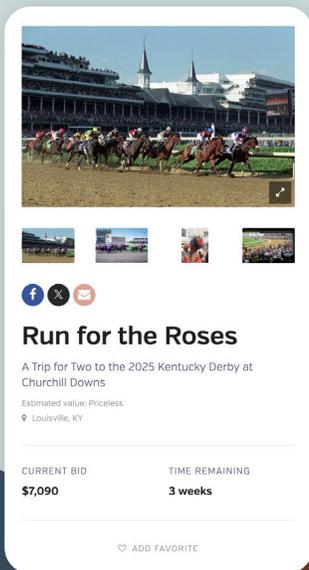


betterworld

Your Complete Guide to BetterWorld's Live Auction Tool

Welcome to your step-by-step guide for running a successful Live Auction with BetterWorld, designed to help you set up, manage, and optimize your campaign with ease.



Run for the Roses
A Trip for Two to the 2025 Kentucky Derby at Churchill Downs
Estimated value: Priceless
Louisville, KY

| CURRENT BID | TIME REMAINING |
|-------------|----------------|
| \$7,090 | 3 weeks |

ADD FAVORITE



Sip & Share The Magic of Tuscany From Your Own Home!

12 Bottles of Classic Tuscany Red Wine Shipped to Your Home

Estimated value: \$1,200

TIME REMAINING

3 weeks

ADD FAVORITE



Travel



Table of contents

Introduction pg. 4

Step 1: Auction Creation pgs. 5-9
Learn how to create your auction, customize its appearance, and define key details like bidding type, dates, and goals.

Step 2: Getting Items for Your Auction pgs. 10-17
Explore ways to add exciting items, including Donation Forms, Instant Items, custom uploads, and Impact Giving campaigns.

Step 3: Adding Sponsorships pgs. 18-19
Offer sponsorship opportunities to local businesses to boost revenue and build valuable community partnerships.

Step 4: Setting Up and Customizing Your Auction pgs. 20-24
Personalize optional features like videos and donor recognition while completing essential steps such as setting an end date and visibility.

Step 5: Final Preparations for Live Auction Day pgs. 25-27
Get ready for your event by selecting an auctioneer, setting bid prices, printing table cards, reviewing the display view, and assigning paddle numbers if needed.

Step 6: Running Your Live Auction pg. 28
Manage the live bidding process with tools like the Display View, item announcements, and methods for recording winning bids.

Step 7: Closing the Auction and Collecting Payments pgs. 29-33
Enter winning bids, send invoices, manage offline and online payments, and handle special instructions for Instant Items.

Step 8: Fulfillment – Connecting Winners with Their Items pgs. 34-35
Organize item pickups at the event or coordinate post-event fulfillment through the Fulfillment Center.

Step 9: Withdrawing Funds pg. 36
Explore two simple ways to check in guests—by name or QR codes—and Easily withdraw your funds after the auction with built-in safeguards for chargebacks.

Introduction

Welcome to your step-by-step guide to running a successful Live Auction with BetterWorld! Whether it's your first time using BetterWorld or your first auction ever, this guide is here to help you set up, manage, and optimize your campaign with ease.

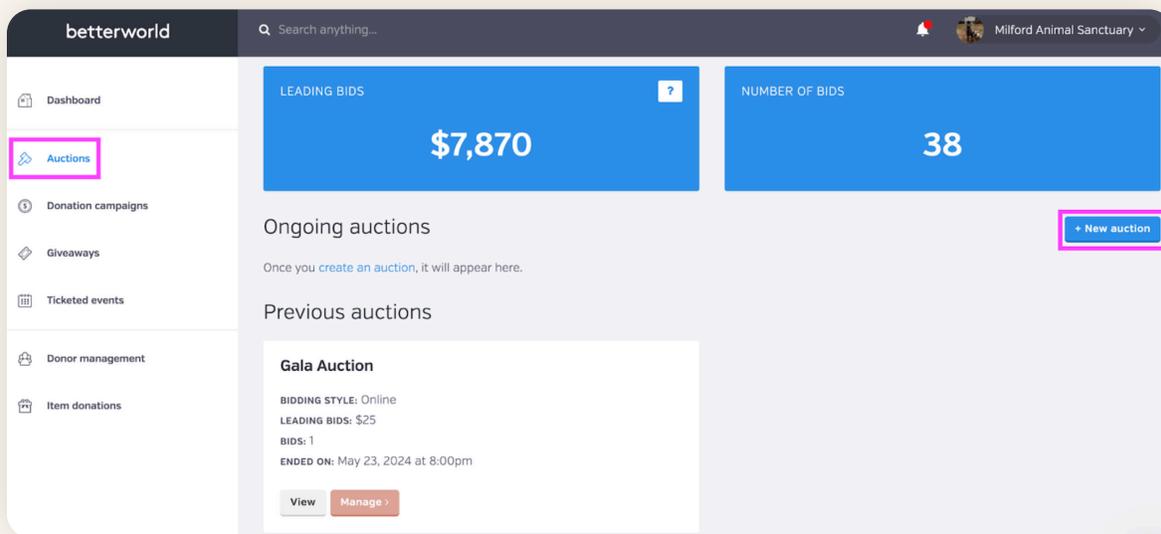
BetterWorld simplifies the auction process, and this guide is designed to support you every step of the way.

You've got this! Let's get started and make your auction a standout success.

Step 1: Auction Creation

Creating your campaign is simple and intuitive—just follow these steps to set up a compelling fundraising page that engages donors and drives contributions!

1. **Create your Auction.** Go to the [Dashboard](#), click **Auctions**, and then click the **+ New Auction** button to start the guided setup process.



NOTE:

Any details you enter during campaign creation can be updated later in your dashboard. If you'd prefer, you can leave the optional sections blank and make changes later. Simply go to your dashboard, click **Auctions**, then click **Manage** on the **Auction** you want to edit, and select **Settings** to update your information.

2. **Pick a Name.** Give your auction a descriptive and engaging name, such as “Back-to-School Online Auction” or “Winter Wonderland Auction.” Something fun and straightforward often works best.

What should we call your auction?

Back-to-School Live Auction

Continue

3. **Select the Bidding Type.** Choose **Live Bidding Only** to create a Live Auction. This option inhibits online bidding and allows you to manually enter the winning bids and bidders at the end of your auction. It's perfect for in-person events with an auctioneer.

Auction bidding style

Will your bidders be placing their bids online or in person?

Online bidding only

Participants place their bids online, using their computers, phones, or tablets.

Live bidding only

Participants announce their bids at a live event and someone on your team notes the winners and winning bid amounts.

Continue

4. **Set a Start Date.** Choose the date of your event where your Live Auction will take place or the day you plan to begin live bidding. Not sure yet? No worries! Set an estimate now and adjust it later in the dashboard.

When are you looking to launch your campaign?

Don't worry – you can always change this later!

General timing Exact date

Within the next month

In a few months

At least 6 months out

I'm just exploring

Continue

TIP:

Share your Auction 7–14 days before the event to allow people to preview and browse available items to build excitement for the live bidding.

5. **Set a Private Fundraising Goal.** This helps you track progress on the backend. Donors won't see it, but you and any of your team members will.

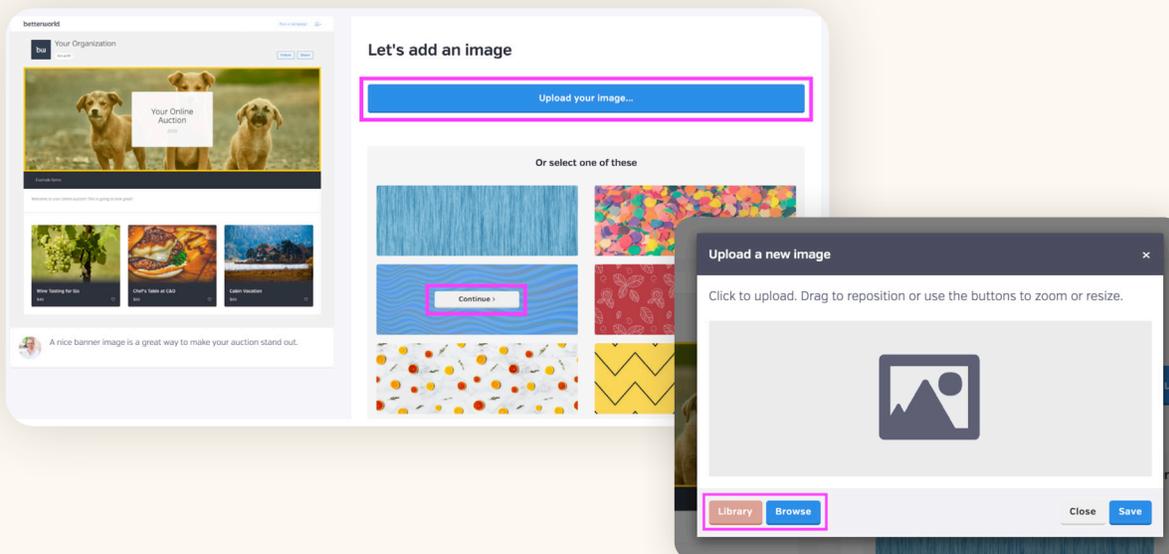
How much are you hoping to raise with this campaign?

Having run thousands of campaigns ourselves, we've got lots of helpful ideas to help you reach your goal!

\$50k

Continue

6. **Choose an Eye-Catching Banner Image.** Select an image from your computer or use BetterWorld's image library for high-quality options. Ideally, your banner image should reflect your cause. A high-resolution horizontal image (1140x400 pixels) works best, but don't worry, the image uploader will automatically resize your image to fit the banner space.



TIP:

Want to design a custom banner image? Canva is a free, user-friendly design tool with ready-to-use templates: [Template 1](#), [Template 2](#), and [Template 3](#). Customize them easily by clicking to edit text, change colors, and drag-and-drop images. Once finished, click the **Share** button in the top-right corner, select **Download**, and save your design. Then, upload the image directly to your BetterWorld Auction.

- Add a Welcome Message.** Greet your donors and let them know why they're here! Use this space to share event details, highlight your mission, or include links to other campaigns (like a giveaway). You can also add clickable hyperlinks to direct donors to additional campaigns or websites. These links provide a quick and easy way for donors to learn more about your organization and get involved in supporting your cause.

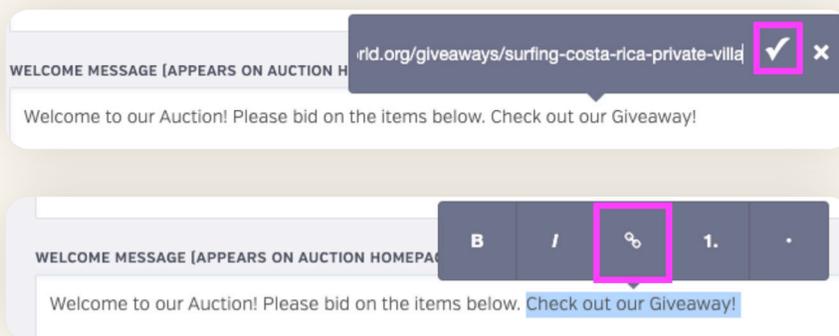
Add any extra words to tell your story

[Optional]

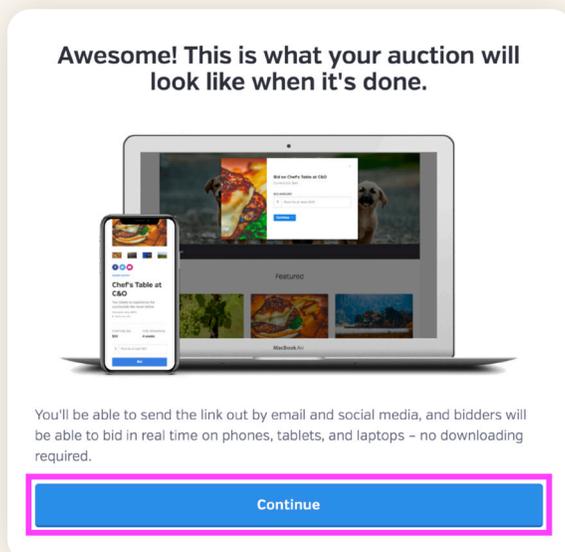
Welcome to our live auction!

Create auction

To create a hyperlink, highlight the text you want people to click on, such as “Check out our Giveaway!” within your description, and click the **link icon**. Paste the link to which you'd like to direct them into the box that appears, and press **Enter** on your keyboard, or click the checkmark button.



- Congrats, you've just created your Auction!** Click the **Continue** button to move on.



9. **Item Donation Form.** BetterWorld's Item Donation Form makes collecting donations simple and stress-free for you and your donors. Share the form via email or social media. Donors can easily fill it out, providing item details and pictures that go straight to your dashboard — saving you time and effort. In the text box, you can add a customized welcome message to provide information, encourage donations, or share your story. We'll explore more about using the Item Donation Form later.

This is your item donation form

Send it to your supporters to have them enter item details and images on their own. Then you'll be able to import their items directly into any of your auctions or giveaways with a single click.

Optional welcome message

Thank you for being so supportive! Without your donations, we would not be able to host our annual auction.

Continue

You can use the links below to start getting items!

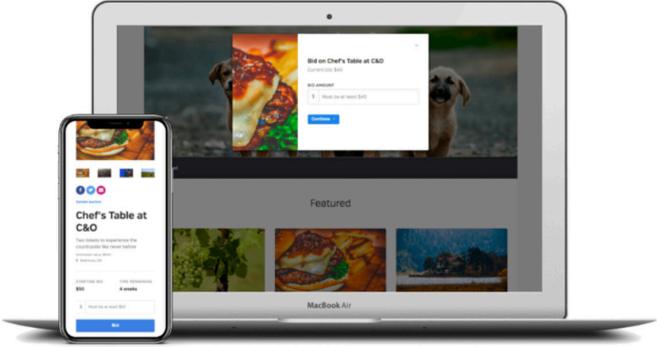
<https://mas.betterworld.org/donate-an-item> Copy link

 Facebook
  X
  Email

TIP: Use the Copy Link button or other sharing options to start sharing your Item Donation Form with potential donors.

The Auction setup is complete! Click the **Continue** button. On this page, you'll see three options: **Preview**, **Add an Item**, and **Complete Setup**. We'll add items and preview your page soon, but for now, click the **Complete Setup** button.

Great!
You're ready to go!



Preview **Add an item** **Complete setup**

Step 2: Getting Items for Your Auction

It's time to stock your auction with amazing items!

Let's start by understanding how items are displayed in your auction. Items are grouped into display sections, which become visible after adding your first item, making it easy for donors to navigate your auction. BetterWorld provides default sections that appear as clickable text for quick access on your auction page.

You can create new sections by clicking the **New Section** button on the Items page, assigning items to a section during item creation, or dragging items from **Uncategorized** into the desired section. Rename sections by clicking their title and reorder them using the arrows for better organization. For a polished and engaging auction, aim to have at least three items in each section.

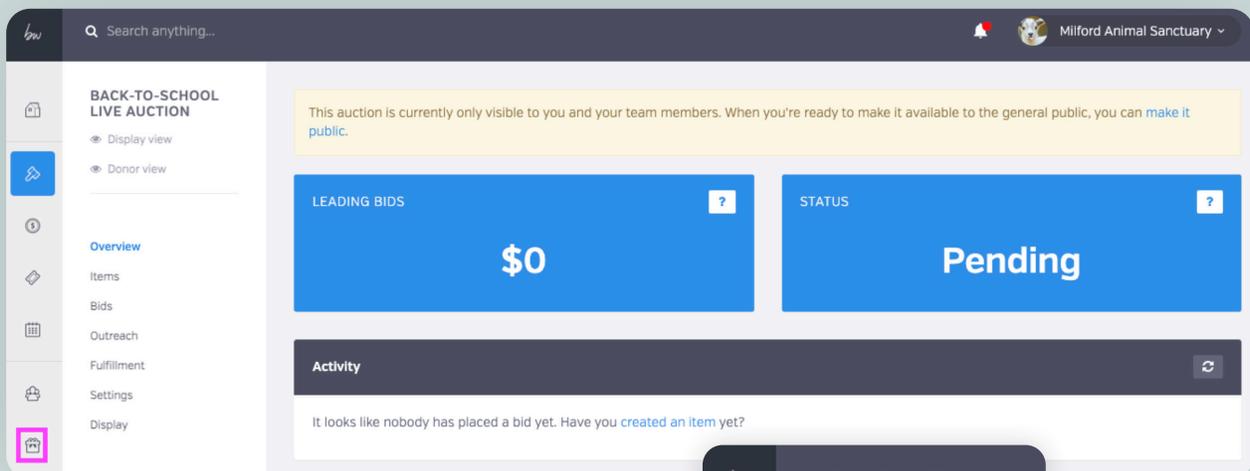
As you add items, check out our [Great Items Guide](#) for practical ideas and inspiration to help you build an amazing lineup of auction items.

There are four different ways you can add items to your auction:

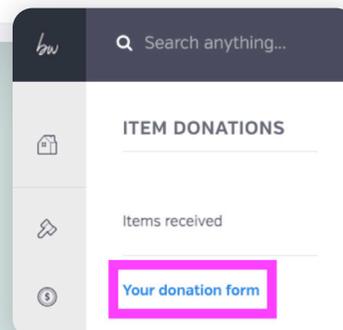
1. **Use the Item Donation Form.** BetterWorld's Item Donation Form simplifies the donation process by letting donors easily provide item details and pictures through a shareable form, which are automatically added to your dashboard.

Head to your **Item Donation Form** to add or edit the customizable welcome message and get the link to share with potential donors.

- a. Go to the dashboard and click on the **Item Donation Form** page. It's the gift icon at the bottom of the far-left menu.



- b. Click the section titled **Your Donation Form**.



- c. Use the text box to craft a personalized message for donors, sharing details about your auction, your cause, and the donation process.
- d. Click the **Open My Donation Form** button to view your form. You can preview your message and copy the link from the browser's address bar. This is the link you'll share with your donors.

Your Item Donation Form

You can send this form out through email and social media as an easy way to collect items from your supporters.

[Open my donation form ↗](#)

WELCOME MESSAGE

Thank you so much for offering to support us! We're planning an amazing auction for this spring – but can't do it without your support.

[Save](#)

TIP:

Share the Item Donation Form with your community and network via email or social media, and post about it once or twice a week leading up to your auction. Reach out to local businesses — many are happy to donate items in exchange for recognition, giving them a chance to promote their business while you secure great auction items. Donors will automatically receive a receipt email with your tax ID number when they submit their item, making it easy for them to write off their donation. Once submitted, items will appear in the **Item Received** section of the **Item Donations** page.

What item(s) would you be willing to donate?

Thank you for being so supportive! Without your donations, we would not be able to host our annual auction.

Tennis lesson for 4

Add to offers

Know anyone else who might donate?



Facebook



X



Email

COPY LINK

Copy



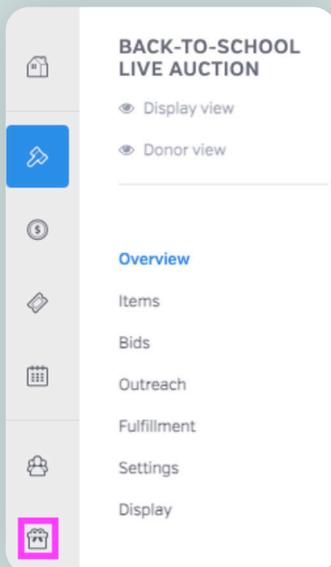
Milford Animal Sanctuary

Your offers

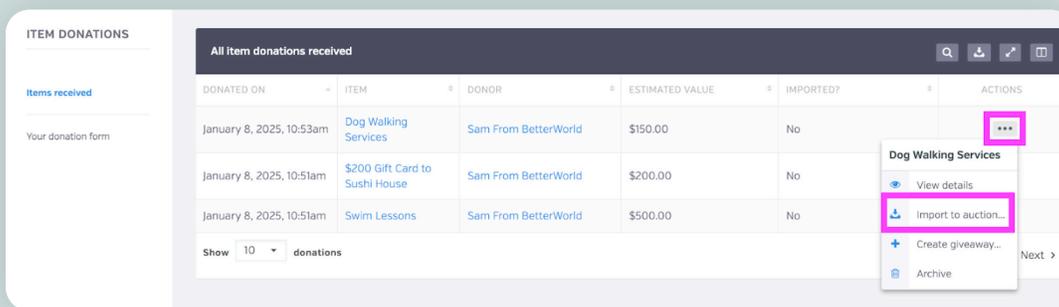
You haven't offered anything yet. Use the form or click one of the suggestions to add an offer. You can customize it in the next step.



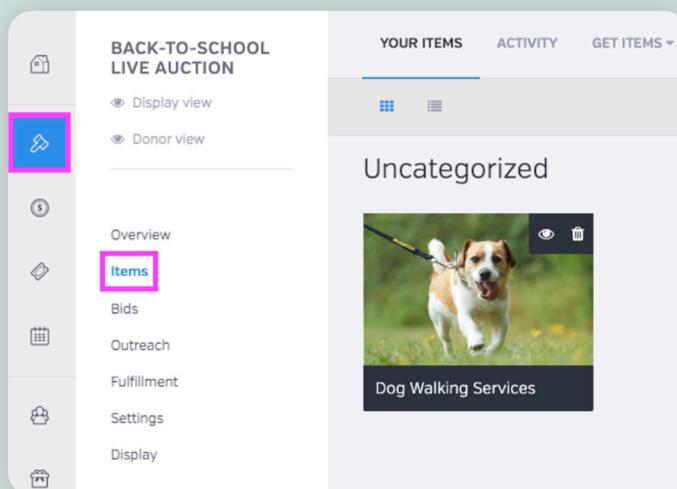
- e. To import items received into your auction, go to the dashboard and click on the **Item Donation Form** page. It's the gift icon at the bottom of the far-left menu.



- f. Click the item's title to see all the details. Click the three dots in the action column and select **Import to Auction**.



- g. Once added to the Auction you can easily edit the item as needed on the Items page of your Auction. Just click on the item to edit details or choose which section the item should be displayed in.

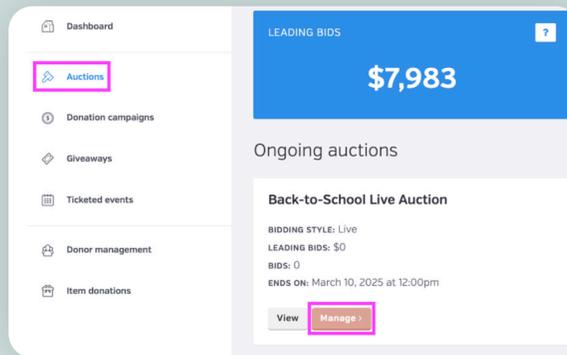


- Add Instant Items.** Enhance your auction with Instant Items—exclusive trips and unique experiences that engage and excite bidders. These items are offered at wholesale prices, allowing you to keep 100% of the funds raised above the reserve price. Best of all, they're completely risk-free—if an item doesn't receive bids, it's simply returned at no cost to you. Auctions featuring Instant Items typically raise 54% more.

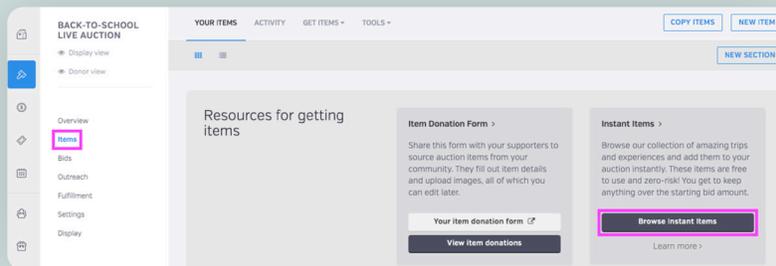
We recommend adding 12–16 Instant items to increase excitement, drive competitive bidding, and attract a broader audience. Instant Items are an effortless way to diversify your auction and maximize its success!

Here's How to Add Instant Items to Your Auction

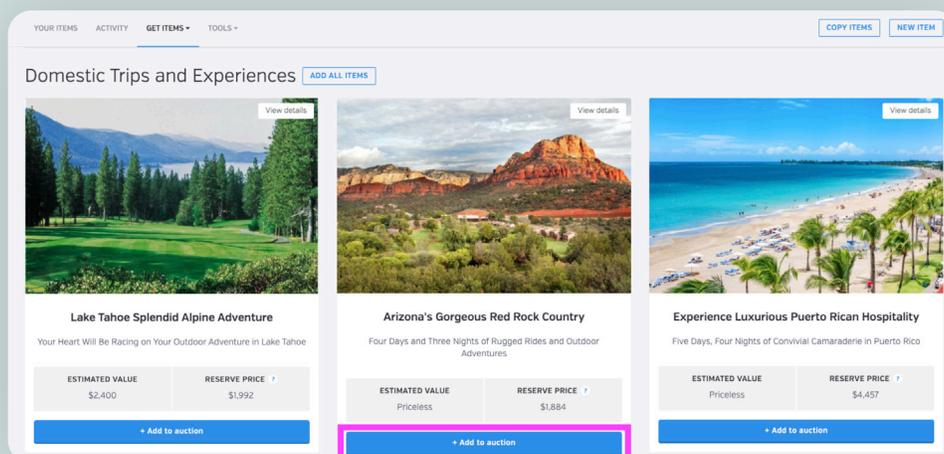
- Go to your dashboard, click **Auctions**, and select **Manage** for the auction you want to update.



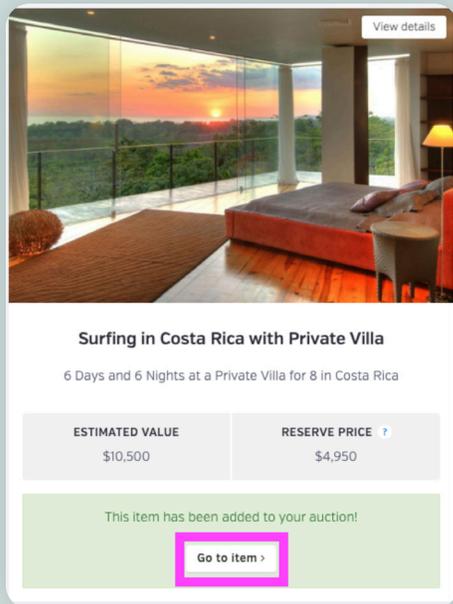
- Click on the **Items** section.
- Click the **Browse Instant Items** button to view available options.



- Browse through the available items. When you find one you like, either click **Add to Auction** directly or click on the item to learn more, then click **Add to Auction**.



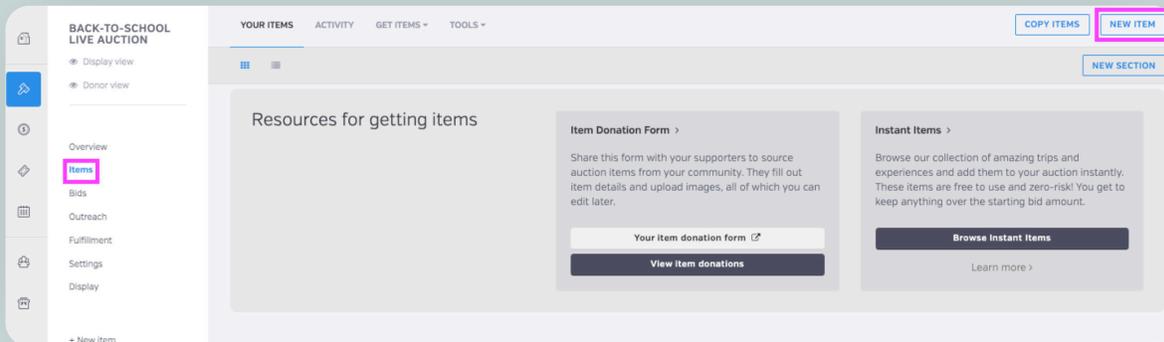
- e. After adding an item, click the **Go to Item** button to review it or view it along with your other auction items on the Items page.



NOTE:

BetterWorld handles all fulfillment of Instant Items. After a donor has paid, we receive an automatic notification and will contact them to coordinate receiving their item. More information will be shared later how to charge your donors for Instant Items.

- 3. Upload Your Own Items.** It's quick and simple, and takes just 3 to 5 minutes per item! Head to the **Items** page within the auction and click the **New Item** button in the upper right corner.



Then fill out the information on the screen:

Create a new item

| | | | | | | | |
|---|--|-----|-----|-----|----|----|-----|
| <p>TITLE</p> <input type="text" value="Massage & Facial at Serenity Day Spa"/> <p>SHORT DESCRIPTION (AROUND 10 WORDS)</p> <input type="text" value="Indulge in well-deserved pampering and embrace true serenity."/> <p>LONG DESCRIPTION</p> <input type="text" value="Indulge in the ultimate day of relaxation and rejuvenation with the Serenity Bliss Package at Serenity Day Spa. This luxurious experience begins with a soothing deep-tissue massage designed to melt away tension and leave you feeling renewed. Follow this with a hydrating facial, expertly tailored to nourish and rejuvenate your skin, leaving it radiant and glowing. To complete your spa journey, enjoy complimentary access to our state-of-the-art sauna and steam rooms, where you can unwind and detoxify in pure tranquility."/> | <p>DISPLAY SECTION</p> <input type="text" value="Health and Wellness"/> <p>ESTIMATED VALUE</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 60%;">300</td> <td style="width: 20%;">.00</td> </tr> </table> <p>STARTING BID</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">\$</td> <td style="width: 60%;">75</td> <td style="width: 20%;">.00</td> </tr> </table> <p>LOCATION</p> <input type="text" value="Milford"/> | \$ | 300 | .00 | \$ | 75 | .00 |
| \$ | 300 | .00 | | | | | |
| \$ | 75 | .00 | | | | | |

[Save & continue to images](#)

- a. Add a descriptive title to capture bidders' attention and encourage them to learn more about the item.
- b. Add a **Short Description** – a one-sentence pitch on why this item is a must-have!
- c. Add a **Long Description** – this is where you can give more information on the item.
- d. Choose the display section you want the item to be displayed in.
- e. Add an **Estimated Value**. If you leave the estimated value blank, it will be listed as “priceless.”
- f. The **Starting Bid** defaults to 25% of the estimated value to encourage more bids, but you can adjust it higher or lower as you prefer!
- g. Add a **Location** if applicable. If this is an experience, let donors know if travel is required.
- h. After adding your information, click **Save & Continue to Images**, then click **Add Images**. This will take you to the Items page, where you can edit details and add images by clicking the **Add Image** button again on the next screen.

MASSAGE & FACIAL AT SERENITY DAY SPA

[← Back to Items](#)

TITLE

SHORT DESCRIPTION (AROUND 10 WORDS)

LONG DESCRIPTION

Indulge in the ultimate day of relaxation and rejuvenation with the Serenity Bliss Package at Serenity Day Spa. This luxurious experience begins with a soothing deep-tissue massage designed to melt away tension and leave you feeling renewed. Follow this with a hydrating facial, expertly tailored to nourish and rejuvenate your skin, leaving it radiant and glowing. To complete your spa journey, enjoy complimentary access to our state-of-the-art sauna and steam rooms, where you can unwind and detoxify in pure tranquility.

DISPLAY SECTION

Health and Wellness

Add image

Choose an image from your computer using the **Browse** button or select one from BetterWorld's library. For specific items, use your own images, but for generic items, the library is a great option. Filling all four image slots boosts engagement by showcasing multiple views and encouraging more bids.

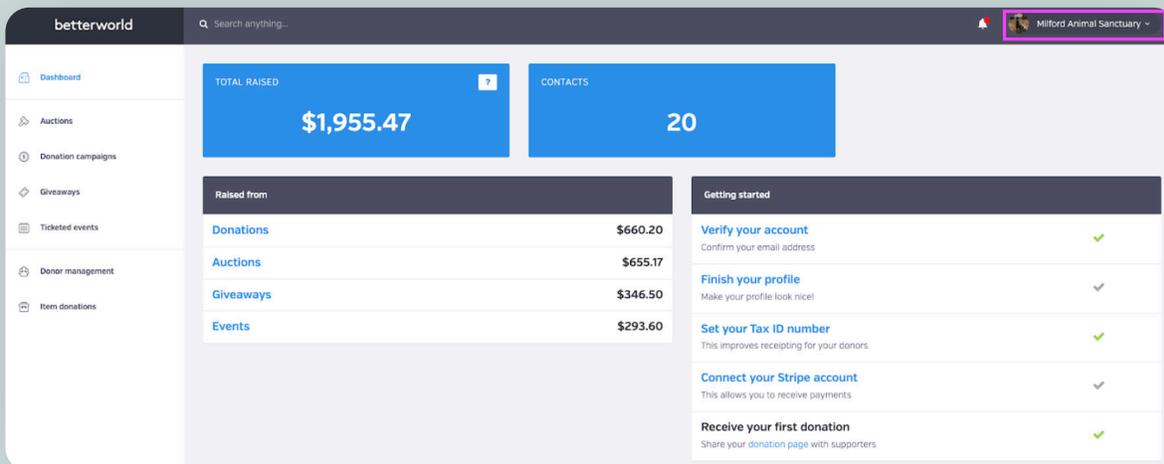
TIP:

Horizontal images between 400 KB and 2 MB, with dimensions of 1240 x 824 pixels, work best. Don't worry if your image is a different size; the site will automatically resize it to fit!

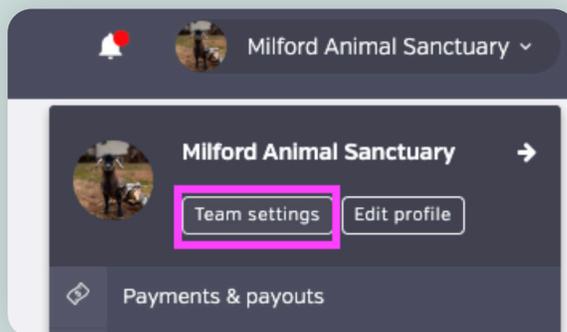
TIP:

Add your EIN (Tax ID) to your BetterWorld dashboard to automatically include it on receipts.

1. Click the drop-down menu in the upper-right corner.



2. Select **Team Settings**.



3. Scroll to the **Tax Settings** section, enter your EIN in the text box, and click **Save**. *Your EIN will now appear on all automatically generated receipts!*

Account details

Be careful when updating your web address – it will change the location of all your pages on BetterWorld. If there are any existing links to your BetterWorld pages on other websites or in email messages, they will break when you change your web address. Web addresses may contain letters, numbers, and hyphens.

ORGANIZATION NAME
Milford Animal Sanctuary

WEB ADDRESS
mas

CAUSE
Other

COUNTRY
United States

Tax settings

Optional

Any individual or group (not just nonprofits!) can use BetterWorld. However, if your organization does have nonprofit status, please input your Tax ID here and we'll include it on receipts.

EIN

4. **Add Impact Giving Items.** Adding an Impact Giving campaign lets you feature additional items or services alongside your auction items, such as “Buy It Now” items or unique add-ons. Use an Impact Giving Campaign to collect fixed-price donations (like “\$50 sponsors a child’s field trip”) or provide an option for supporters who can’t attend or prefer not to bid.

Go to your auction’s **Settings**, click **Impact Items** at the top of the page, and select a previously created **Impact Giving Campaign** to import. For more details, refer to our [Impact Giving Guide](#).

The screenshot shows the 'BACK-TO-SCHOOL LIVE AUCTION' settings page. The left sidebar has 'Settings' highlighted. The top navigation bar includes 'GENERAL SETTINGS', 'BANNER', 'IMPACT ITEMS' (highlighted), and 'ADVANCED'. The main content area is titled 'Link an Impact Campaign' and includes a dropdown menu for 'CHOOSE A CAMPAIGN - OR CREATE A NEW IMPACT CAMPAIGN' with 'Farm Supplies' selected. Below it is a dropdown for 'DISPLAY IMPACT CAMPAIGN BEFORE THE SELECTED SECTION' with 'After all sections (at the bottom)' selected. A 'Save' button is at the bottom right.

BACK-TO-SCHOOL LIVE AUCTION

Display view
Donor view

Overview
Items
Bids
Outreach
Fulfillment
Settings
Display

GENERAL SETTINGS BANNER **IMPACT ITEMS** ADVANCED

Link an Impact Campaign

Adding an Impact Campaign to your auction is a way to collect donations from your supporters directly on your auction page.

Impact Items look similar to your auction items – they each have a title and a picture – so they make a really nice addition to your auction.

Organizations often use Impact Items for:

- Fund-a-need appeals
- Paddle raises
- “Buy-it-now” style items

CHOOSE A CAMPAIGN - OR CREATE A NEW IMPACT CAMPAIGN

Farm Supplies

DISPLAY IMPACT CAMPAIGN BEFORE THE SELECTED SECTION

After all sections (at the bottom)

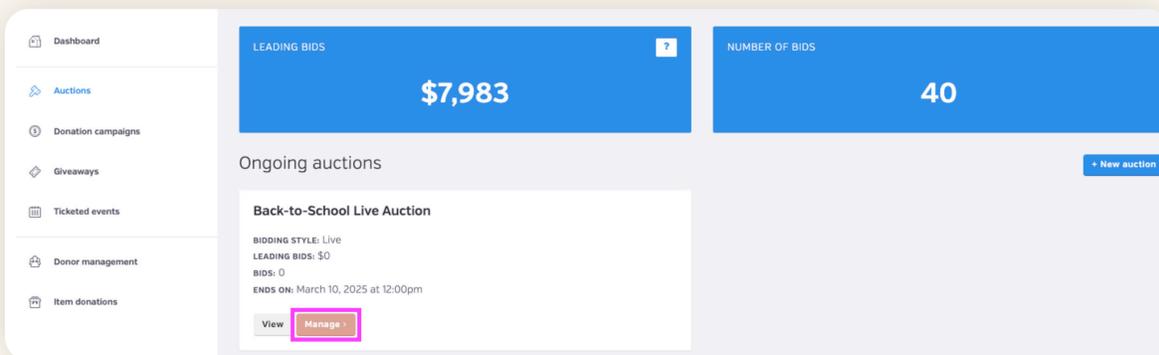
Save

Step 3: Adding Sponsorships

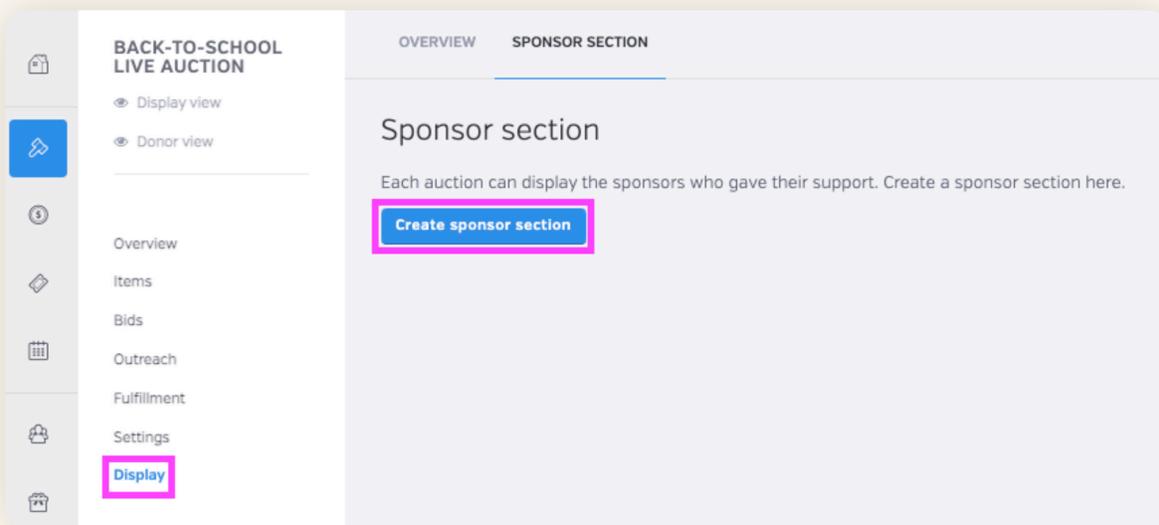
If local businesses don't have items to donate, offer sponsorship opportunities instead! Sponsorships provide a valuable way to increase your auction's revenue while giving businesses visibility and recognition. Sponsors benefit by showcasing their brand to your audience, boosting their reputation, and supporting a great cause while creating an exciting new revenue stream and adding credibility to your event.

How to Add Sponsors

1. Go to your dashboard.
2. Click **Auctions**.
3. Select **Manage** for the auction you want to edit.



4. Click **Display**.
5. Click **Create Sponsorship Section**.



6. Enter a title for the sponsorship section and click **Save**.
7. Click **Create an Auction Sponsor**.

Sponsor section

Customize the display of the sponsor section for this event.

SPONSOR SECTION TITLE ?

Our Amazing Sponsors

Show sponsor names ?

Save

Auction sponsors

These are the different sponsors you have created for this auction, sorted by their order of appearance on your auction page.

You have not created any sponsors for this auction yet.

Create an auction sponsor

8. Input the sponsor's details, including their name, sponsorship type, and logo.
9. Click **Save** to complete the process.

Add a sponsor

NAME *

Good Eats Eatery

WEBSITE

www.goodeats.com

CONTACT EMAIL

john@goodeats.com

CONTACT FIRST NAME

John

CONTACT LAST NAME

Smith

SPONSORSHIP TYPE

Gold

Save & continue to image

Once saved, sponsors will appear at the bottom of the Donor View, complete with their name, logo, and a link to their website. Highlighting sponsors is a great way to build community partnerships while boosting funds for your cause.

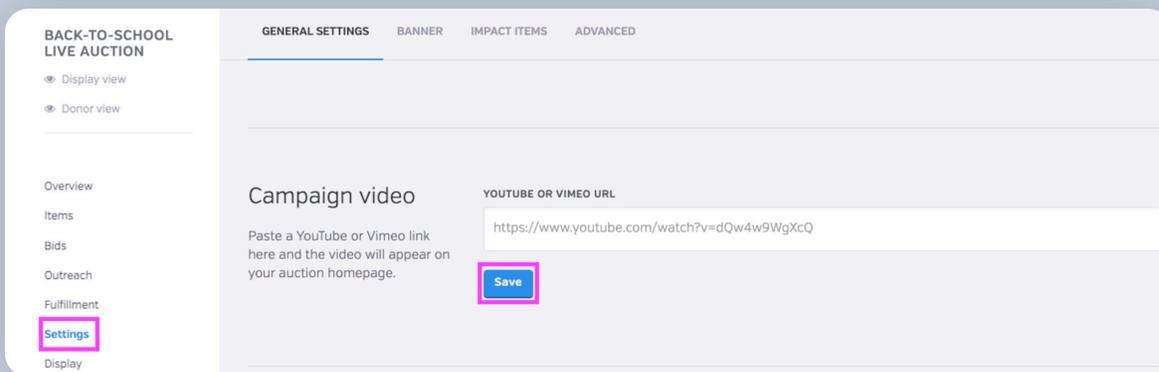
Reach out to local businesses and leaders to get started!

Step 4: Setting Up and Customizing Your Auction

In this section, we will go over the steps to fully set up your auction and customize it to your organization's specific needs. Most steps are optional, as BetterWorld's auction tool is designed to work out of the box, but the last two steps are required to complete before starting your auction.

From your dashboard, click **Auctions**, and then select **Manage** on the auction you want to customize. From this page, you will be able to access any of the steps described below.

1. **Optional: Add a Video.** Go to the Settings page and scroll to the **Featured Video** section. Videos are a great way to share your story, highlight your mission, or showcase the impact of the funds raised. It's a simple yet powerful way to connect with your donors.



To add a video to your Live Auction campaign:

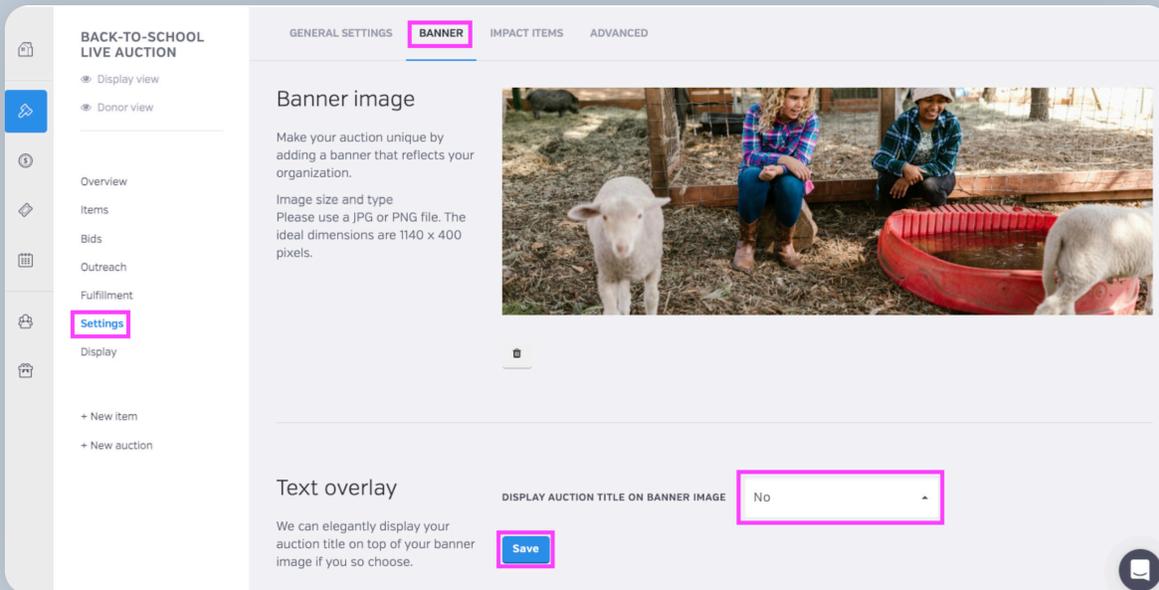
- a. Navigate to the video you want to share on YouTube or Vimeo. Copy the link directly from the URL bar at the top of your browser.
- b. Go to your BetterWorld Dashboard.
- c. Click **Auctions > Manage > Settings**.
- d. Scroll down to the **Campaign Video** section.
- e. Paste the video link into the box and click **Save**.

TIP:

We recommend sharing your Live Auction page before the actual event to allow previewing of your items and for your donors to watch the video you added. We suggest sharing your Auction 7-14 days before the event to build excitement!

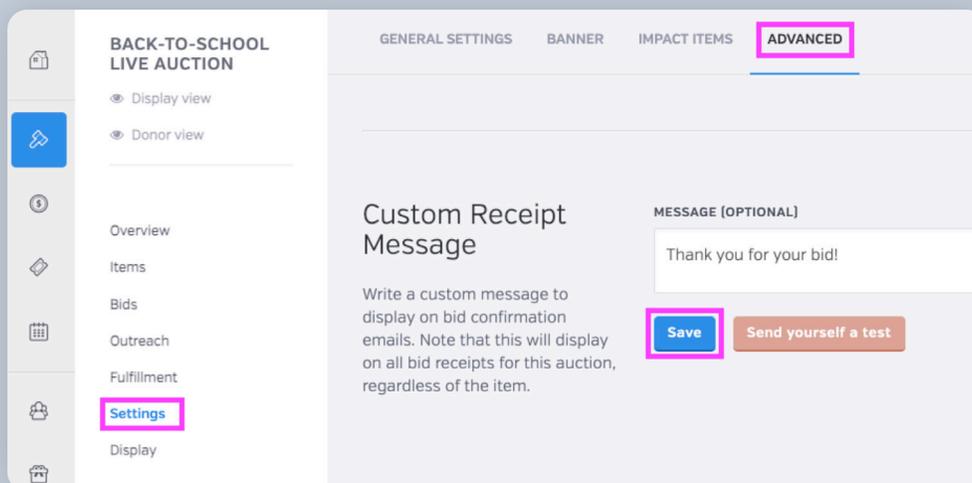
2. **Optional: Remove Text Overlay.** By default, BetterWorld adds a text overlay of your auction name on top of your banner image. This works well if you've chosen an image without any text. However, if you've created a custom banner that already includes the Auction name or if the overlay blocks key elements of your image, you may want to remove it.

To do so, go to the **Settings** page, click **Banner** at the top, and scroll down to the **Text Overlay** section. Select **No** from the dropdown menu.



3. **Optional: Add a Custom Message.** Use this text box to craft a personalized message for your bidders, which will appear on their bidding confirmation email. A thoughtful thank-you note shows appreciation, keeps donors engaged, and encourages future contributions. You can also include reminders to visit your website or follow you on social media.

Go to **Settings**, click **Advanced** at the top of the page, and scroll to the **Custom Receipt Message** section to update the text.



4. **Optional: Highlight Item Donors.** You can add donor information to each item to be displayed. Highlighting item donors not only shows appreciation for their contributions but also encourages others to support your cause in the future.

Go to the **Items** page and click on the item. Then click on **Donor** at the top of the page.

BACK-TO-SCHOOL LIVE AUCTION

SETTINGS **DONOR** NOTES FULFILLMENT ADVANCED ACTIVITY

DOG WALKING SERVICES

Donor information

For display

The donor name will be displayed on the item page with an optional website link.

NAME: Sam From BetterWorld WEBSITE:

For fulfillment

This information is for your team's internal use. It won't be shared with the public.

NAME: Sam From BetterWorld EMAIL: sam@betterworld.org

Save

5. **Optional: Edit Default Item Fulfillment and Shipping Settings.** When the Auction ends, winners will be directed to a **Fulfillment Center**, where they can communicate with your team by sending messages to arrange for their items.

From the **Fulfillment Center**, click **Fulfillment and Shipping Settings** at the top of the page. The first section on the page is **Who's in charge of fulfillment?** where, you can designate the team member responsible for auction item fulfillment. Use the drop-down menu to select the team member who will receive these messages via email.

BACK-TO-SCHOOL LIVE AUCTION

CONNECT WITH WINNERS ISSUE REPORTS **FULFILLMENT & SHIPPING SETTINGS**

Display view Donor view

Overview

Items

Bids

Outreach

Fulfillment

Settings

Display

Who's in charge of fulfillment?

When the auction ends, winners will be sent to a Fulfillment Center where they can communicate with you directly to get their items.

When winners send messages in the Fulfillment Center, the person you choose here will receive email notifications. (In addition, all users with permission to manage auctions will receive dashboard notifications of new messages)

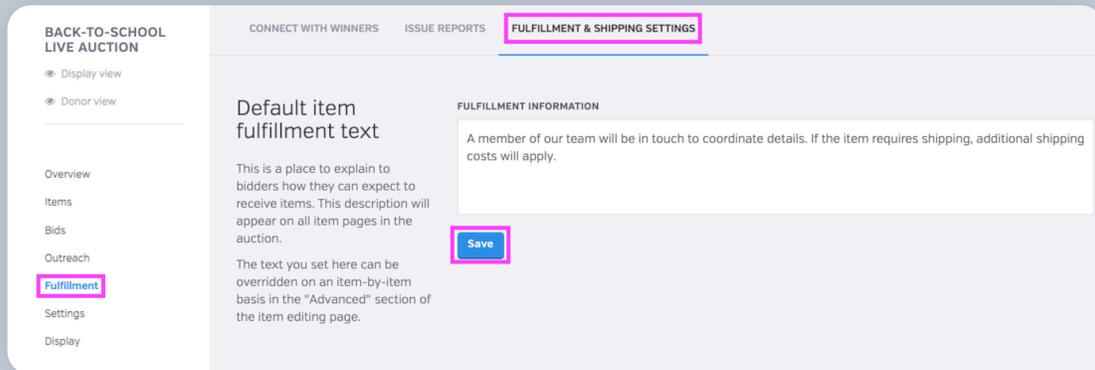
FULFILLMENT POINT PERSON

Sam From BetterWorld

Save

6. **Optional: Edit Default Item Fulfillment Text.** This section allows you to explain to bidders how they can expect to receive their items. The description will appear on all item pages in the auction.

To edit, click **Fulfillment** and click **Fulfillment and Shipping Settings** at the top of the page. Scroll to **Default Item Fulfillment Text**. To customize the default text, click into the box, add your message, and click **Save**.



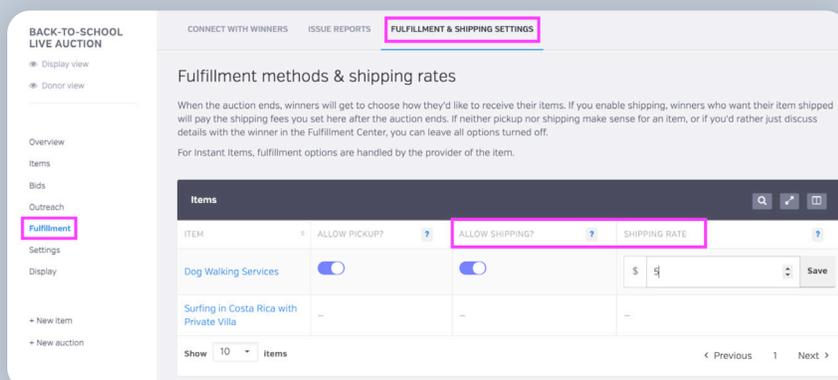
For most live auctions, items are often available for pickup at the event, so you may want to update the text to reflect this. For example: “All items can be picked up after bidding at the event check-out table.”

This description will appear on all item pages in the auction, allowing bidders to review the information while browsing.

The text you set here can be customized for individual items, as well. To do this, go to the **Items** page, click on the item you want to edit, and then select **Fulfillment** at the top of the page. You'll find a text box where you can enter custom fulfillment instructions specific to that item.

7. **Optional: Add Shipping Costs.** Physical items that require shipping may have a shipping cost associated with fulfillment.

To add shipping costs, go to **Fulfillment** and click **Fulfillment & Shipping Settings** at the top of the page. Scroll to **Fulfillment Methods and Shipping Rates**. In the item table, you can toggle on shipping and enter a shipping price in the text box on the right. Be sure to add a shipping cost before the auction ends. We recommend using an estimated or flat shipping rate to balance costs across all items.



TIP:

Adding a shipping cost in advance is important. Once the auction closes, winners will automatically receive a link to the Fulfillment Center via email. There, they can choose their fulfillment method. If they select shipping, they will pay for it separately at that time using the card on file, ensuring a quick and easy checkout process.

8. **Required: Set the Bidding End Date and Time.** When setting up your auction, the site will automatically set the end date to two weeks from the start date. You can customize this by going to **Settings** and scrolling to dates. Click the **Bidding Ends** box and either select a new date or enter a different time.

The screenshot shows the 'Settings' page for a 'BACK-TO-SCHOOL LIVE AUCTION'. The 'Dates' section is highlighted, showing 'BIDDING BEGINS (CST)' set to 'February 24, 2025 12:00pm' and 'BIDDING ENDS (CST)' set to 'February 24, 2025 8:00pm'. A 'Save' button is highlighted in pink.

The selected date and time will determine when you can close the auction, triggering invoices to be sent to the winners you specify. If needed, you can adjust the bidding end time to close the auction earlier or later than planned. However, once you officially close the auction by clicking the designated button (more on that later), the date can no longer be changed.

9. **Required Step: Set Visibility.** Let's make sure your donors can see all your hard work. By default, your campaign is set to private. To start spreading the word, change the visibility from Private to Public by going to the **Settings** page and updating this in the **Visibility** section. This will allow bidders to view the amazing auction you've created! You will also see the option to set your campaign to restricted. When set to restricted, anybody with the link can access and participate in the campaign, but it will not appear on your organization's profile page.

The screenshot shows the 'Settings' page for a 'BACK-TO-SCHOOL LIVE AUCTION'. The 'Visibility' section is highlighted, showing three options: 'Private', 'Public', and 'Restricted'. The 'Public' option is highlighted in pink.

TIP:

In the Visibility section, you can also copy your campaign link or use the share buttons for Facebook, X, or email to easily promote your campaign.

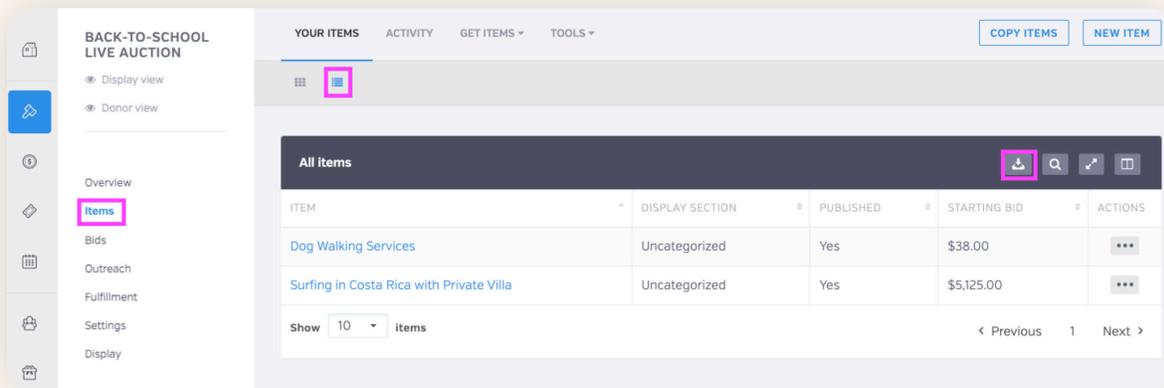
Step 5: Final Preparations for Live Auction Day

As we near the big day, let's confirm that everything is ready to guarantee a successful event!

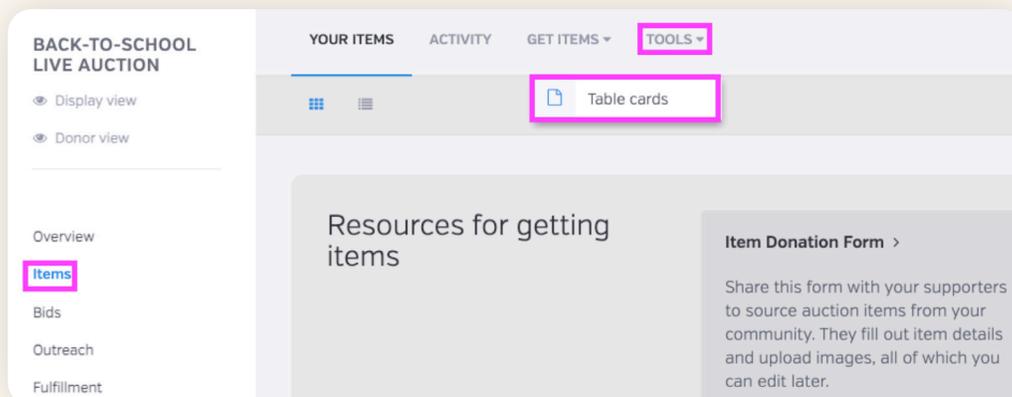
1. **Choose an Emcee or Auctioneer.** Your auctioneer will announce items and keep the bids rolling in. A lively, upbeat, and engaging personality can maintain energy and encourage higher bids!
2. **Set Bid Prices.** Ensure your auctioneer has a complete list of items and their starting bid prices. To encourage friendly competition, start bids low (10–30% of the item's value) to attract more participants.

TIP:

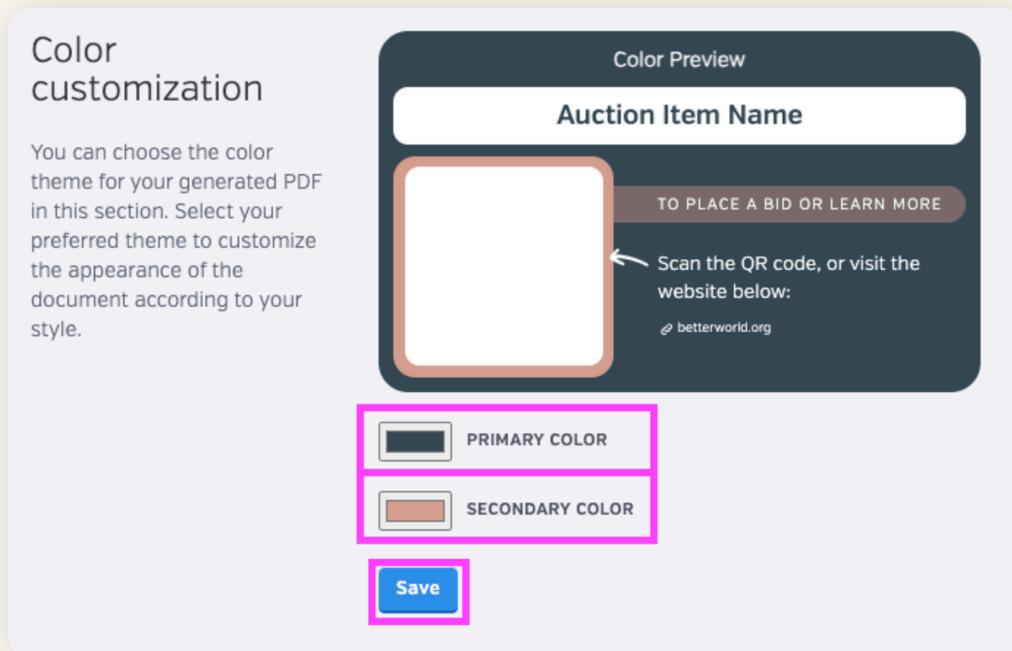
To easily download a list of your items from the dashboard, navigate to the **Items** page, click the **Table View** button under **Your Items**, and download the CSV file by clicking the arrow button in the top-right corner of the table. Use this file to add and organize starting bid prices.



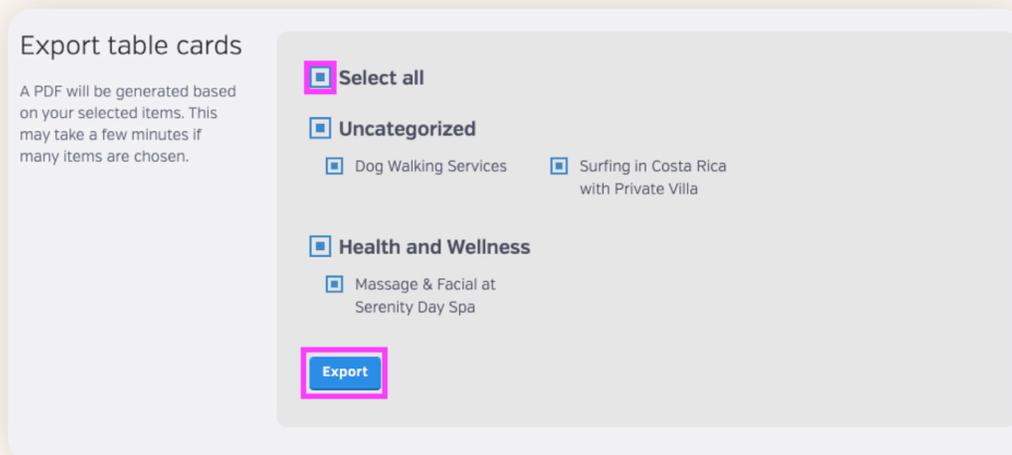
3. **Print Table Cards.** Help bidders preview your auction items with Table Cards. BetterWorld's Table Cards come with automatically generated QR codes that bidders can scan to view item details.
 - a. To create them, go to the **Items** page, click **Tools** at the top, and select **Table Cards**. You can customize the colors and download them with just a click.



- b. Customize the colors of the table cards by clicking the **primary color** and **secondary color** boxes. Once you select your colors, click **Save**.

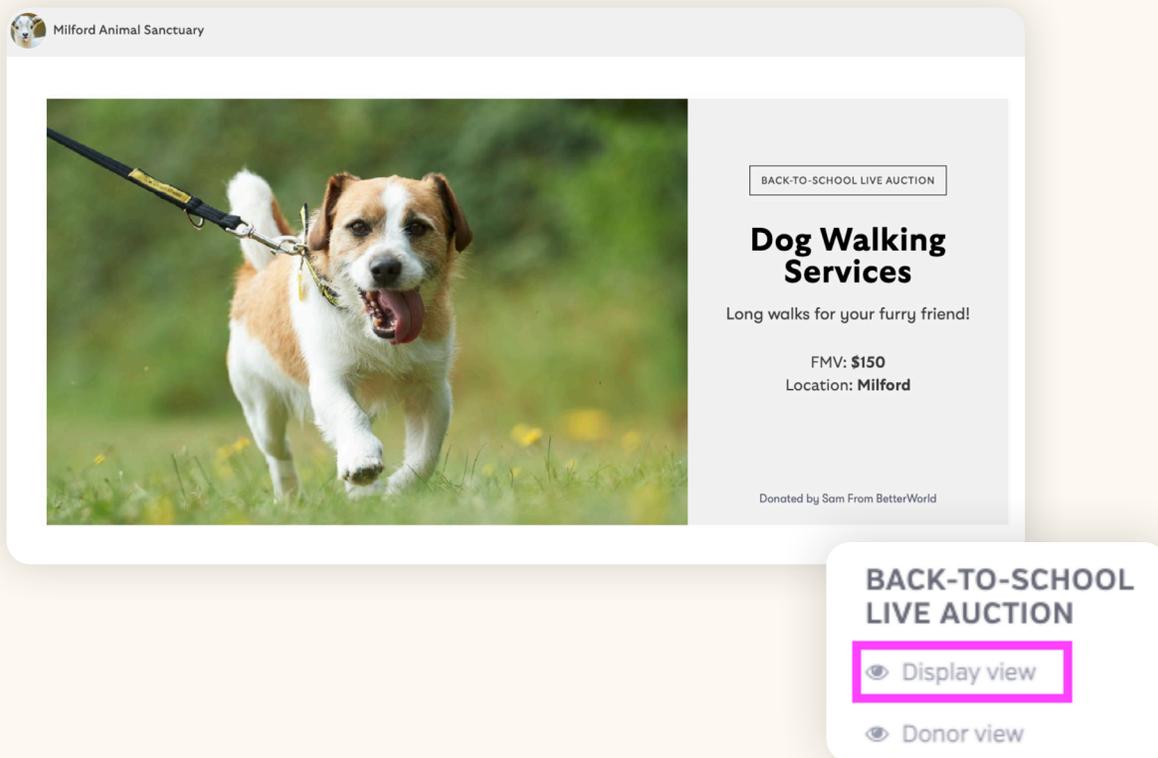


- c. Click **Select All** to print all of your item table cards, or choose only the section you want. Click **Export** to download the table cards to your computer.



- d. Print the table cards and display them prominently at your event.

5. **Review the Display View.** The Display View is an automatically generated slideshow, perfect for showcasing auction items on a big screen during your event. It helps highlight items, capture attention, and encourage more bids.



Click **Display View** under your auction's name to preview the slideshow. Review the item order on the **Display** page and navigate through items using the keyboard arrow keys to ensure all information is accurate and images are clear. If you need to reorder items, go to the **Items** page and rearrange them by dragging and dropping.

TIP:

Test your screen / projector setup in advance to ensure compatibility and a smooth experience for your audience. This includes testing any wired connections and access to the internet.

6. **Optional: Assign Paddle Numbers.** You can manage a Live Auction without assigning paddle numbers, as our system uses the winning bidder's name and email to send invoices. However, we recommend collecting all bidders' email addresses at the start of your event (if not already on file) to ensure a smooth and quick payment process for both you and the winners.

If assigning paddle numbers is important to you, we recommend pairing our Ticketed Event Tool with the Live Auction Tool to streamline assigning paddle numbers at guest check-in. Check out our [Ticketed Event Guide](#) for more information.

Step 6: Time to Start Your Auction!

It's the big day! Here are some things to help you manage the bidding process.

1. **Display view.** Click **Display View** to open up the slideshow. For the best experience, switch your browser to full screen mode—most browsers let you do this by clicking the three dots in the upper-right corner and selecting the full screen option (it looks like a square or two arrows pointing outward).

Once the view is open, connect your computer to the big screen, and the slideshow will appear. You can move through the items using the arrow keys on your keyboard—press the right arrow to go to the next item and the left arrow to go back.

2. **Announce Items.** Have your auctioneer introduce each item with a short description, estimated value, and the starting bid.

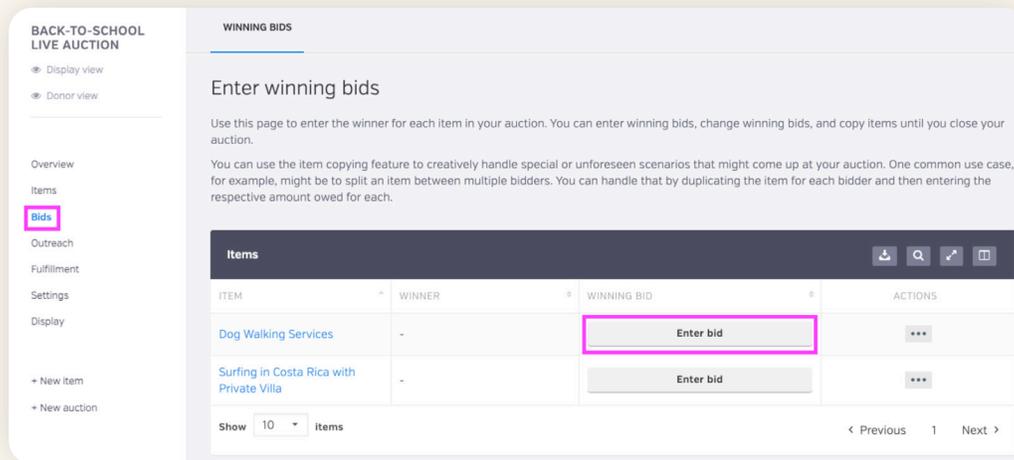
3. **Record Winning Bids.** Track each winning bid on paper, digitally, or directly into the Bids page on your BetterWorld dashboard (this is explained in more detail in the next section). At a minimum, you will need the names of the winning bidders and the winning bid amounts. We recommend collecting their email addresses as well so the site can automatically send them their invoice via email.

Step 6: Closing the Auction and Collecting Payment

Once the event is complete, it's time to close out the auction in the system and collect payments.

Entering Winning Bids

We'll start by entering the winning bids. To do this, navigate to the **Bids** page and click **Enter Bid** next to each item.



Then, you will:

1. Enter the winning bid amount.

2. Enter a new winning bidder or choose an existing donor:
 - a. To add a new winning bidder, add the winner's name and email address (if available). Including their email will automatically send an invoice when you close the auction, streamlining the payment process and saving you time and effort.
 - b. To choose an existing donor, click the **Existing Donor** button, then search for the donor by name or paddle number (if assigned).

Winning bid for Dog Walking Services

WINNING BID AMOUNT *

\$ 100 .00

New donor Existing donor

DONOR FIRST NAME *

DONOR LAST NAME *

DONOR EMAIL

Close Save

NOTE:

If multiple entries for the winner appear in the dropdown menu, select the one with the checkmark next to it. This ensures the donor's name is linked to an email address, allowing them to easily access their invoice.

NOTE:

If you input a winning bidder without their email or assign it to an existing donor without an account (no checkmark next to their name), the checkout code will only be available to you on the **Bids** page. You can then click the **Checkout Code**, copy the link, and share the link with the winner once you have collected their email or phone number.

Closing the Auction

Next, we will close the auction. A notification will prompt you to close the auction after the auction's end time—no more bid edits after this point! The **Close Auction Now** button will appear at the top of the **Overview** page. Click it once you are ready and all winning bids have been accurately entered.

BACK-TO-SCHOOL LIVE AUCTION

Display view

Donor view

Overview

Items

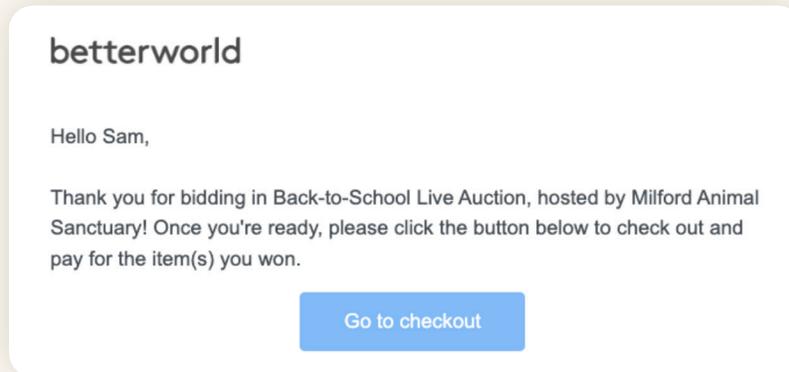
Ready to close your auction?

This auction has ended. Once you close it, you will no longer be able to extend it by changing the end date, and all winning bids will be finalized. Once you have closed this auction you will be able to collect payments from the winning bidders.

Close auction now

Collecting Payment

After closing the auction, winning bidders automatically receive an email with a checkout link. After the winners pay for their items, they will automatically receive a receipt via email that includes a link to the fulfillment center.



NOTE:

If a donor's payment fails, our system will automatically send them a link to retry their card or enter a new card. They can also head to Auction Transactions within their account to retry the charge.

Unpaid bidders automatically receive reminders, but you can also send customized checkout reminders to anyone with an outstanding balance.

On the **Bids** page, click **Select Winners Who Haven't Paid** at the top of the page. Then click **Send Checkout Reminders**. Type your message in the text box and press **Send**.

BACK-TO-SCHOOL LIVE AUCTION

WINNING BIDS

SELECT WINNERS WHO HAVEN'T PAID SEND CHECKOUT REMINDERS

Winning bids

Now that your auction has closed and all winning bids have been finalized, you can use this page to keep track of the payment status of each item won. Every bidder who has won a bid but not yet paid in full has by now received an automatic email reminder from BetterWorld. We've already encouraged them to check out and complete payment for their items. If you'd like to follow up again with select winners, you are able to send custom checkout reminders right from this page.

| ITEMS | ITEM | WINNER | WINNING BID | PAID | CHECKOUT CODE | ACTIONS |
|--------------------------|--|-------------|-------------|------|---------------|---------|
| <input type="checkbox"/> | Dog Walking Services | Dayna Brown | | | | |
| <input type="checkbox"/> | Surfing in Costa Rica with Private Villa | Adam Smith | | | | |

Show 10 Items

Send a custom checkout reminder

Every bidder who has won a bid but not yet paid in full has by now received an automatic email reminder from BetterWorld. We've already encouraged them to check out and complete payment for their items. However, if you'd like to follow up again with select winners, you can do so here. Use this form to write a custom message to send to the winners you've selected, reminding them to complete checkout and pay for the items they won.

YOUR CUSTOM MESSAGE

Hello, please don't forget to pay for your auction items.

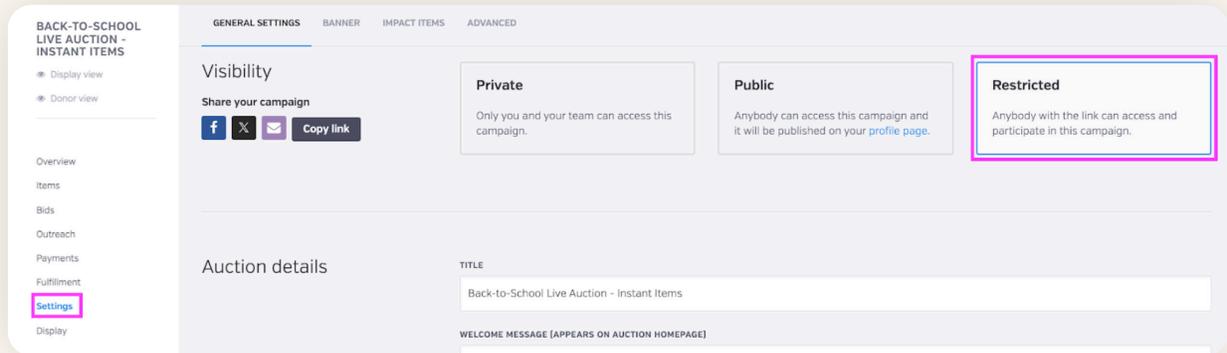
Cancel Send

You can manually mark offline payments made by cash or check on the **Bids** page. Click the three dots next to the bidder's name and select **Mark as Paid**.

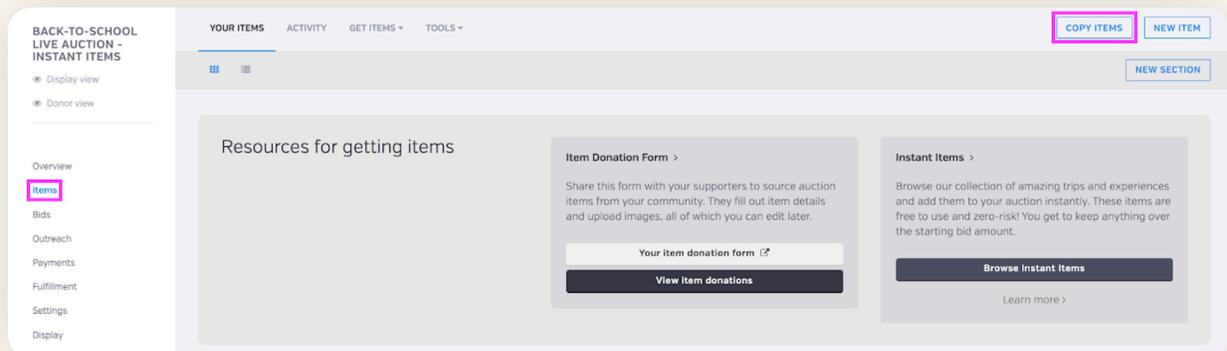
Instant Items

Payment for Instant Items must be received through our online auction tool, as the reserve price is automatically sent to the business that provided the item. If you have included Instant Items in your Live Auction, you will need to:

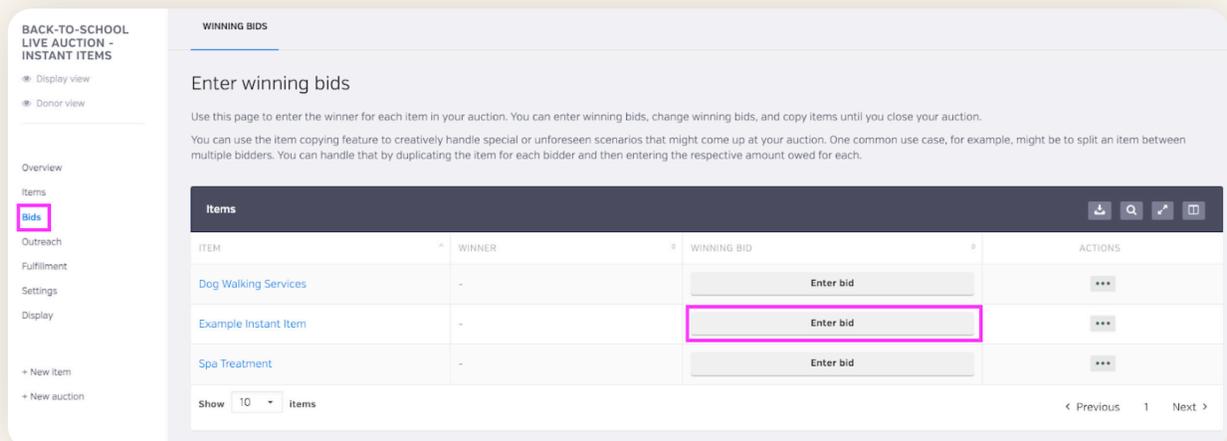
1. **Create a New Auction.** Set the bidding style to **Online Bidding** and visibility to **Restricted**.



2. **Copy the Instant Items.** Go to **Items** and click **Copy Items** at the top of the page. Select your Live Auction from the drop-down and pick the Instant Items in the list.



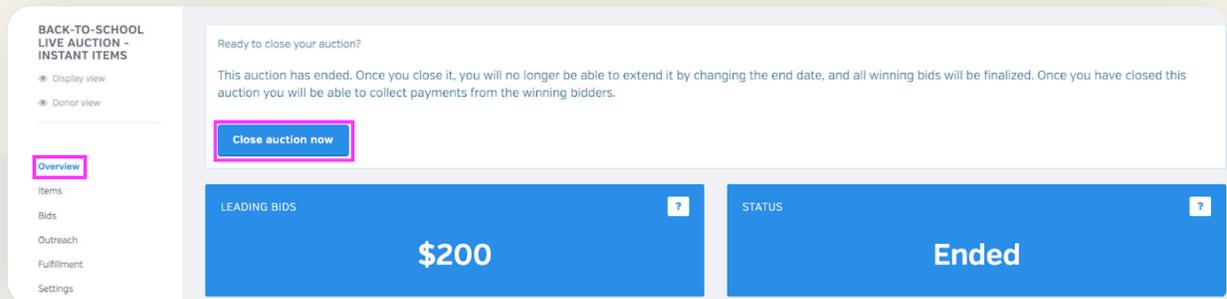
3. **Create a bid for the item.** Once your Instant Item winners have paid through your Live Auction, head to the Instant Item within the Silent Auction you just created. Place a bid for the reserve price using a card that belongs to you or your organization. By default, the reserve price is set as the starting bid.



NOTE:

The amount you received from the winner may not match the reserve price you or your organization are paying. That's because any amount over the reserve price is for your organization to keep!

- 4. Finalize Payments.** On the **Overview** page, close the auction. After closing the auction, you, as the winning bidder will automatically receive an email with a checkout link. Use the link to pay the reserve price of the Instant item.



- 5. Fulfillment.** A member of our team will email you with fulfillment instructions, to which you can reply with the name and email of the actual winner. We will handle it from here!

If you need alternative methods for handling Instant Items, please contact our support team at support@betterworld.org for assistance.

Step 7: Fulfillment – Connecting Winners with Their Items

If items are available at the event:

- If you are doing a checkout table for your items, let winners know the time and location at the event where they can pick up their items.
- Confirm that each winner has successfully paid for their item before releasing it. You can see if their payment has been successful on the **Payment** or **Bids** pages.

| Payments processed | | | | | | |
|--------------------------|----------------------|-------------|------------------------|--------------|------------|------------|
| DATE | BIDDER | CARD | ITEMS | BID PROCEEDS | FEE OFFSET | STATUS |
| February 4, 2025, 3:35pm | Sam From BetterWorld | Visa - 4242 | • Example Instant Item | \$2,000.00 | \$0.00 | Successful |

Show 10 payments < Previous 1 Next >

Winning bids

Now that your auction has closed and all winning bids have been finalized, you can use this page to keep track of the payment status of each item won.

Each winner has been notified and invited to check out. We'll send automatic checkout reminders to winners who haven't paid 12 hours after the auction closed.

| ITEM | WINNER | WINNING BID | PAID | CHECKOUT CODE | ACTIONS |
|--------------------------------------|----------------------|-------------|------|---------------|---------|
| Dog Walking Services | - | - | No | - | ... |
| Example Instant Item | Sam From BetterWorld | \$2,000.00 | Yes | - | ... |
| Spa Treatment | - | - | No | - | ... |

Show 10 items < Previous 1 Next >

- The **Fulfillment** page provides a table listing all items and their winning bidders. Use the magnifying glass in the top-right corner of the **All Items** table to search for a bidder's name and see all the items they've won. As items are collected, update their status from **Pending** to **Received** to keep everything organized.

BACK-TO-SCHOOL LIVE AUCTION

- Display view
- Donor view

- Overview
- Items
- Bids
- Outreach
- Payments
- Fulfillment**
- Settings
- Display

+ New auction

CONNECT WITH WINNERS ISSUE REPORTS FULFILLMENT & SHIPPING SETTINGS

Connect with winners

Congratulations! Now that your auction has ended, it's time to make sure each winner receives their items. The simplest way is to use our Fulfillment Center. Each item has a dedicated Fulfillment Center page, where you can have a conversation with the winner and keep track of whether that item has been shipped or received.

| ITEM | WINNER | BID | SHIPPING ADDRESS | EMAIL ADDRESS | STATUS | FULFILLMENT CENTER |
|--------------------------------------|----------------------|---------|---------------------------------------|---------------------|---------|--------------------|
| Dog Walking Services | None | - | - | - | - | - |
| Spa Treatment | None | - | - | - | - | - |
| Example Instant Item | Sam From BetterWorld | \$2,000 | 123 Street, Milford, Georgia 42424 US | sam@betterworld.org | Pending | Open |

Show 10 items < Previous 1 Next >

For items that will be shipped or picked up following the event:

Navigate to the **Fulfillment Center** by clicking **Fulfillment** on the left side of the screen. Here, you'll find a list of all items won by each bidder, along with their contact information.

To message donors directly, click the **Open** button to send messages from the item's fulfillment page. Use the drop-down menu in the **Status** column to track which items have been shipped or received by donors.

The screenshot displays the 'Connect with winners' interface. On the left sidebar, the 'Fulfillment' option is highlighted. The main content area shows a table of items with the following data:

| ITEM | WINNER | BID | SHIPPING ADDRESS | EMAIL ADDRESS | STATUS | FULFILLMENT CENTER |
|----------------------|----------------------|---------|---------------------------------------|---------------------|---------|--------------------|
| Dog Walking Services | None | — | — | — | — | — |
| Spa Treatment | None | — | — | — | — | — |
| Example Instant Item | Sam From BetterWorld | \$2,000 | 123 Street, Milford, Georgia 42424 US | sam@betterworld.org | Pending | Open |

At the bottom of the table, there is a 'Show 10 Items' dropdown and navigation arrows for 'Previous' and 'Next'.

Step 8: Withdrawing Funds

Congratulations on your successful campaign! Your hard work has made a difference, and now it's time to wrap things up. BetterWorld simplifies this process with automatic receipts and easy fund withdrawals, so you can quickly access the funds you've raised and celebrate your achievement!

You can withdraw funds six days after the cards are charged. This brief holding period is in place to protect against chargebacks, which we also handle for you if it ever comes up. Just head to [Payments and Payouts](#) and click **Withdraw Funds Now** to send funds to the bank account of your choice.

PAYMENTS

Payments received
Payouts
Your Stripe account
Withdraw funds

ALL PAYOUTS

Create a payout

You can withdraw funds at any time for charges processed at least 6 days ago, as long as you've reached the \$25.00 minimum payout threshold.

Once a payout is initiated, funds will be deposited to your bank account according to Stripe's [payout schedule](#).

| | |
|-----------------------|----------|
| Type | Standard |
| Total raised | \$100.00 |
| Net processing fees | 0% ⓘ |
| Available to withdraw | \$100.00 |

Withdraw funds now

We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!

TIP:

On your **Payments and Payouts** page, you may see a line item titled **Pending**. This means those funds have not yet fulfilled the six-day holding period. You can withdraw multiple payouts or wait until more funds are available to withdraw in bulk.

That's it! You've done an amazing job!
If you have any questions or need assistance,
don't hesitate to reach out to us.
Send us an email at support@betterworld.org.
We're always here to help!