

# VIRTUAL AUCTION

Set-Up for Event Hosts



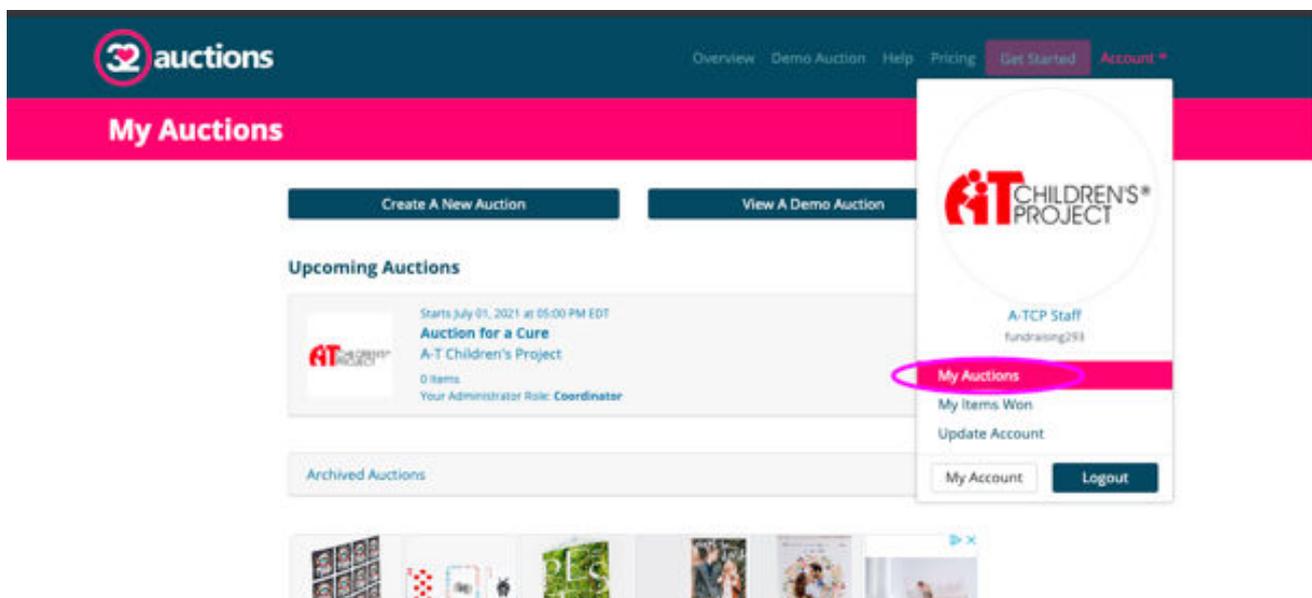
Thank you for your interest in hosting a virtual auction for the A-T Children's Project!

We use the platform 32auctions. You can browse a demo auction to get comfortable:

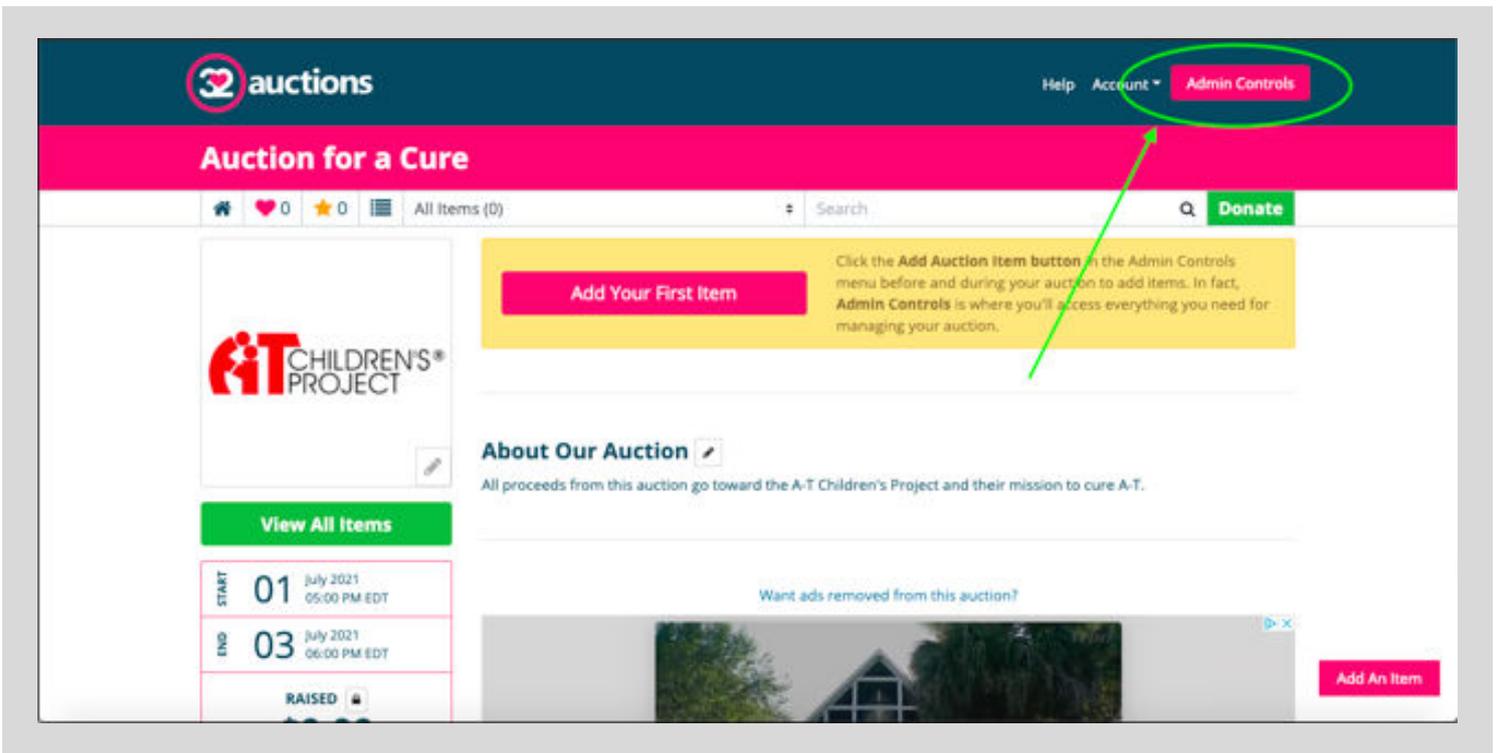
**<https://www.32auctions.com/32auctionsDemo>**

First, please get in touch with the A-T Children's Project at [fundraising@atcp.org](mailto:fundraising@atcp.org) so we can send you an invite to 32auctions.

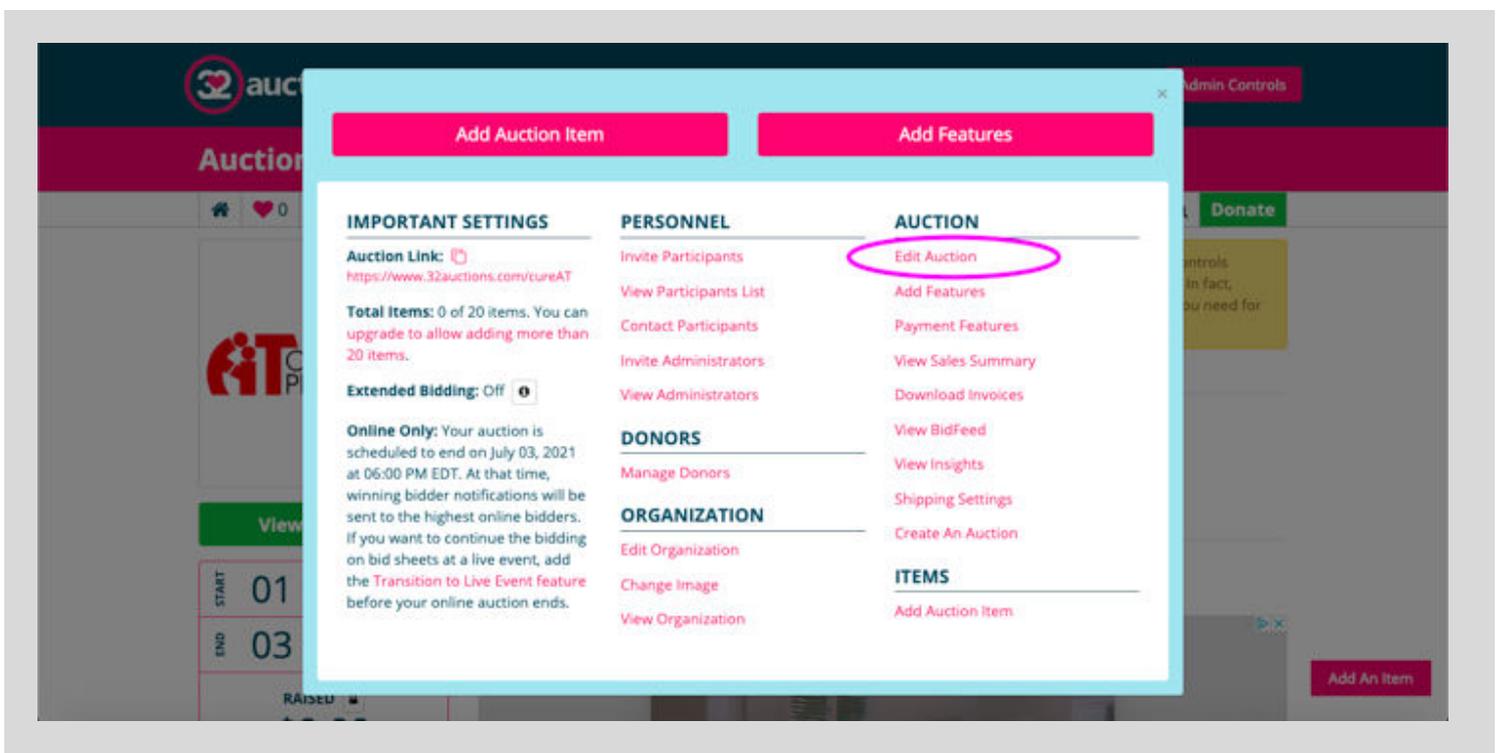
- The email will come from [noreply@32auctions.com](mailto:noreply@32auctions.com)
- It will invite you to be an Auction Coordinator and prompt you to make your own account.
- Once you log-in, go to "Account" in the top right and select "My Auctions."



You'll see the Auction for a Cure. This is a placeholder auction for your auction! Click on the auction to open the dashboard. Select "Admin Controls" in the top right.



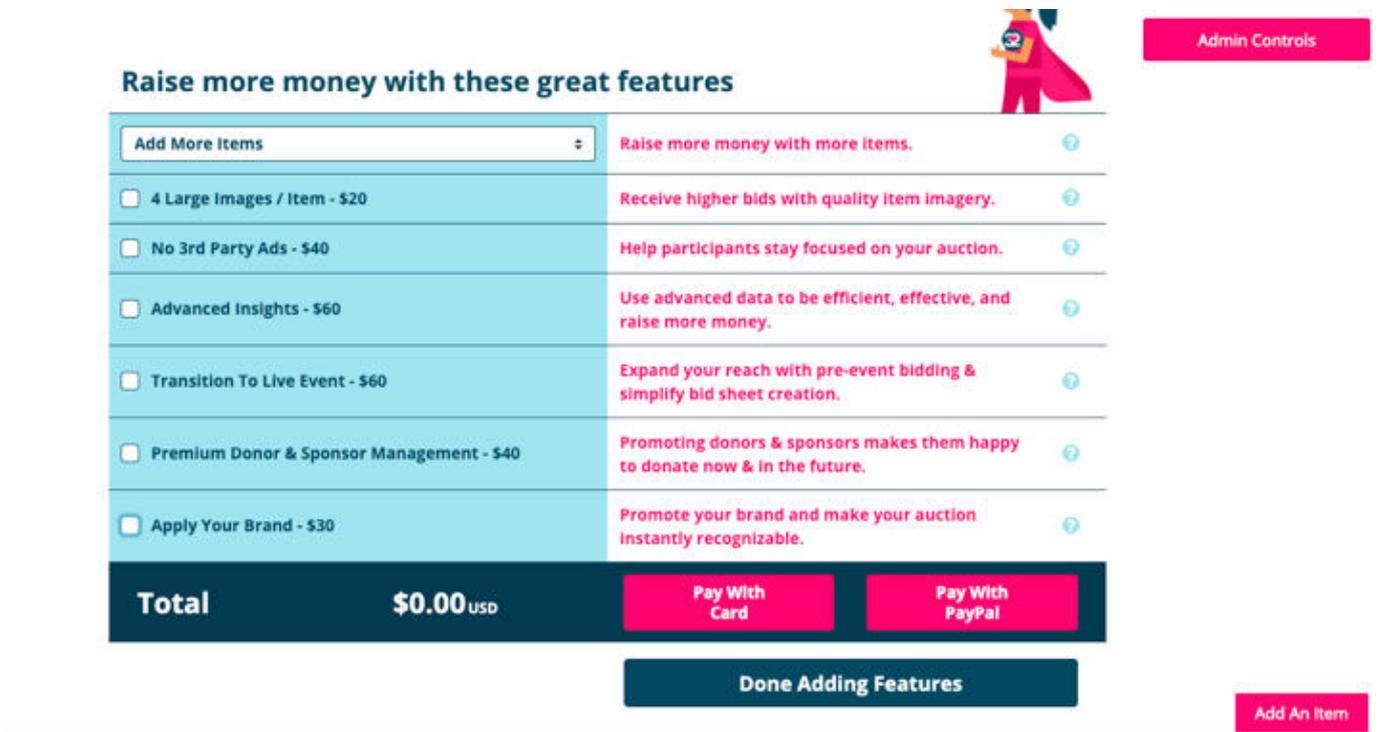
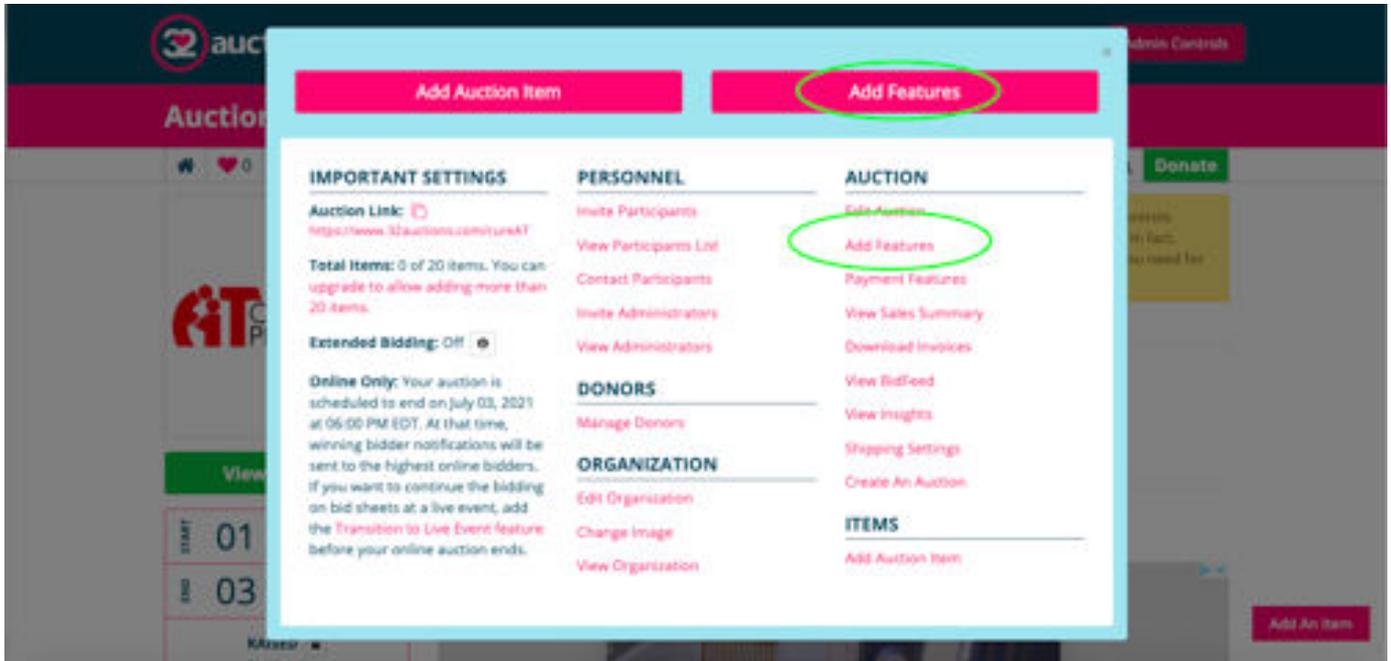
Select "Edit Auction."



Edit your auction's title, description, dates, URL, and fundraising goal. Set the advanced settings as you see fit. We usually just check "Email all administrators when a Buy Now item is purchased." Save your changes by clicking "Update Auction" at the bottom.

# ADDING FEATURES

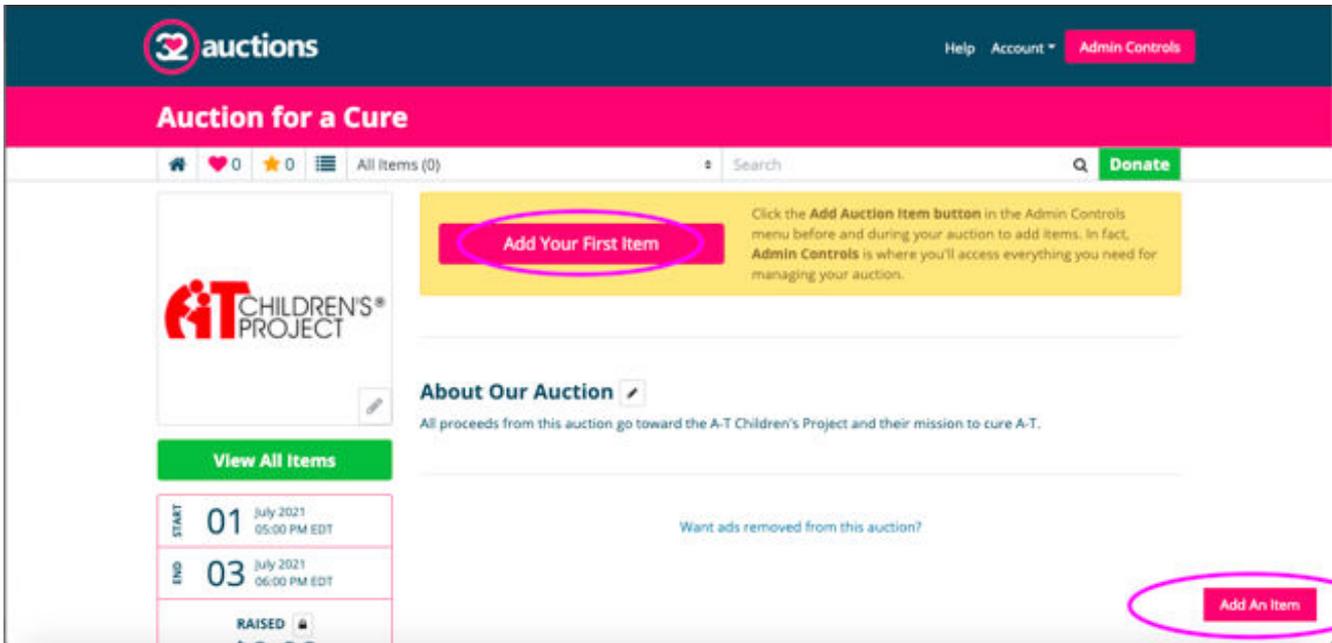
32auctions offers features for purchase. View the available features by navigating to "Admin Controls" and then "Add Features."



We usually purchase No 3rd Party Ads, Apply Your Brand and 4 Large Images/Item to start. We purchase more items as needed. Let us know if there are any additional features you'd like and we will buy them.

# ADDING ITEMS

There are quite a few places you can add an item. There are two on the main page and then two more in "Admin Controls."



Fill in the requested information, upload a photo and you're all set!

**A-T Children's Project: Auction for a Cure** Admin Controls

Copy Items From Other Auctions

Title:

Subtitle (optional):

Description:

Images: **Images can be uploaded on the next page**

Categories:

Fair Market Value (optional):

Display as "Priceless"

**Purchasing Options**

Please note that items are always displayed in alphabetical order. Use 3-digit numbers as the first part of the item title to set an order. For example, number 1 would be 001 and number 10 would be 010. This ensures your items are in the proper order as the numbers increase.

# RECEIPTS FOR ITEMS

The A-T Children's Project will generate tax-deductible receipts for your item donors. To do so, please send us the following for each item:

- Business or donor name
- Business or donor mailing address
- Brief description of item
- Date of donation

# BIDDER EXPERIENCE

Anyone who has the URL to your auction can bid. They have to create an account to bid with their name, email and password.

Bidders receive email notifications when:

- 1) the auction opens
- 2) they make a bid
- 3) they are out-bid
- 4) the auction is ending
- 5) they win an item

# MONEY

32auctions connects directly to the A-T Children's Project PayPal account. When someone wins an item, they are emailed a link to a 32auctions page where they enter their credit card details. (There is a transaction fee of 2.9% plus \$0.40 per transaction for using the 32auctions platform that is reflected in the amount that comes into our PayPal.)

Coordinators can log-in and see who has paid. If someone wants to pay on the A-T Children's Project website or on another platform, they may do so. A Coordinator can then mark them as paid in 32auctions.

# QUESTIONS?

Give us a call or send us an email. We'd be happy to help!

954-481-6611

[fundraising@atcp.org](mailto:fundraising@atcp.org)

Check out 32auctions' support page. They have an extensive list of FAQs that we rely on.

[32auctions.com/pages/help.html](http://32auctions.com/pages/help.html)

Thank you for fundraising on behalf of all  
A-T families!

People like you are the life-blood of the  
A-T Children's Project. If you want to  
learn about additional fundraising  
opportunities or would like to host an  
event, please reach out to us at  
**[fundraising@atcp.org](mailto:fundraising@atcp.org)**.

*We have a number of promising research  
projects in the works that we are able to  
fund because of YOU! Be on the lookout for  
research updates.*

