

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**. Browse the below auctions to get comfortable and see examples:

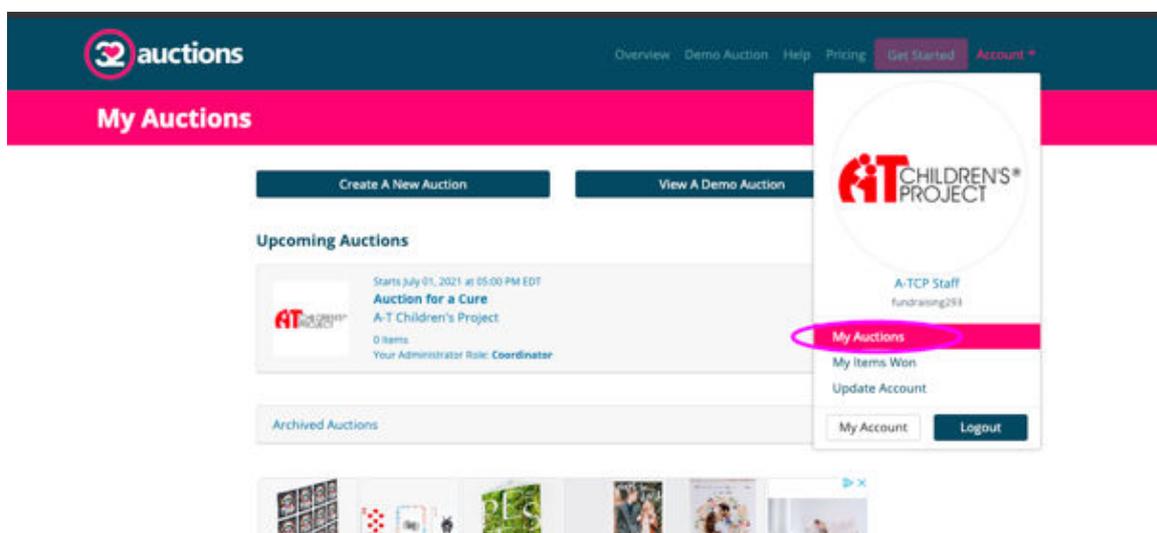
32auctions.com/32auctionsDemo

32auctions.com/RyliesAngels

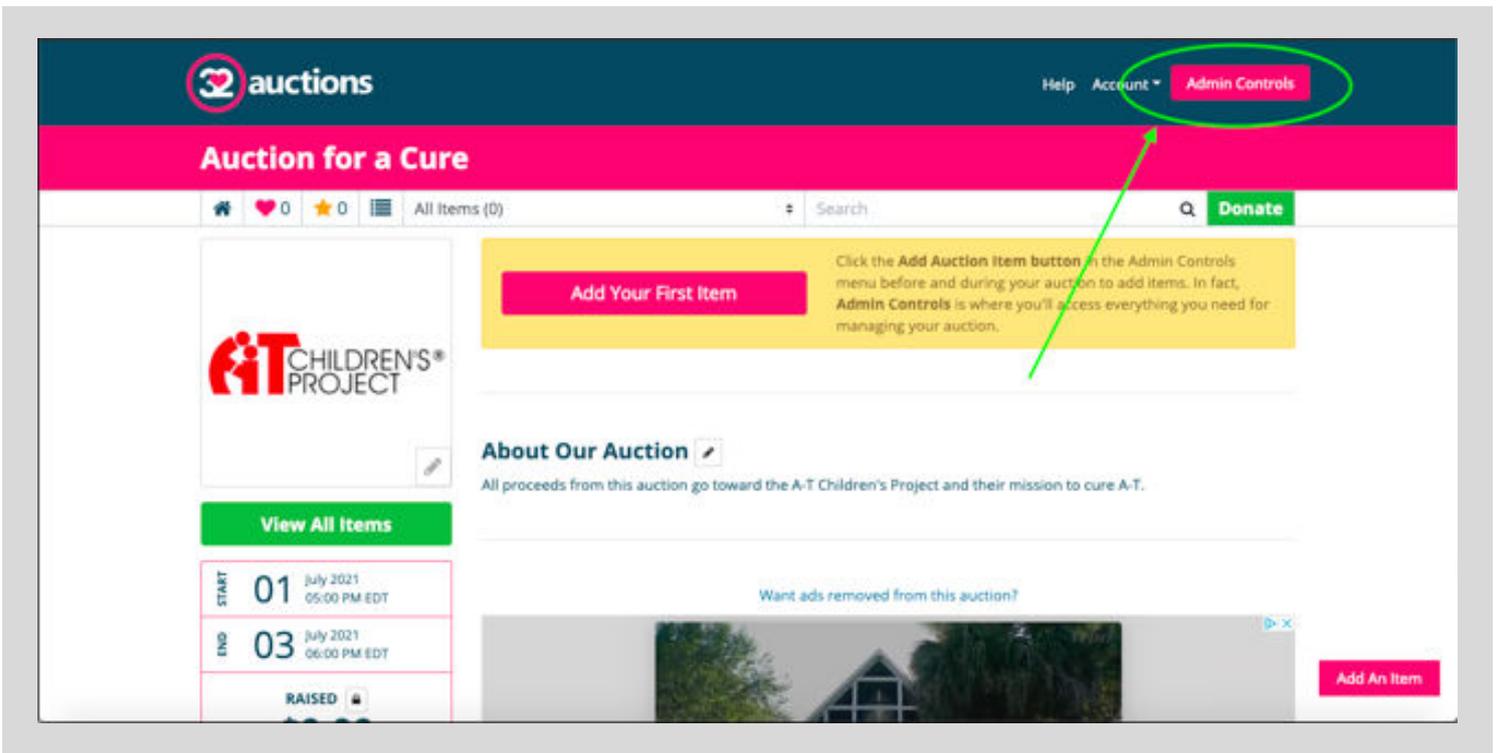
32auctions.com/linksforlincoln

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

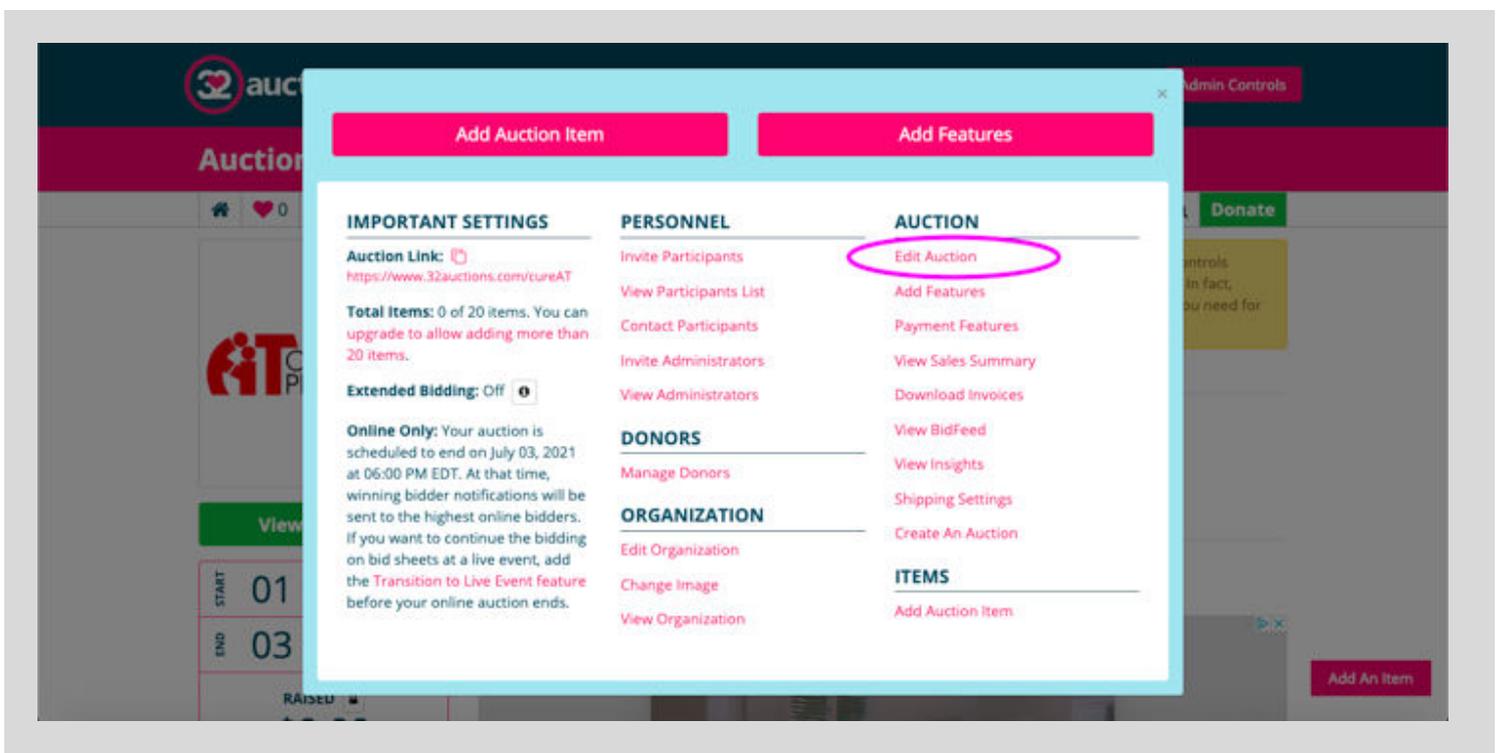
- The email will come from noreply@32auctions.com
- It will invite you to be an Auction Coordinator and prompt you to make your own account.
- Once you log-in, go to "Account" in the top right and select "My Auctions."



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.



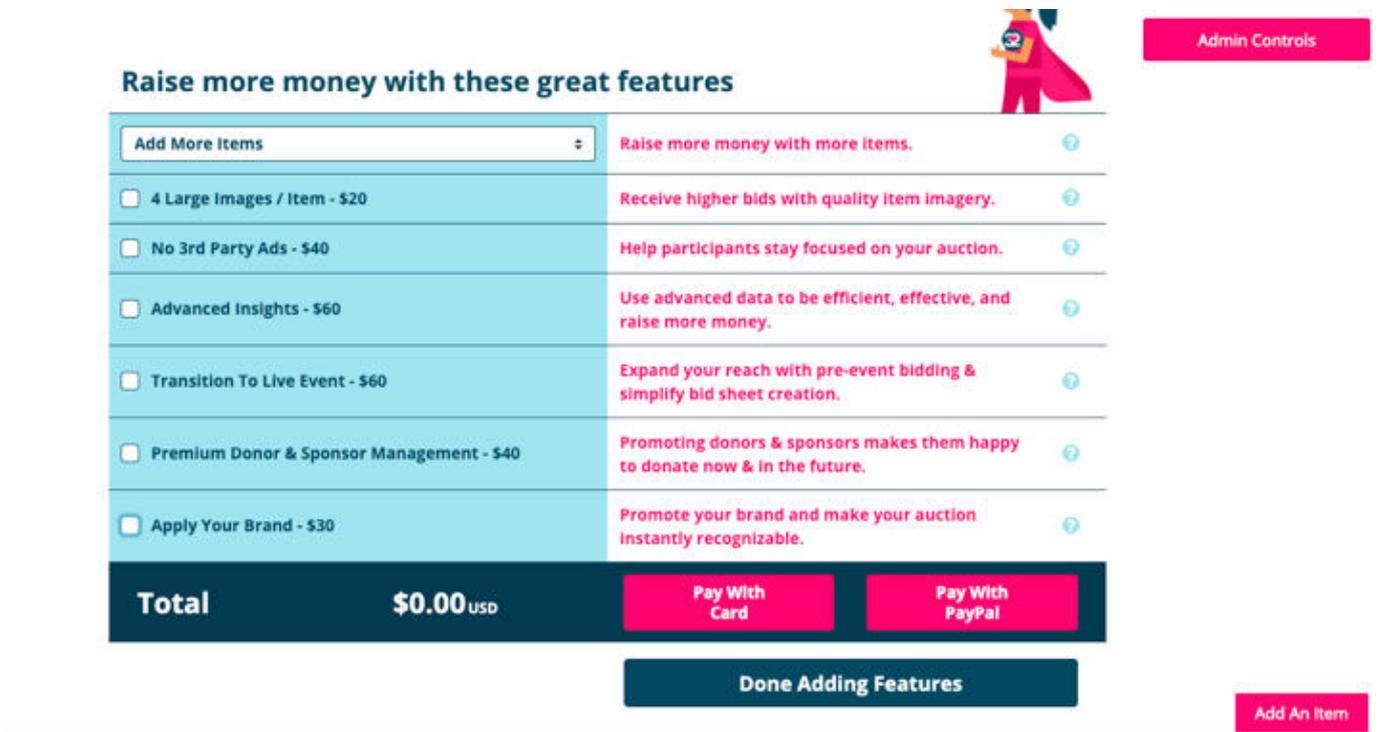
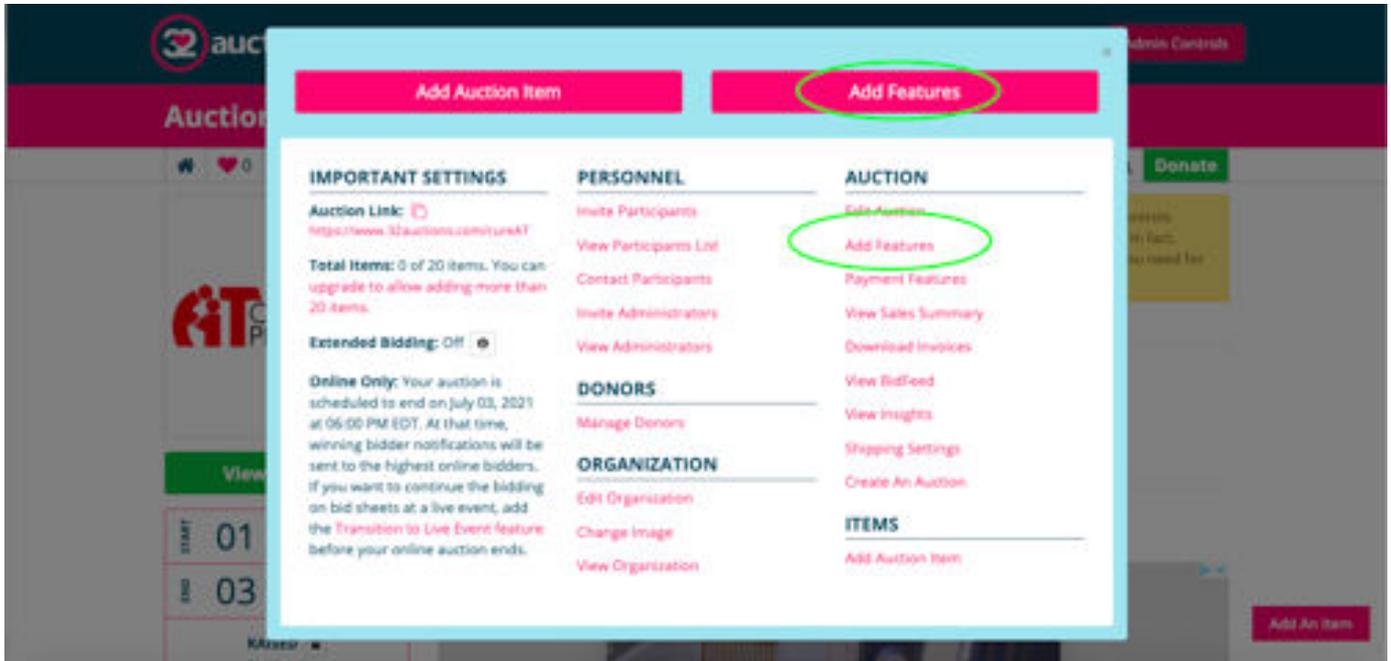
Select "Edit Auction."



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

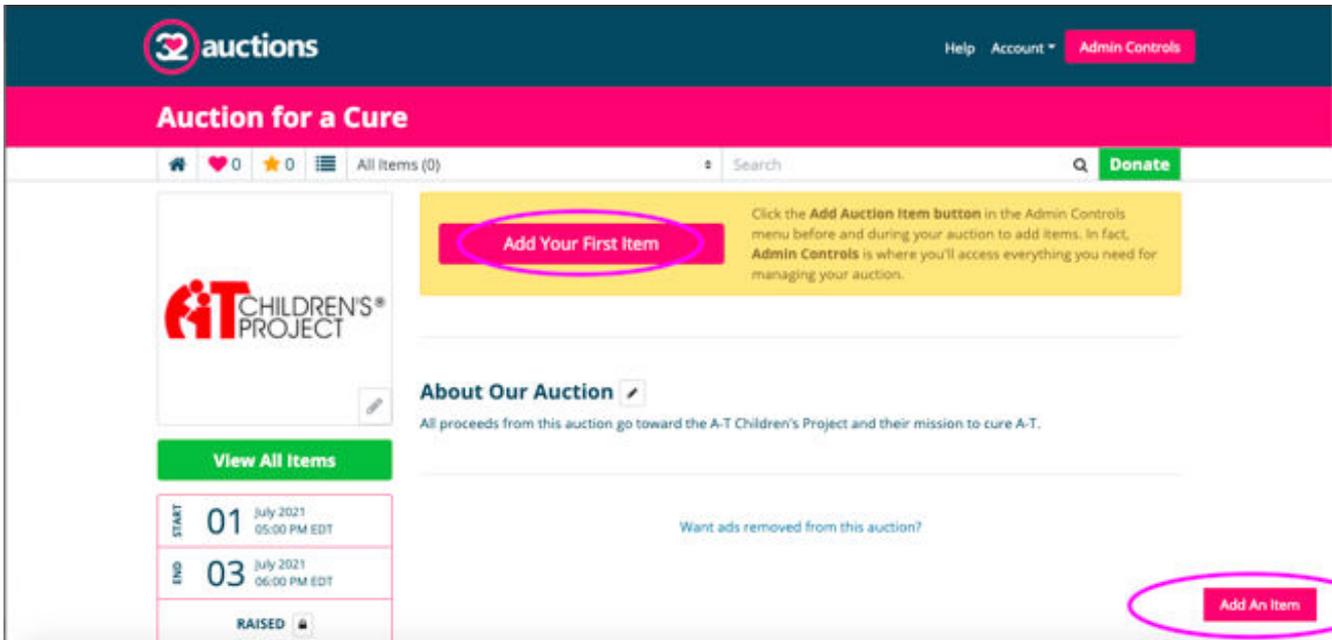
32auctions offers features for purchase. View the available features by navigating to "Admin Controls" and then "Add Features."



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!

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.

SETTING UP A RAFFLE

You can use 32auctions for selling raffle tickets. Add the item you are raffling off. Make "RAFFLE" the item's subtitle. It's a good idea to add a line in the item description that says: "By selecting "buy now", you are purchasing a raffle ticket that will be entered into a raffle drawing for this item."

Purchasing Options

Allow purchasing more than 1

Buy Now Price:

USD \$

Quantity Available:

Under purchasing options, check "Allow purchasing more than 1." Set the Buy Now price as the price of one raffle ticket. Set the quantity available for how many raffle tickets you want to sell. Lastly, make sure the shipping price is set as \$0. Otherwise, shipping will be applied to each raffle ticket.

Once the auction has ended, go to the raffle item listing and click under Buy Now History to see who bought raffle tickets and how many.

The screenshot shows a 32auctions interface for a raffle. At the top, there are navigation icons and a search bar. The main heading is "510. The Turn and Badger State Brewing Co." with the subtitle "(RAFFLE)". The item value is listed as \$85.00 and the auction ended on Jul 15, 2021 at 7:00pm CDT. The "Buy Now" section shows a price of \$1.00 and 1,935 tickets remaining. Below this, the "Buy Now History" section shows a total of 65 tickets purchased, with a red arrow pointing to the link. Payment methods like VISA, Mastercard, Discover, and PayPal are listed. Social sharing icons and a "Watch" button are also present.

SETTING UP DONATIONS

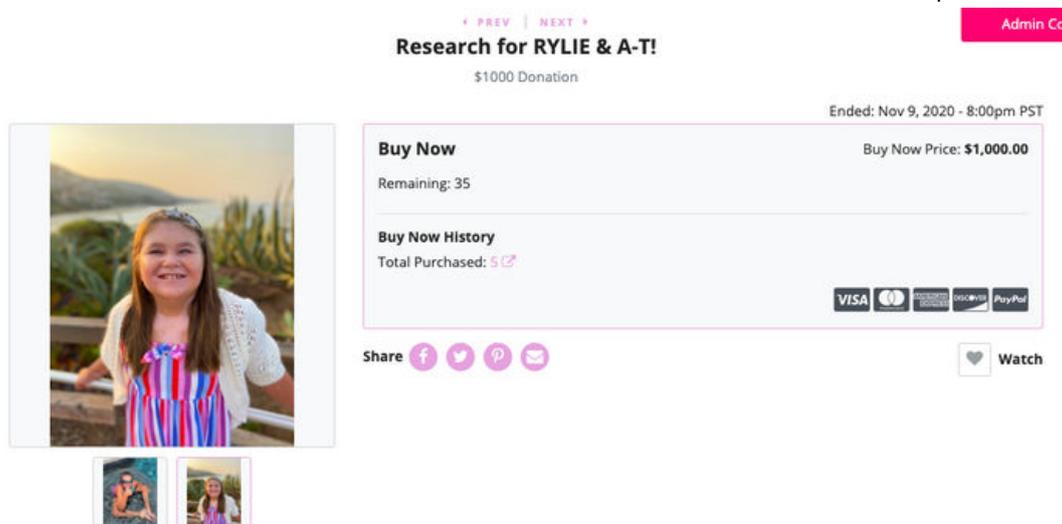
32auctions does automatically include a donate button in the top right corner of the auction page under the banner. But, not many people use this button. Instead, event hosts have found success by 'selling' \$100 donations or any other size donation as an item.



To 'sell' \$100 donations or any other size donation. Add the item and add "\$100 Donation" as the subtitle. For the item description, ask us for a research update to use!

Under Purchasing Options, check "Allow Purchasing More Than 1" and set the Buy Now price as the size of the donation. Set the quantity available to as many donations you want to 'sell' - we arbitrarily use 2,000.

Make sure there is no shipping cost. It is important to make the Fair Market Value as N/A so the donors will receive a tax-deductible receipt.



AUCTION ENDS

Once your auction closes, 32auctions will automatically send out an email to everyone who participated to thank them for their participation and let them know if they have won an item.

If someone wins an item, 32auctions will include in the email a link to where they will pay. 32auctions will continue to send reminder emails until they have paid.

Auction hosts can see who has paid by going to Admin Controls > View Sales Summary. This is also where you can mark someone as paid if they gave you cash or paid with a check.

32auctions Help Account Admin Controls

Sales Summary

Download Send Payment Reminder

Totals Invoices Items Donations (0) Sponsors (0) View All Items

Item	Bid	Quantity	Sold	Paid?	Delivered?	Bidder (Show Contact Info)	Invoice	Edit
001 Cobra Tec Knife with case	\$175.00	1	Yes	Yes	No		Invoice	Edit
002 Wood Cross	\$30.00	1	Yes	Yes	No		Invoice	Edit
010 Gift certificate for cake/cupcakes	\$35.00	1	Yes	Yes	No		Invoice	Edit
011 Autographed Lance McCullers baseball	\$95.00	1	Yes	Yes	No		Invoice	Edit
012 Painting by Emily	\$250.00	1	Yes	Yes	No		Invoice	Edit
013 Wood Cross	\$45.00	1	Yes	Yes	No		Invoice	Edit
014 Brumate Winesulator	\$25.00	1	Yes	Yes	No		Invoice	Edit
015 2017 Houston Astros World Series replica ring	\$36.00	1	Yes	Yes	No		Invoice	Edit
016 JJ Watt autographed picture	\$100.00	1	Yes	Yes	No		Invoice	Edit
017 JJ Watt autographed World Series baseball	\$300.00	1	Yes	Yes	No		Invoice	Edit
018 Astros Fanatic Package	\$151.00	1	Yes	Yes	No		Invoice	Edit

Note there is also a "Delivered" column where you can keep track of which items you've shipped or dropped off already.

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

We can also send you blank receipts so you can receipt donors as you receive their items.

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

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

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.

*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.*

