are more than one available
- Hit *Save* before closing that window and moving on to the next item



Add auction items CREATE AN ITEM

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**CREATE ITEM**



[ADD IMAGE](#)  
Suggested size: 1125x840px













Item Title \_\_\_\_\_







Start the bidding for this item at \$0 \_\_\_\_\_

Bid increment ⌵ \_\_\_\_\_

People must bid at least \$0 \_\_\_\_\_ over the current bid to create a new bid

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**B I U**   $x_2$   $x^2$            

Describe the item being offered

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Customize this item's unique sharing link ⌵

<https://give.uplandfundraising.org/938db1/bid/myitem> \_\_\_\_\_ VALIDATE

Tax receipt options ⌵

- The fair market value of this item is \$0 \_\_\_\_\_
- More than one of this item is available Quantity \_\_\_\_\_

[LESS OPTIONS ^](#)

CANCEL SAVE

- Sales Tax: check with your Regional Rep regarding if sales tax needs to be added to items at checkout
- Auction Details:
  - Bidding end date and time
  - The system can automatically notify the winners on a specified date and time, or you can manually notify those individuals
  - The system can also automatically notify all those who did not have the winning bid, or you can choose to not notify those individuals
  - *Optional*: auction location

- Select how the winners will receive their items
  - If you select that the items will be shipped, an address is automatically required when they check out
  - It is recommended to also require a phone number in case something comes up with the items or their bid(s)

How will the winners receive their items?

At event or not necessary

Items will be shipped

Items will be delivered another way

Require bidders to provide a mailing address when bidding

Require bidders to provide a phone number when bidding

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Do you want to promote your auction with text-to-give?

Enable text-to-give on this auction

[LEARN MORE ABOUT TEXT-TO-GIVE](#)

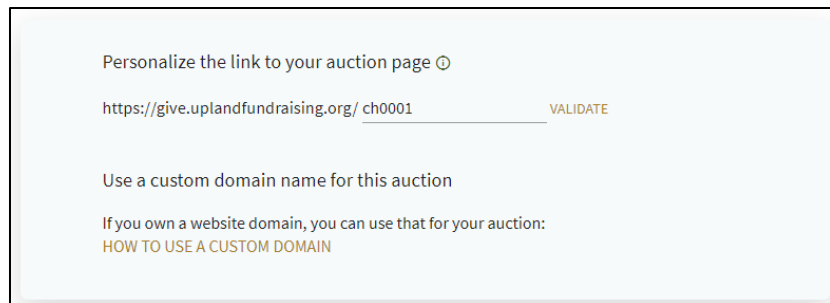
- You can also enable *text-to-give*
  - By choosing a keyword, you give donors the chance to participate in your auction by texting the keyword to that number to generate a link to the auction online. Be sure to check that the keyword is available before promoting it anywhere

- Always *Save* before moving on to the next page

### 03 Page Design

- Preview and select which layout you prefer for your auction
- Add images to your auction page
  - *\*Please double check that any images uploaded are in line with PF/QF brand standards and are high quality photos*
  - Images from Ticket Printing/Print on Demand can be downloaded and utilized for this
- Select what is displayed on your home page
  - Amount Raised
  - % of goal raised progress bar (applicable only if you have a set goal)
  - Countdown timer to auction end
  - List of payments and donors (*Not Recommended*)
  - **You need to leave the logo/organization description displayed**
  - Select your wording for the *call-to-action* button
- Add an eye-catching and compelling headline for your auction

- Add a compelling description for your auction
  - Specify what the funds will go towards (if applicable) and thank donors for participating
- Personalize the URL and/or create a custom domain name for the auction
  - Be sure to validate that link before sharing it
- Customize the “thank you” wording for the receipts that each donor will receive
  - Recommended to add to the default message and make it specific to your chapter
- Always *Save* before moving on to the next page



#### 04 Review

- Review and Preview your auction
- Reach out to your Regional Rep to have them also review the campaign before publishing it

#### 05 Advanced Options

1. Auction Options
  - a. Add FAQs to your page
  - b. Add any Sponsors to the page if the items were donated from specific individuals or companies
  - c. Add a Fund to your page
  - d. Add any links, such as your FB page, a website, etc.
  - e. Choose if you would like any quantities of entries to be shown on the site (sold, bought, or other)
  - f. Add other admins to the campaign, such as other chapter officers and your Regional Rep
  - g. Enter legal disclaimers or terms and conditions for participating in the sweepstakes
  - h. If you would like to use the compact descriptions – this is recommended to save space on the home page
2. Checkout Options
  - a. Enter clear text for the donors’ credit card statements, i.e. *CH0123 Online Auction*
  - b. Choose if you will give donors the option to donate without purchasing items/making a bid
  - c. Add a notice of tax-deductibility to winner receipts – since they are winning items this should generally address that there is a fair market value for their prizes. *Consult your regional rep for state-specific instructions*
  - d. Ask donors to opt-in to emails
  - e. Recommend controlling the comment section, otherwise all comments are published for all to see on the home page
  - f. Add other campaign managers who should be notified with donations are made
  - g. Choose if you want a custom field to collect further information, i.e. asking if they are currently a member of PF/QF

- h. Option to display a final notice before donors purchase their entries – legal notices should go here, and/or acknowledging that they will be paying the service fee (if applicable)
- 3. Terminology Options
  - a. Recommended to leave the default terminology options
- 4. Other Options
  - a. Not recommended to use promo codes at this time

**Always have your Regional Rep review your work before hitting *Submit***