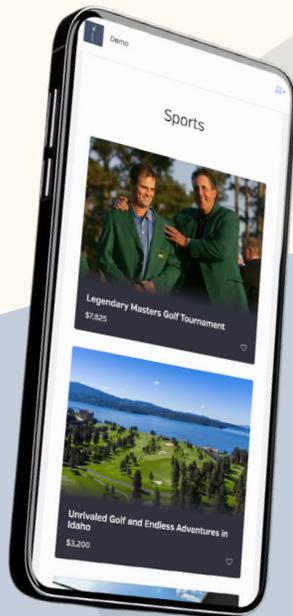


betterworld

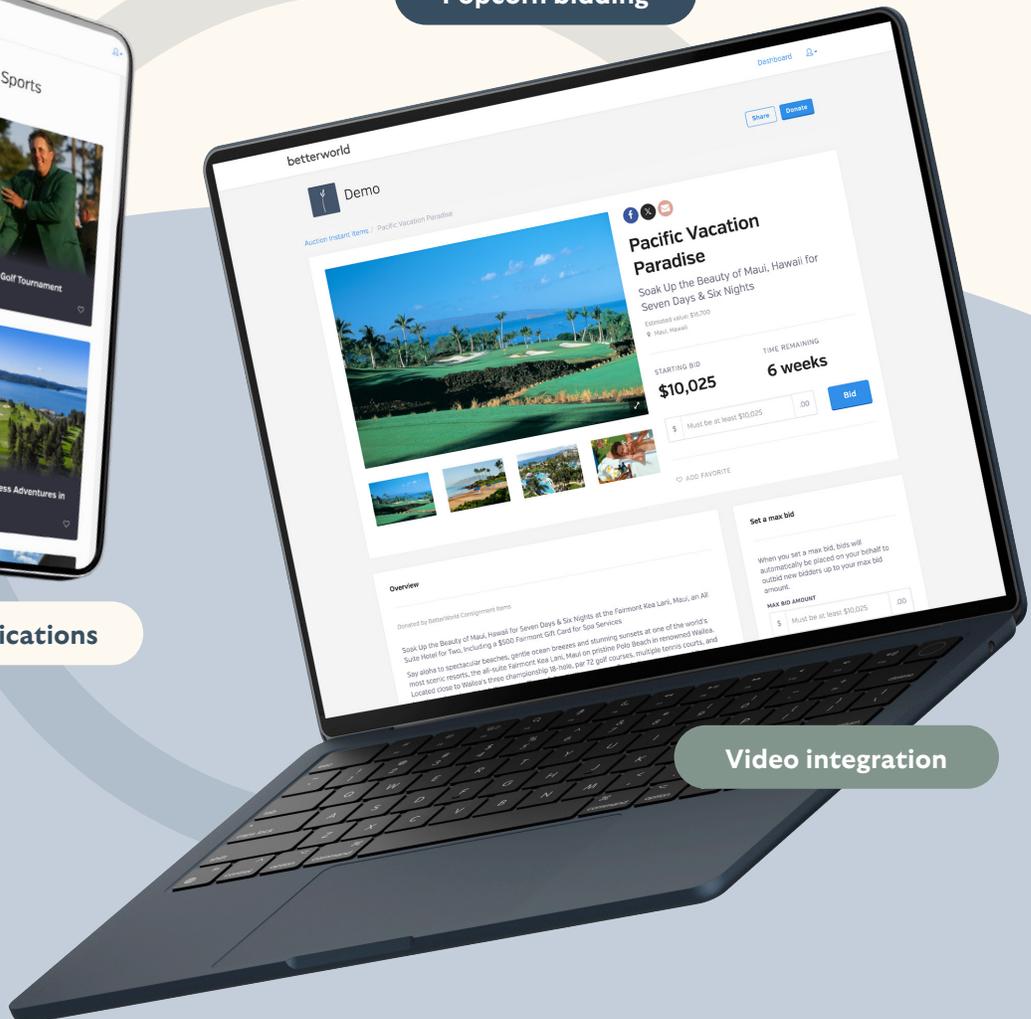
Your Complete Guide to BetterWorld's Silent Auction Tool

Welcome to your step-by-step guide for running a successful Silent Auction with BetterWorld, here to help you set up, manage, and optimize your campaign with ease, even if it's your first auction.



Text message notifications

Popcorn bidding



Video integration

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Introduction

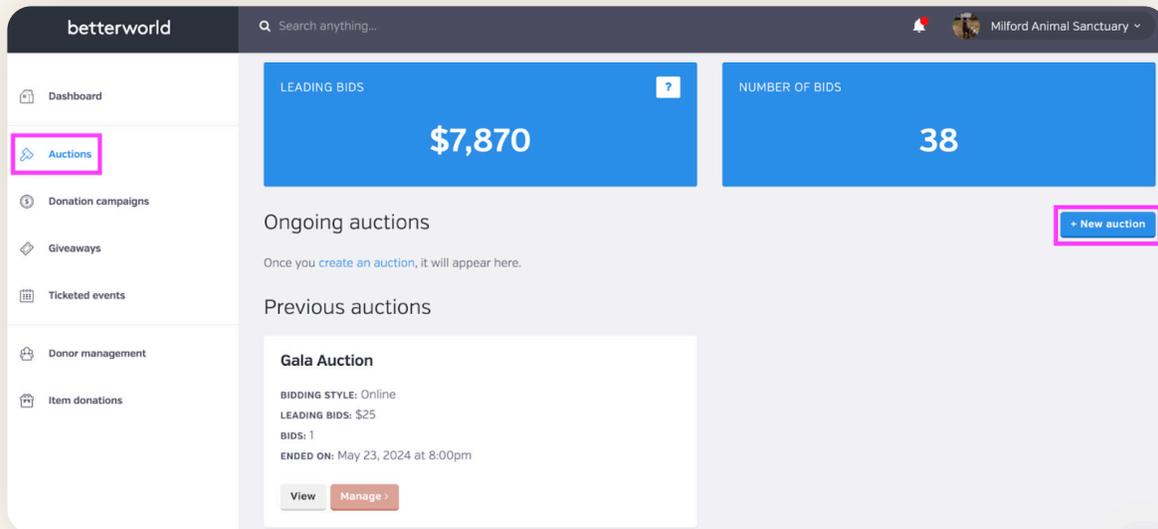
Welcome to your step-by-step guide to running a successful Silent Auction with BetterWorld! Whether it's your first time using BetterWorld or your first auction ever, this guide is here to help you set up, manage, and optimize your campaign with ease. BetterWorld simplifies the auction process, and this 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 auction page that engages donors and drives contributions!

1. **Create your Auction.** Navigate 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 Online Auction

Continue

3. **Select the Bidding Type.** Choose **Online Bidding Only** to create a Silent Auction, allowing bidders to place bids on items from their devices, either at home or during a live event.

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 and time you'd like bidding to begin. You'll set an end date and time later. These dates and times automatically start and stop bidding. Not sure of the exact date yet? No worries! Set an estimate now and adjust it as needed in the dashboard.

TIP:

We see successful auctions of all lengths, but a **7-14-day** timeframe is the sweet spot to keep bidders excited and engaged. If you're hosting an event alongside your Silent Auction, starting your auction online a few days, or up to a few weeks, before an event gives people extra time to discover your amazing items and start bidding.

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

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.

Let's add an image

Upload your image...

Or select one of these

Continue >

Upload a new image

Click to upload. Drag to reposition or use the buttons to zoom or resize.

Library

Browse

Close

Save

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.

7. **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 auction! Please bid on the items below or consider making a donation [here!](#)

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.

WELCOME MESSAGE [APPEARS ON AUCTION HOMEPAGE]

Welcome to our Auction! Please bid on the items below. Check out our Giveaway!

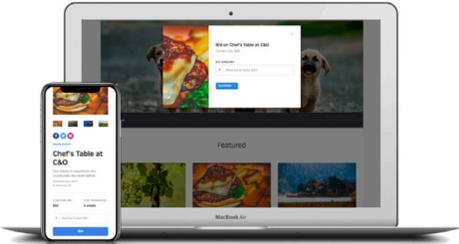
WELCOME MESSAGE [APPEARS ON AUCTION HOMEPAGE]

world.org/giveaways/surfing-costa-rica-private-villa

Welcome to our Auction! Please bid on the items below. Check out our Giveaway!

8. **The Auction setup is almost 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 Continue button.

Awesome! This is what your auction will look like when it's done.



You'll be able to send the link out by email and social media, and bidders will be able to bid in real time on phones, tablets, and laptops – no downloading required.

Continue

- 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, and 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 using the Item Donation Form more later. For now, click **Continue** once more.

TIP:

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

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

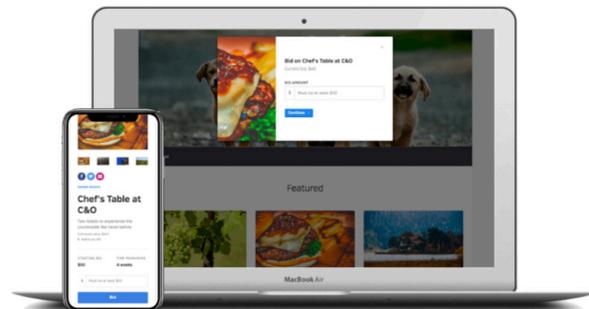


Email

- Awesome! The Auction setup is complete!** 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.

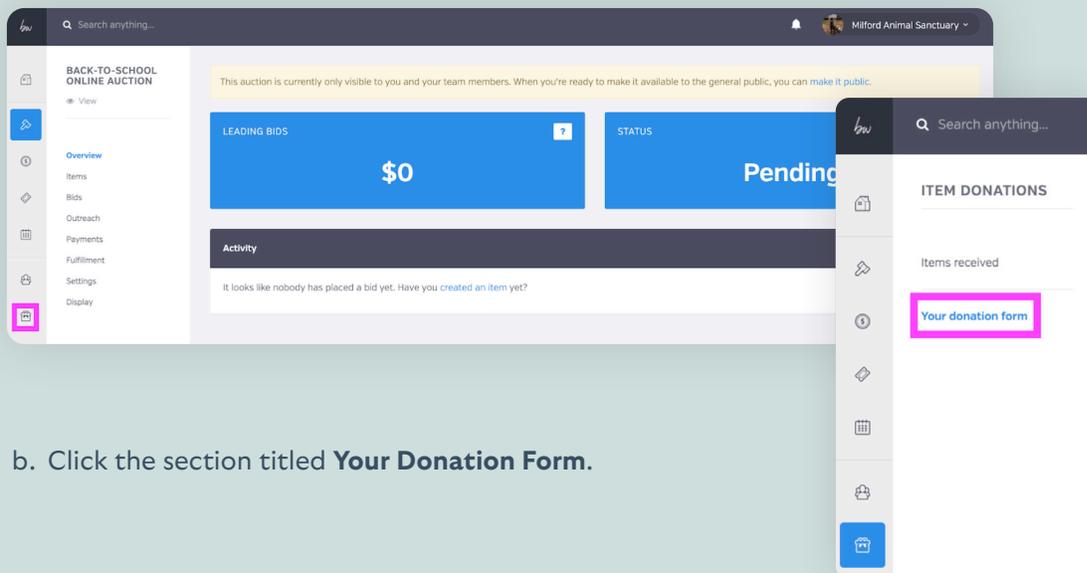
As you add items, check out our [Great Items Guide](#) for practical ideas and inspiration to help you build an amazing lineup of auction items.

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](#)

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

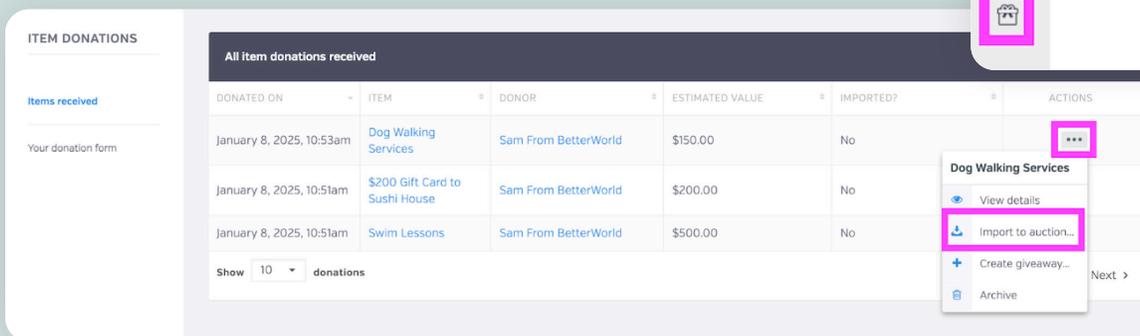
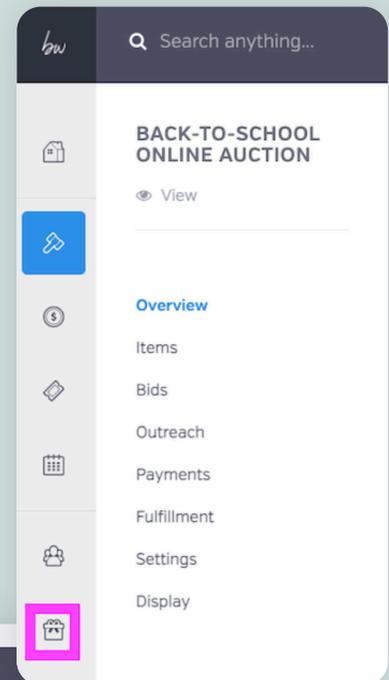
You haven't offered anything yet. Use the form or click one of the suggestions to add an offer. You can customize it in the next step.

low

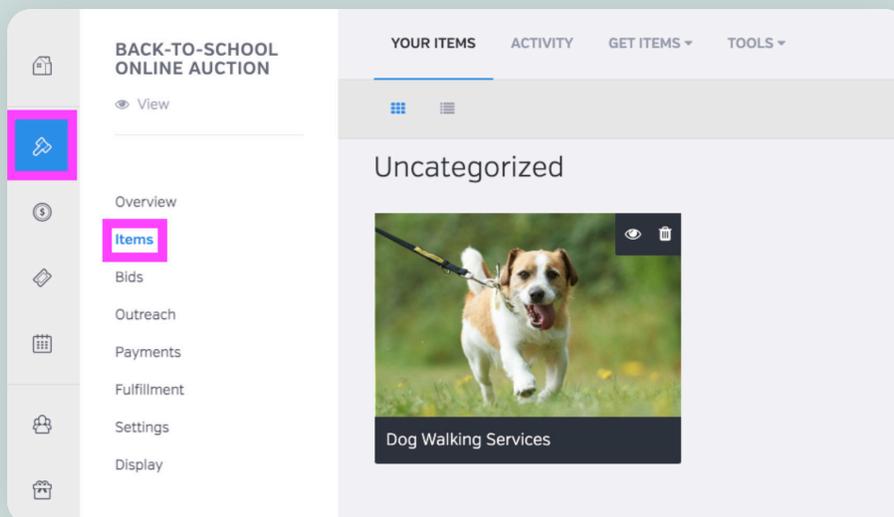
TIP:

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.

- 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.

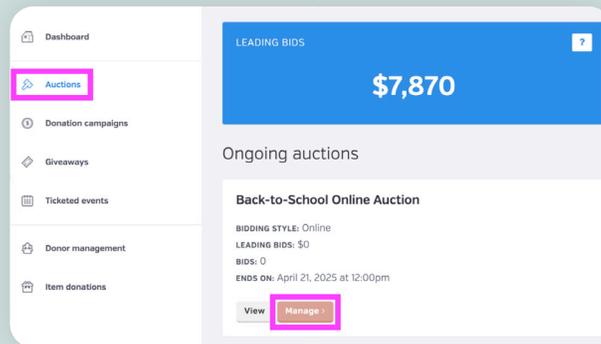


2. **Add Instant Items.** Enhance your auction with Instant Items—exclusive trips and unique experiences that engage and excite bidders. These items are offered at wholesale prices, allowing you to keep 100% of the funds raised above the reserve price. Best of all, They're completely risk-free — if an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

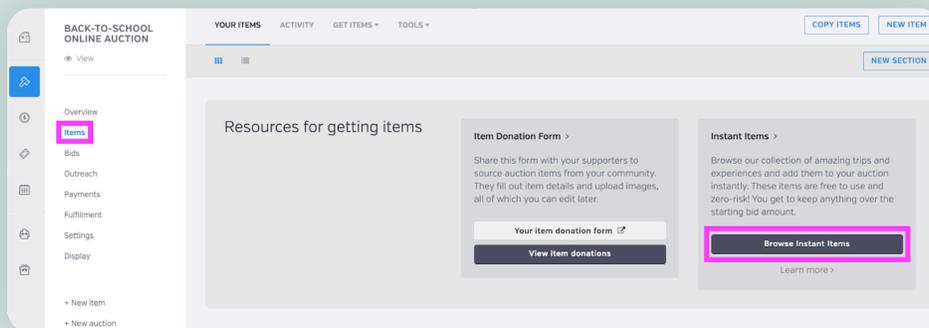
We recommend adding 12–16 Instant Items to increase excitement, drive competitive bidding, and attract a broader audience. Instant Items are an effortless way to diversify your auction and maximize its success!

Here's How to Add Instant Items to Your Auction

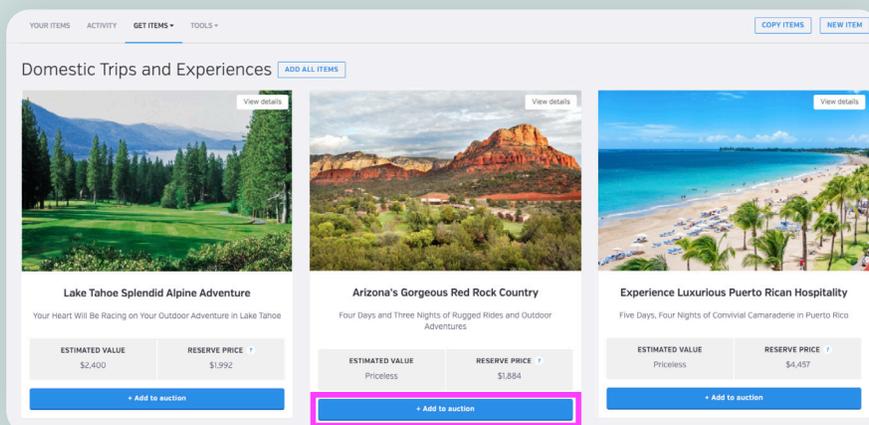
- a. Go to your dashboard, click **Auctions**, and select **Manage** for the auction you want to update.



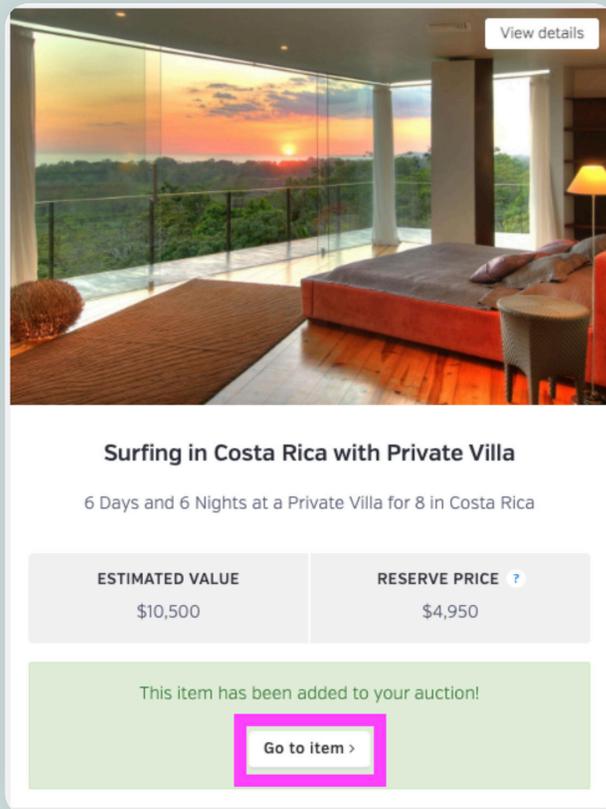
- b. Click on the **Items** section.
- c. Click the **Browse Instant Items** button to view available options.



- d. 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**.



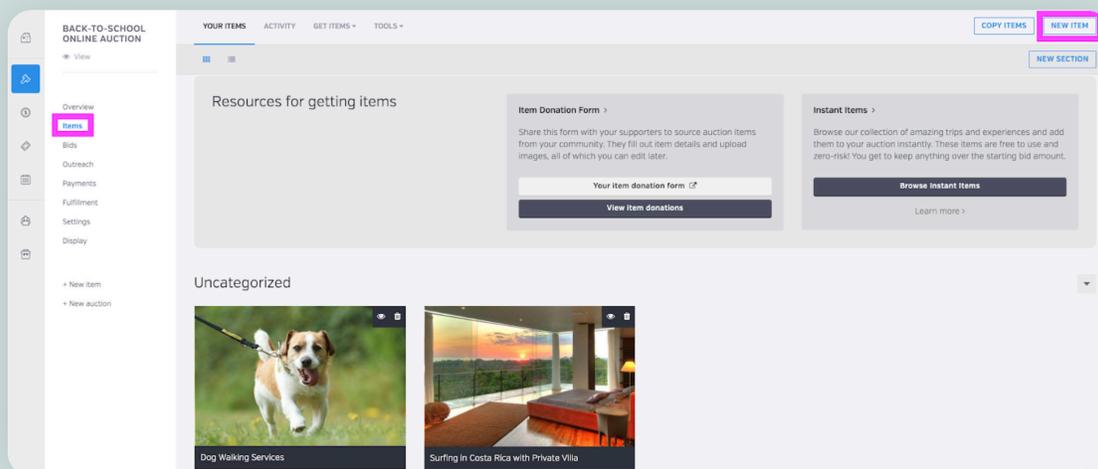
- e. After adding an item, click the **Go to Item** button to review it or view it along with your other auction items on the Items page.



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 — 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>DISPLAY SECTION</p> <input type="text" value="Health and Wellness"/>			
<p>SHORT DESCRIPTION (AROUND 10 WORDS)</p> <input type="text" value="Indulge in well-deserved pampering and embrace true serenity."/>	<p>ESTIMATED VALUE <small>?</small></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">\$</td> <td style="width: 60%; text-align: center;">300</td> <td style="width: 10%; text-align: center;">.00</td> </tr> </table>	\$	300	.00
\$	300	.00		
<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>STARTING BID</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%; text-align: center;">\$</td> <td style="width: 60%; text-align: center;">75</td> <td style="width: 10%; text-align: center;">.00</td> </tr> </table>	\$	75	.00
\$	75	.00		
<p>LOCATION <small>?</small></p> <input type="text" value="Milford"/>				

[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.

MESSAGE & FACIAL AT SERENITY DAY SPA

[< Back to Items](#)

<p>TITLE</p> <input type="text" value="Massage & Facial at Serenity Day Spa"/>	<div style="border: 2px solid #007bff; padding: 2px 5px; color: white; text-decoration: none;">Add image</div>
<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"/>	

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.

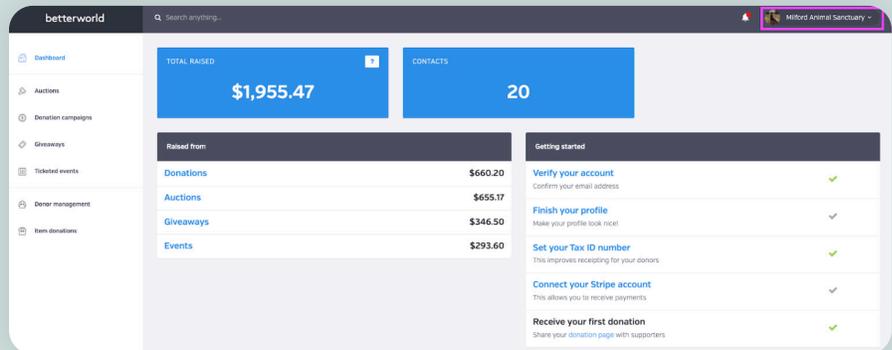
TIP:

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!

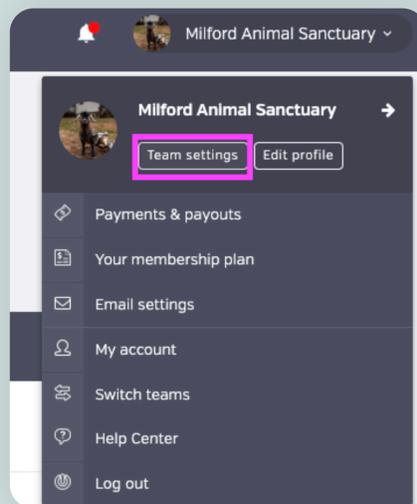
TIP:

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

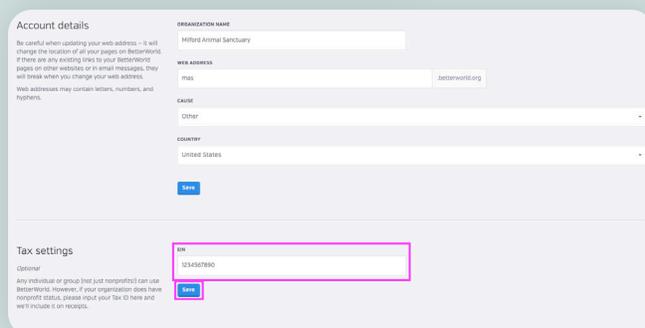
1. Click the drop-down menu in the upper-right corner.



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!

- 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 'IMPACT ITEMS' settings page for a 'BACK-TO-SCHOOL ONLINE AUCTION'. The left sidebar includes a 'Settings' menu item highlighted with a pink box. The main content area is titled 'Link an Impact Campaign' and contains the following elements:

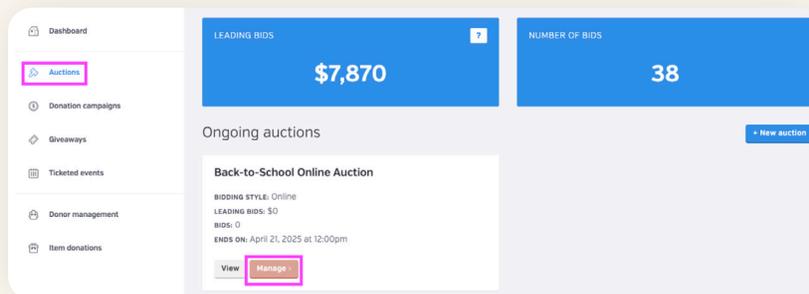
- A tabbed interface with 'IMPACT ITEMS' selected and highlighted by a pink box.
- A dropdown menu labeled 'CHOOSE A CAMPAIGN - OR CREATE A NEW IMPACT CAMPAIGN' with 'Farm Supplies' selected.
- A dropdown menu labeled 'DISPLAY IMPACT CAMPAIGN BEFORE THE SELECTED SECTION' with 'After all sections (at the bottom)' selected.
- A blue 'Save' button.
- Text explaining that adding an impact campaign allows for direct donations on the auction page.
- Text stating that impact items look similar to auction items (title and picture).
- A list of organizations that often use impact items for:
 - Fund-a-need appeals
 - Paddle raises
 - "Buy-it-now" style items

Step 3: Adding Sponsorships

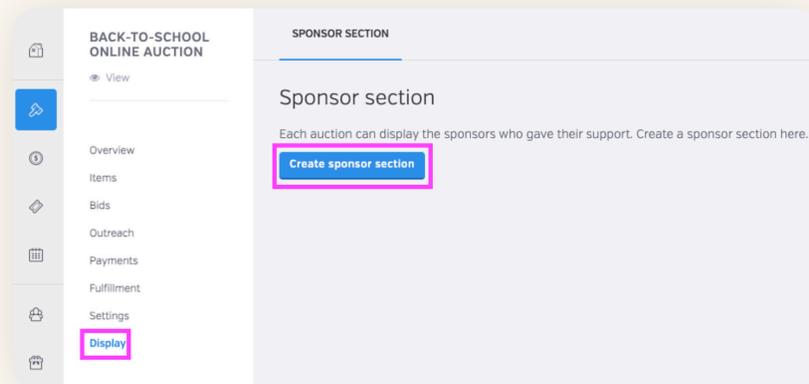
If local businesses don't have items to donate, offer sponsorship opportunities instead! Sponsorships provide a valuable way to increase your auction's revenue while giving businesses visibility and recognition. Sponsors benefit by showcasing their brand to your audience, boosting their reputation, and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

How to Add Sponsors

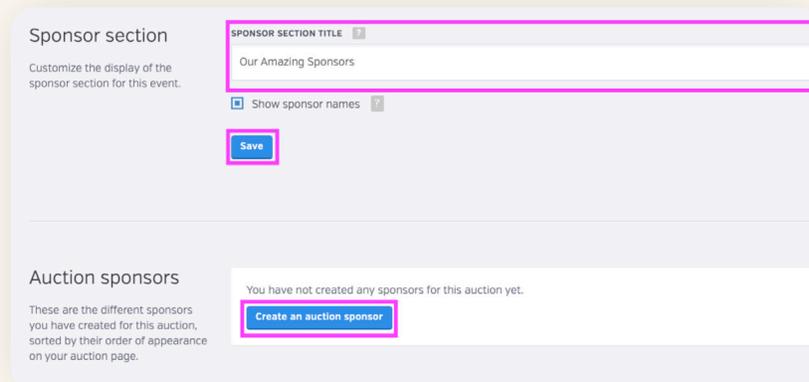
1. Go to your dashboard.
2. Click **Auctions**.
3. Select **Manage** for the auction you want to edit.



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



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



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

Add a sponsor

NAME *

WEBSITE

CONTACT EMAIL

CONTACT FIRST NAME

CONTACT LAST NAME

SPONSORSHIP TYPE

[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!

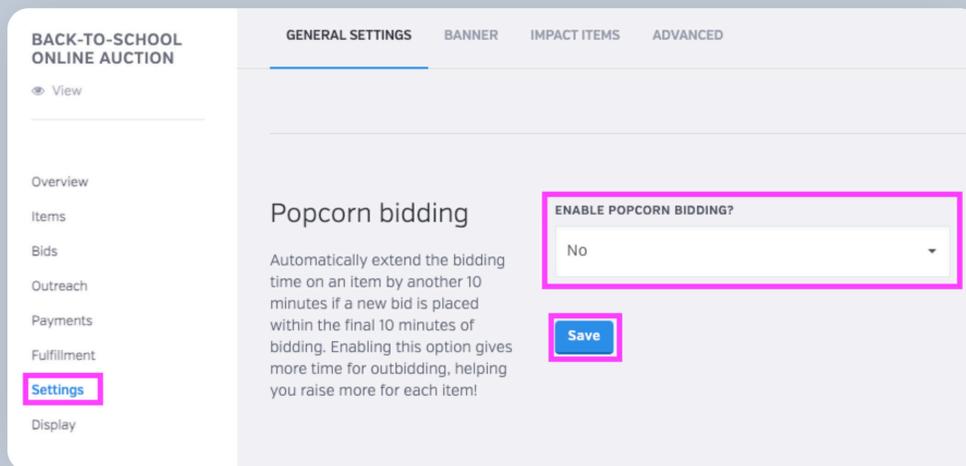
Step 4: Setting Up and Customizing Your Auction

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.

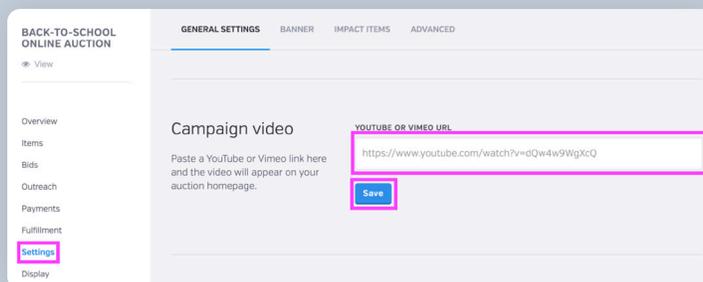
From your dashboard, click **Auctions**, and then select **Manage** on the auction you want to customize. From this page, you will be able to access any of the steps described below.

1. **Optional: Enable Popcorn Bidding.** Popcorn bidding is a fantastic feature that extends the bidding on popular items, allowing bidding wars to play out. If someone places a bid within the last 10 minutes, the timer automatically extends for that item, giving everyone a fair chance to win. This keeps high-demand items open for more bids, fostering competition and helping you raise even more funds!

Head to Settings and scroll to the **Popcorn Bidding** section. By default, popcorn bidding is disabled, but you can enable it by selecting **Yes** from the dropdown menu.



2. **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.

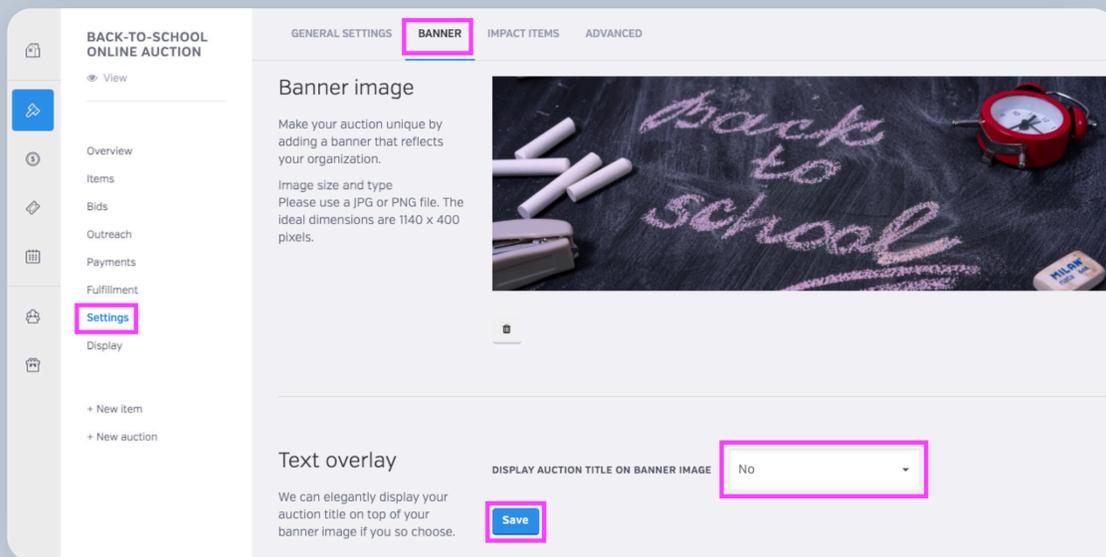


To add a video to your Auction campaign:

- 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**.

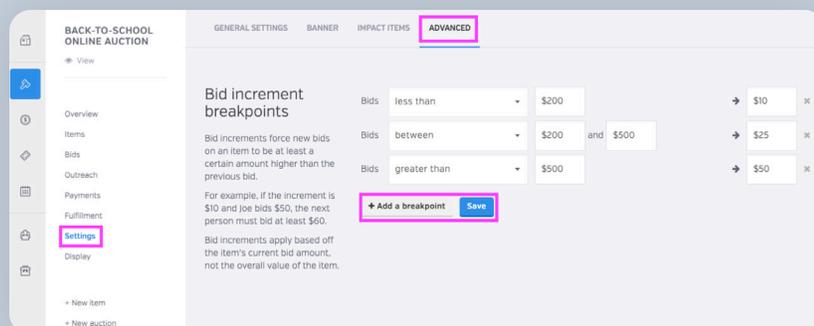
3. **Optional: Remove Text Overlay.** By default, BetterWorld adds a text overlay of your auction name on top of your banner image. This works well if you've chosen an image without any text. However, if you've created a custom banner that already includes the Auction name or if the overlay blocks key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



4. **Optional: Tweak Bid Increments.** Bid increments require new bids on an item to be at least a certain amount higher than the previous bid. Our default bid increments are designed to keep the auction competitive and exciting while preventing bidding fatigue, maintaining momentum, and maximizing your fundraising potential. However, these increments are fully customizable, allowing you to adjust them to suit your specific needs and rules.

To customize the bid increments, head to **Settings** and click **Advanced** at the top of the page. From here, scroll down to **Bid Increment Breakpoints**. You can add new breakpoints or adjust the existing ones. Use the dropdown menus to specify conditions such as “less than” or “greater than” then click into the amount boxes to modify the rules. Finally, set the bid increment amount on the right side of the page. To remove a bid increment, simply click the **X** next to it.

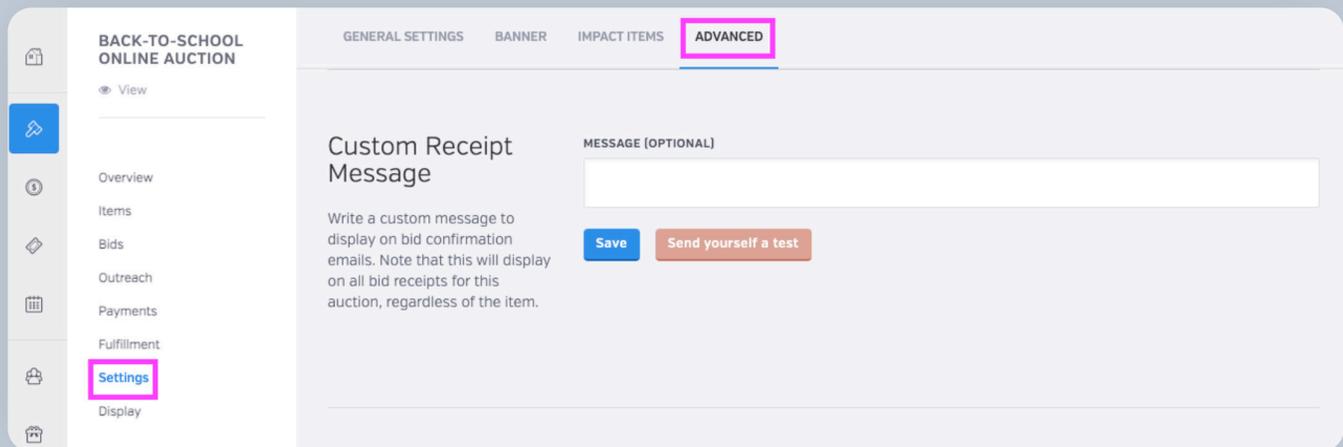


TIP:

For lower-priced items, use smaller increments to encourage more participation, while higher-value items benefit from larger increments to avoid slow progress. For example, set \$5 increments for items under \$100 and \$50 increments for those over \$1,000.

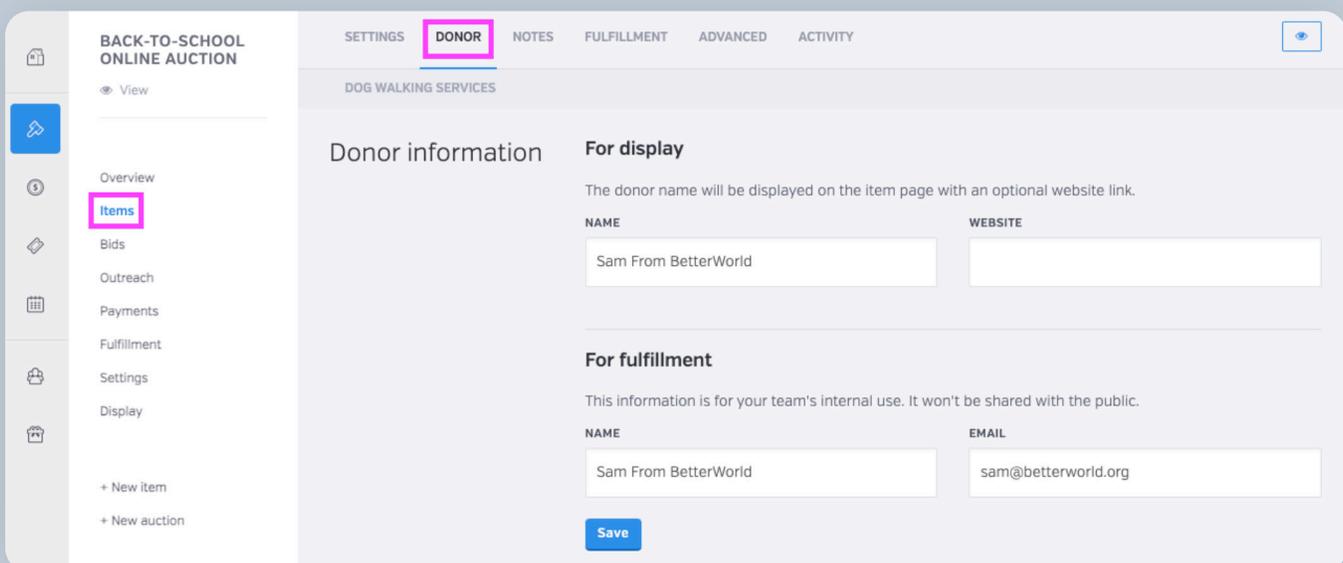
5. **Optional: Add a Custom Message.** Use this text box to craft a personalized message for your bidders, which will appear on their bidding confirmation email. A thoughtful thank-you note shows appreciation, keeps donors engaged, and encourages future contributions. You can also include reminders to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

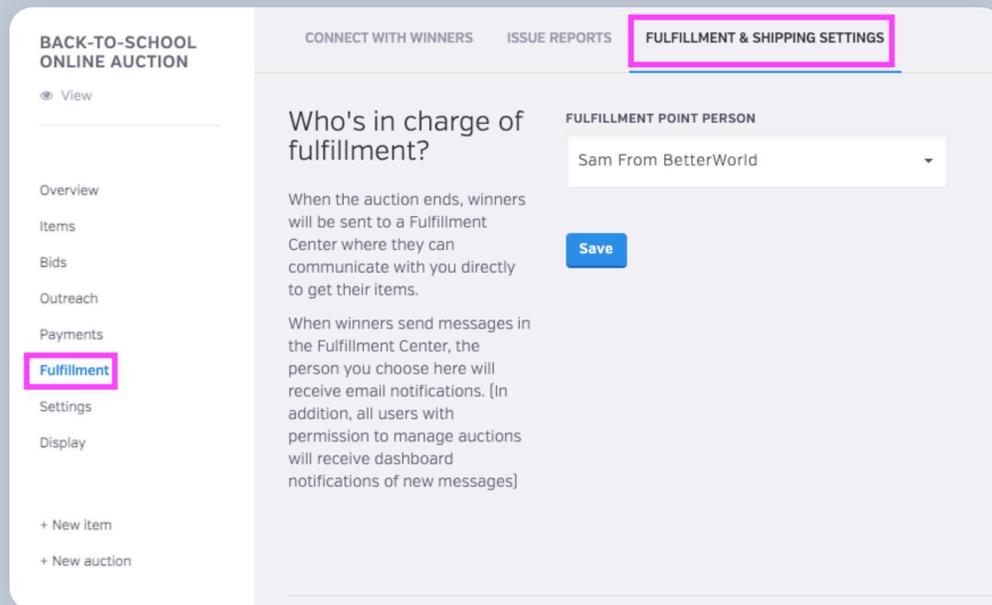


6. **Optional: Highlight Item Donors.** You can add donor information to each item to be displayed. Highlighting item donors not only shows appreciation for their contributions but also encourages others to support your cause in the future.

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

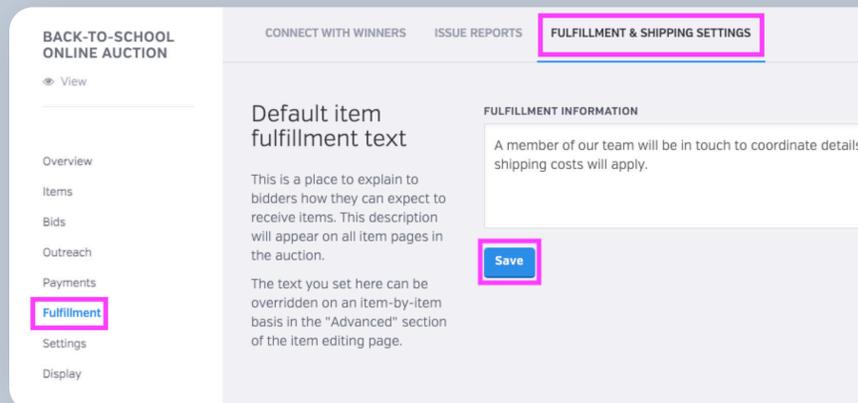


7. **Optional: Edit Default Item Fulfillment Text.** Go to Fulfillment and click Fulfillment and Shipping Settings at the top of the page. The first section on the page is “Who’s in charge of fulfillment?” — here, you can designate the team member responsible for Auction item fulfillment. When the Auction ends, winners will be directed to a Fulfillment Center, where they can communicate with your team by sending messages to arrange for their items. Use the drop-down menu to select the team member who will receive these messages via email.



8. **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 EXAMPLE:

“All items must be picked up on Thursday, the 24th, from 2:00–5:00 p.m. at [X Location]. For shipping requests, please contact us.”

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.

9. **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.

Items

ITEM	ALLOW PICKUP?	ALLOW SHIPPING?	SHIPPING RATE
Dog Walking Services	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	\$ 5
Surfing in Costa Rica with Private Villa	-	-	-
Massage & Facial at Serenity Day Spa	<input checked="" type="checkbox"/>	-	-

Show 10 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.

10. **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 selecting a new date or entering a different time.

Dates

Longer auctions give more time for bidding, outbidding, and getting the word out! Keeping your auction open for at least seven days may help you raise more!

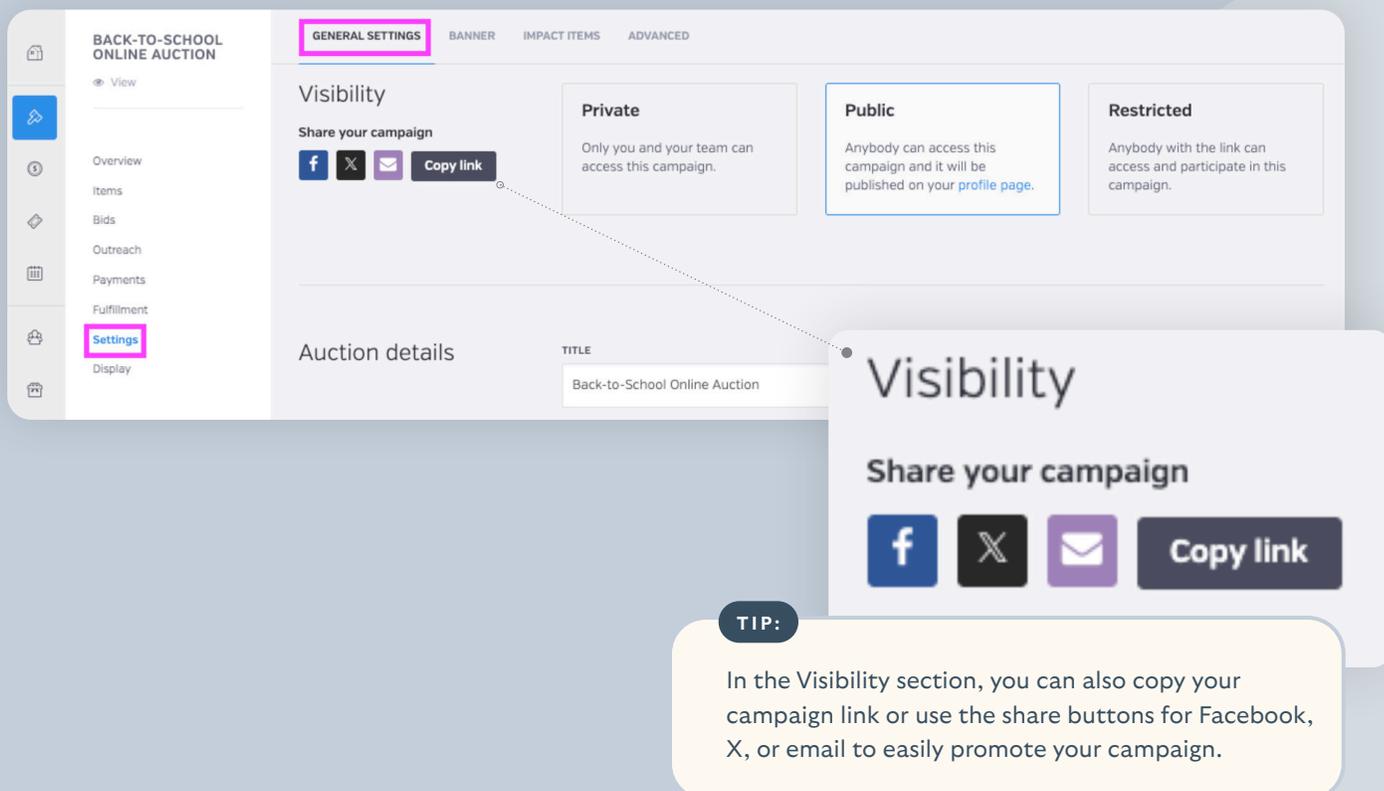
BIDDING BEGINS (CST): April 7, 2025 12:00pm

BIDDING ENDS (CST): April 21, 2025 12:00pm

Save

The selected date and time will mark the automatic closure of bidding — no bids can be placed after this time unless you choose to extend it. Extensions can be made at any point before you officially close the auction by clicking the designated button (more on that later).

11. **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 'GENERAL SETTINGS' page for a 'BACK-TO-SCHOOL ONLINE AUCTION'. The 'Visibility' section is highlighted, showing three options: 'Private' (Only you and your team can access this campaign), 'Public' (Anybody can access this campaign and it will be published on your profile page), and 'Restricted' (Anybody with the link can access and participate in this campaign). Below the visibility options, there is a 'Share your campaign' section with buttons for Facebook, X, Email, and 'Copy link'. A callout box titled 'Visibility' highlights these share buttons and includes a 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: Promoting Your Auction

Make your auction a success by sharing it widely! Use your campaign link to start promoting 1–2 weeks before bidding begins. This will build anticipation, and sharing updates regularly once bidding is live, as well as increasing reminders as the end date approaches, will maintain momentum. Here are some ways to promote your auction — the more you do, the more likely you are to receive donations.

1. Email your campaign to supporters! If you have an email list, send out a mass email to share your auction. Don't worry if you don't have a list yet – you can still use other strategies to gather contacts as your auction progresses.
2. If you have a website, add a link to your auction so people can easily learn more and access it.
3. Post a link to the auction on all your social media channels. You can just copy/paste the link to the campaign, and the image and description will show up automatically.
4. Encourage your board members and volunteers to share the auction link on their social media. This will help expand your reach to their unique networks.
5. Submit a blurb to local TV and radio channels. These news organizations are always happy to get the word out for nonprofits.
6. If your item was donated, be sure to share the link with the donor so they can also spread the word via email and social media.
7. If you're a member of any Facebook groups, post a link to your auction there.
8. Post flyers in community hubs like coffee shops, libraries, churches, and community centers to spread the word. BetterWorld generates a unique QR code for your campaign that you can download and use to guide donors to your auction.

To find the QR code for your auction, go to the **Settings** page, scroll to the **QR Code** section, and click the **Save Image** button to download it to your computer. Your donors will simply open their camera app, point it at the code, and tap the link that appears on their screen.

TIP:

On the **Settings** page in the **Visibility** section, you can copy your campaign link or use the share buttons for Facebook, X, or email to promote your campaign. You can also use the **Outreach** page for pre-written templates to share your auction.

Step 6: Streamlined Bidding

No Pre-Registration is Required

Bidders can view and participate in your auction without pre-registration. When they place their first bid, they'll create an account by entering their name, email, and password — right on the bidding screen. It's quick and hassle-free.

Personal information

Have an account? [Log in](#)

FIRST NAME	LAST NAME
<input type="text"/>	<input type="text"/>
EMAIL	CREATE A PASSWORD ?
<input type="text"/>	<input type="text"/>
PHONE NUMBER	
🇺🇸 [201] 555-0123	

Milford Animal Sanctuary

Dog Walking Services

Bid on Dog Walking Services \$38.00

Secure and Streamlined Payments

Bidders are prompted to add a payment card when placing their first bid. The card is securely saved for future bids, so they don't need to re-enter it. This ensures all bids are legitimate and simplifies the payment process. At the end of the auction, organizers can charge all cards with a single click, eliminating the need to chase payments.

Payment information

All information is [secure and encrypted](#).

Credit Card

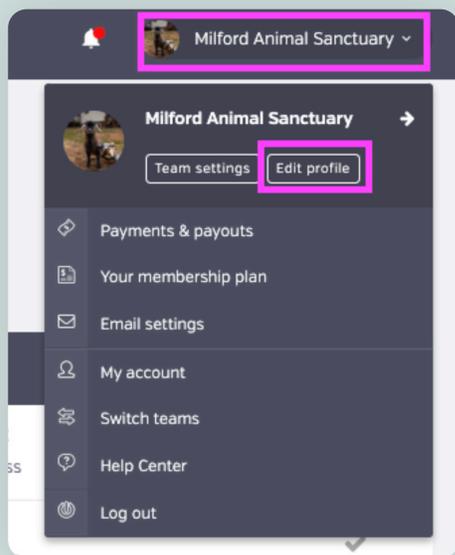
NAME ON CARD	
<input type="text"/>	
CARD	
<input type="text" value="Card number"/>	MM / YY CVC
COUNTRY	
United States	
ADDRESS LINE 1	ADDRESS LINE 2
<input type="text"/>	<input type="text"/>
CITY	STATE
<input type="text"/>	Please select

Pre-Registration Option for In-Person Events

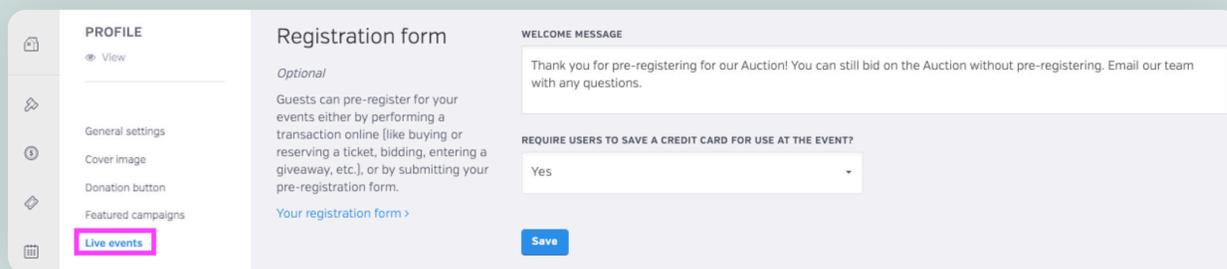
For organizations hosting in-person events alongside their auctions, you can encourage donors to use the pre-registration feature. This allows guests to create accounts and add payment details in advance.

How to Share the Pre-Registration Form:

1. Go to your **Dashboard**.
2. Click the drop-down menu in the upper-right corner.
3. Select **Edit Profile**.



4. Click **Live Events** on the left menu.
5. Customize the welcome message and choose whether adding a card is required or optional.
6. Click the blue **Your Registration Form** link, then copy the URL from the browser. Share this link with attendees.

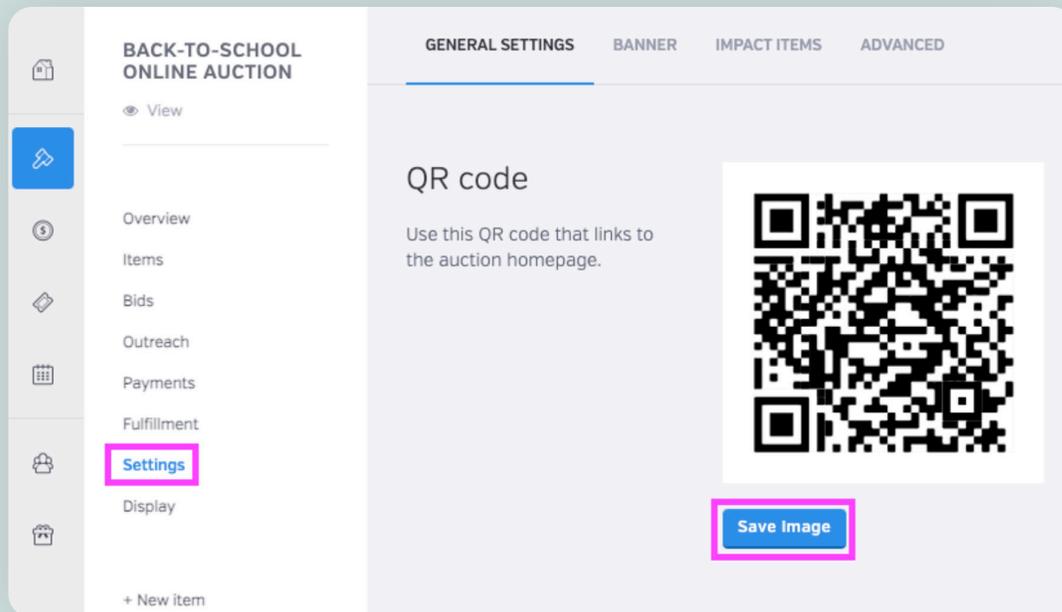


NOTE:

If guests have already purchased event tickets, donated, or entered a Giveaway through BetterWorld, they already have an account set up.

Use QR Codes to Guide Bidders

For in-person events, the auction QR code (found on the auction's Settings page) is a simple way to direct bidders to your auction page. Share it digitally or display it at the event to make accessing your auction effortless.

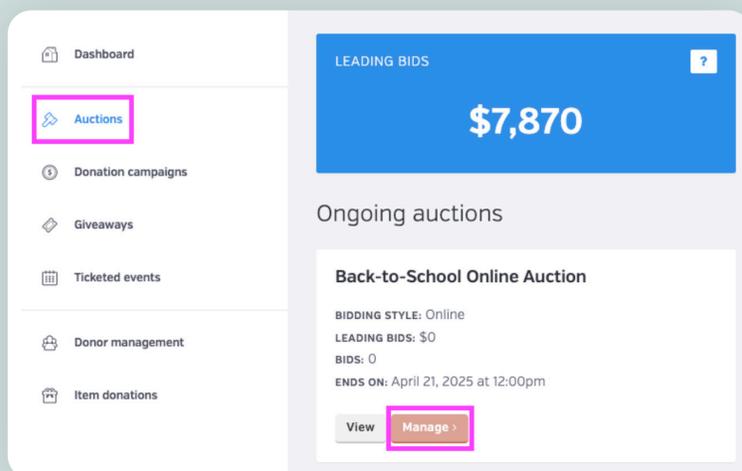


Leverage Table Cards for Individual Items

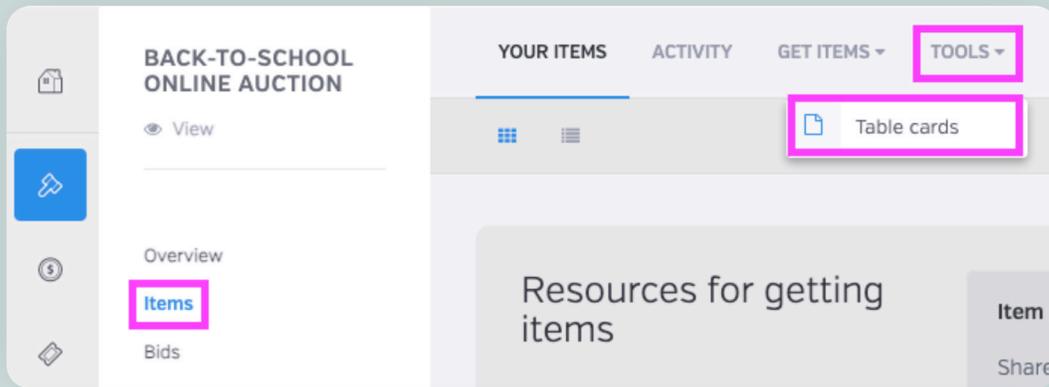
Table cards are a powerful tool for in-person auctions. Automatically generated for each auction item, they feature a QR code that links directly to the specific item's page. This allows bidders to quickly view details and place bids without navigating through the entire auction catalog.

How to Download Table Cards:

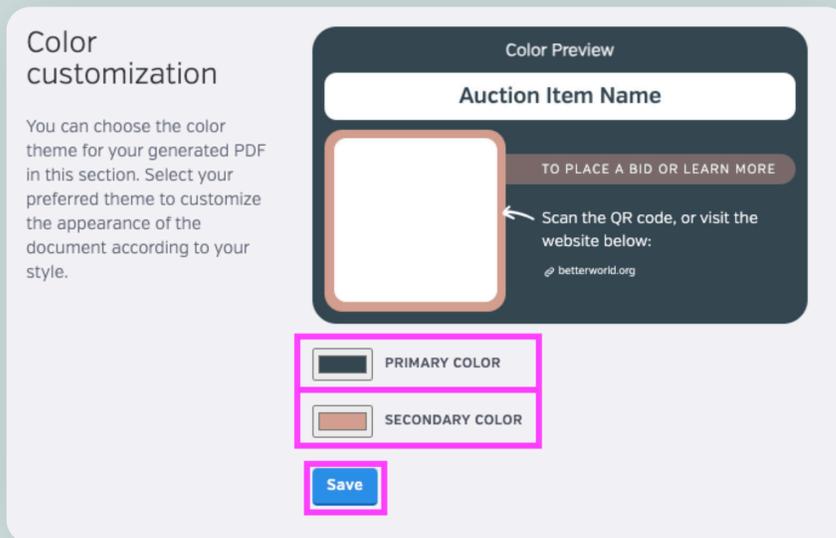
1. Go to your **Dashboard** and click **Auctions**.
2. Select **Manage** on your auction.



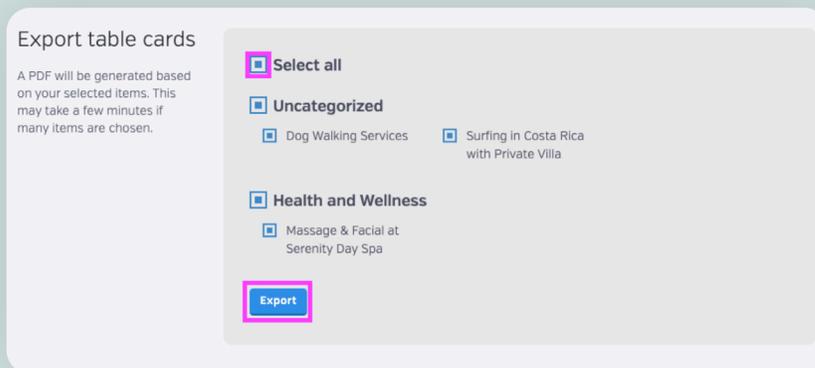
3. Click **Items** and then select **Tools** from the top menu.



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



5. 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.



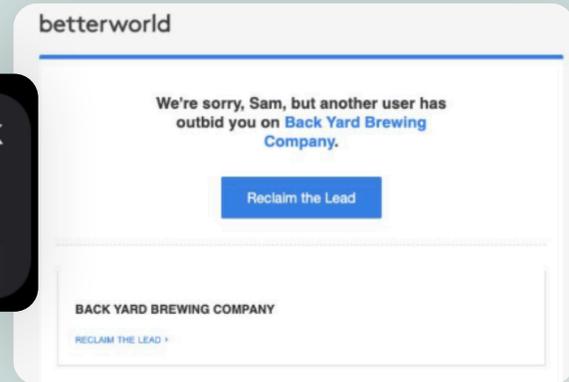
6. Print the table cards and display them prominently at your event.

Outbid Notifications

Bidders will automatically receive an email if they're outbid, including a link to increase their bid or set a max bid. If they've added a phone number and opted in to text messages, they'll also get text notifications—perfect for keeping everyone engaged.

Someone has outbid you on "Back Yard Brewing Company"! Reclaim the lead here:

<https://mas.betterworld.org/brewing>

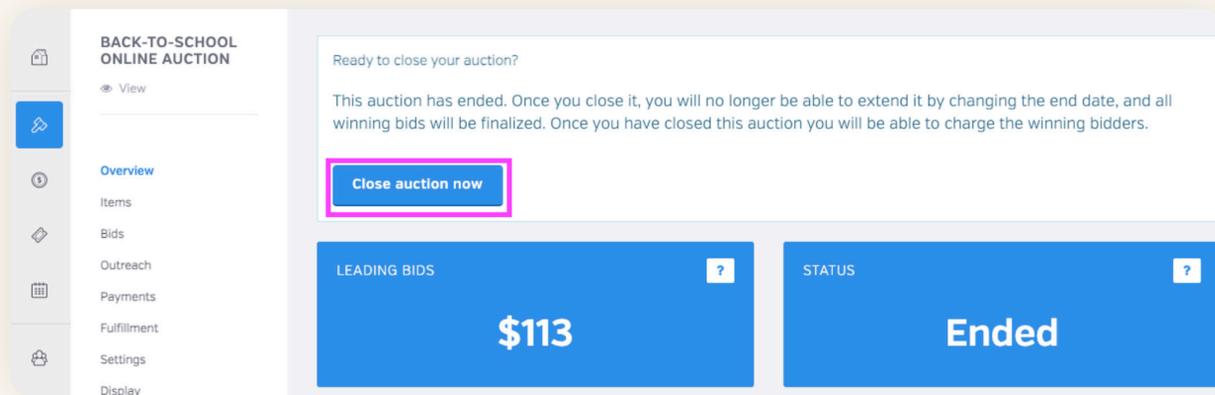


Step 7: Closing the Auction and Managing Fulfillment

You did it! The auction is almost complete — now all that's left is to close the auction, charge the winners, and ensure they receive their items

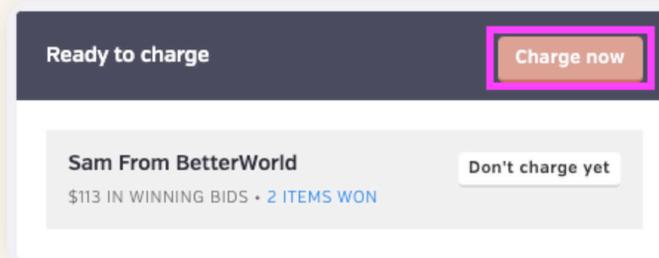
Closing the Auction

Bidding will automatically stop at the time you've set. Once bidding ends, go to your dashboard, click **Auctions**, and then select **Manage** for the auction you need to close. On the **Overview** page, you'll see a notification indicating that bidding has ended and it's time to close the auction. Click **Close Auction Now** to finalize the process. This will trigger emails notifying winners of their items and prepare all cards for charging.



Charging Cards

After closing the auction, you will be automatically redirected to the **Payment** page. To charge all winning bidders' cards, click the **Charge All Cards** button. This process typically takes a few seconds to a few minutes, depending on the number of transactions.



After a few minutes, refresh the page. If any charges fail, they will appear in the dashboard, and donors will automatically be emailed and given the option to reattempt the payment. Winners will automatically receive an email receipt, including all relevant tax information.

Your selected auction winners are currently being charged.

This may take several minutes, depending on how many winners you selected for processing. Please refresh the page later for a full report.

Sam From BetterWorld
\$113 IN WINNING BIDS • 2 ITEMS WON

Don't charge yet

TIP:

If a winning bidder prefers to pay by check or cash, you can choose not to charge their card. Simply click the **Don't Charge Yet** button next to their name.

Fulfillment

Next, 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.

BACK-TO-SCHOOL ONLINE 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	Sam From BetterWorld	\$38	123 Street, Milford, Georgia 42424 US	sam@betterworld.org	Pending ▾	Open >
Massage & Facial at Serenity Day Spa	Sam From BetterWorld	\$75	123 Street, Milford, Georgia 42424 US	sam@betterworld.org	Pending ▾	Open >

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** to send funds to the bank account of your choice.

The screenshot shows the 'Create a payout' interface. On the left, a sidebar under 'PAYMENTS' has 'Withdraw funds' highlighted. The main area contains instructions: '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.' A 'Withdraw funds now' button is prominently displayed. To the right, a summary table shows:

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

Below the table, a blue box states: 'We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!' with social media icons for Facebook and X.

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 with your Online Auction campaign! 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!