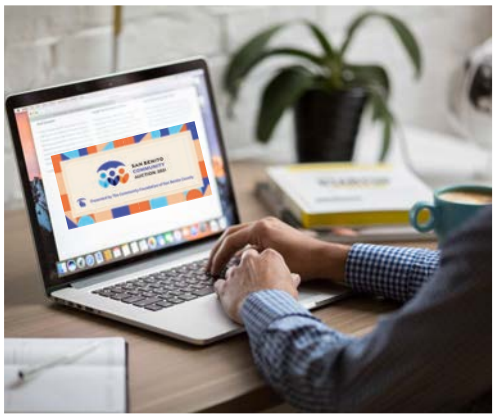
SAN BENITO COMMUNITY AUCTION 2021

PRESENTED BY THE COMMUNITY FOUNDATION FOR SAN BENITO COUNTY







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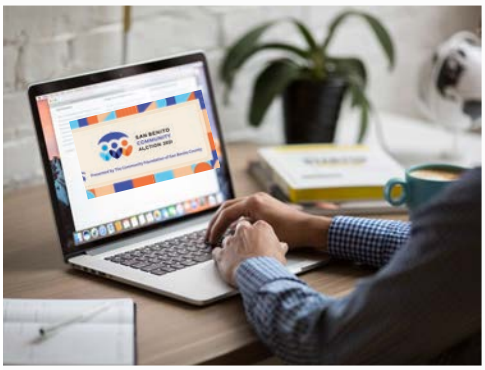
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WELCOME TO THE SAN BENITO COMMUNITY AUCTION

Thank you for participating in this event! The Community Foundation of San Benito County hopes the information in this packet will help guide you through this on-line participation process and answer any questions you have may have. Of course you can always contact us at auction@givesanbenito.org or by calling the Community Foundation office at 831-630-1924.

The Community Foundation is sponsoring this event to support the invaluable work of the nonprofit organizations in San Benito County. We believe this auction will be easy for participating nonprofits and a fun event for donor to show their support.







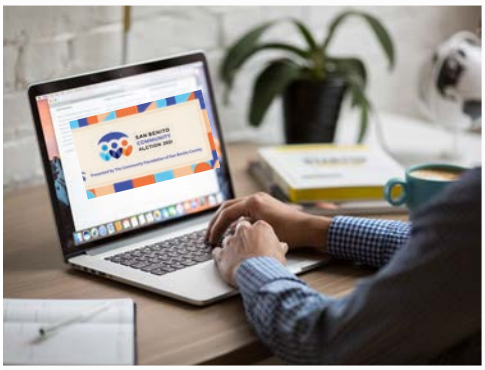
AUCTION WORKSHOP INFORMATION

Thank you for attending our workshop on Thursday, May 06, 2021.
We had discussed information about auction items/submission, pictures, and marketing.

If you would like to watch the workshop footage, you can find the link to the video below:

https://www.youtube.com/watch?v=tK1IDXj9Y80

Time stamps can be located in the description if there was something in particular you wanted information on.







HOW THE AUCTION WORKS

As we did last year with great success, we will be using the Greater Giving On-line Auction Platform this year. The Auction landing page will consist of a bidder registration page and a donation page where supporters can make a cash donation of any amount to nonprofit of choice.

Your auction items will be grouped under your nonprofit abbreviated name and/or by item category. The bidder will be able to sort items by type (wine, entertainment, etc).

Processing Fees
There will be a 10% Administrative Fee which will cover credit card processing fees, auction software, and marketing materials.
All proceeds from the sale of your auction items minus the administrative fee will be sent to you in the form of a check no later than September 20th.

Deliver of Items/Packages
Deliver of items/packages to winning bidders is the responsibility of the nonprofit providing the auction items. All items/packages must be delivered to winning bidders by September 15th.

Dates to Remember

7/6 Auction Publicity Launch
7/10 Auction items deadline
8/27 Auction Begins
8/30 Auction Ends
9/15 Auction Item Delivery Deadline

AUCTION ITEM INFORMATION

Your nonprofit can submit as few as 2 and as many as 10 packages or items.
Each nonprofit will be responsible for submitting a completed Community Auction Package/Item Form for each package or item you plan to offer in the auction.
All forms must be submitted to the Community Foundation by July 10th.

How to fill out an Auction Item Form:
To create a Form for your auction item, click here:
Community Auction Package/Item Form.
Sign-in to same account you used to apply for the Auction Participation Application.
Fill in the information and upload your photos.
You can edit, update or change your form any time up until 5 pm on July 10th. At that time the forms will be closed.

The following information will be needed for each package/item:

- **Package/Item Name** - keep it short and precise. The name should describe the item before the guest clicks on the package. The name should be no longer than 28 characters.
- **Package/Item Value** - each package or item must have the value of at least $200. Please list the value of your item.
- **Package/Item Image -** submit professional quality photo of package or item. Must be well lighted, with a simple, solid background. Individual image files must be smaller than 1MB in size and no more than 2000 pizels wide. Accepted File types are jpg,gif, and png.
- **Package/Item Description** – Please supply a brief general description of your item.
- **Package/Item Detail** - Submit a more extensive description of the item or package. Include brand names, colors, sizes, amounts, and anything else that is specific to what is being offered. Limit 100 word count.
- **Package/Item Restrictions** - list any and all restrictions, including any COVID-19 related restrictions, for the package or item. This would include expiration dates, use date limitations, age restrictions, and anything else the bidder needs to know to make an informed decision on bidding. All packages containing alcohol must carry the restriction of "Must be age 21 or over". Delivery area should be noted, for example: "delivery up to 50 miles from Hollister, CA". If an item cannot be shipped through normal postal shipping methods, please note

*We reserve the right to edit item descriptions and/or photos for clarity and to fit the online format.

SAN BENITO COMMUNITY AUCTION 2021

Presented by The Community Foundation for San Benito County



MARKETING PACKET

The Community Foundation hopes the information in this packet will help guide you through the marketing period of the Community Auction. It is our hope that by working together, the Community Auction will be a big success!

The Community Foundation will focus on **marketing the Auction itself.** Your organization is **responsible for marketing your own auction items and for soliciting donations** to your organization.

In this packet you will find:

- Basic Facts Sheet of the event.
- A timeline for marketing the event.
- A series of attachments for each post featured in the timeline.
- The "San Benito Community Auction" logo and masthead jpg to include in your personal marketing efforts.
- The Community Foundation logo.

As a participating nonprofit we ask you to help us by doing the following:

- Using the marketing tools we send to you, promote the event to your nonprofit network via social media, email, or other outreach efforts. Try to do this within a week's time of the timeline date.
- Remember, the San Benito Community Auction logo must be used when sharing information on your items/packages.

If you have any questions after reviewing this information, please contact the Community Foundation at 831-630-1924 or email auction@givesanbenito.org

SAN BENITO COMMUNITY AUCTION 2021

Hosted by the Community Foundation for San Benito County

The San Benito Community Auction is a county-wide online auction event. Local nonprofits and CF Committee Governed Funds provide items or services for community members to bid on, and a donation option will also be available for each participating nonprofit. The Community Foundation will provide the administrative services, getting the online site prepared and ready.

- **Purpose:** To support our local nonprofits and committees in fundraising for their mission and causes in a fun and healthy way during COVID-19 restrictions of large, in person events.
- **Date:** Friday, August 27th through Monday, August 30th, 2021
- **Time:** Auction begins at 9:00AM on August 27th, and will end at exactly 9:00PM on August 30th.
- **Where:** Online at givesanbenito.org/auction
- **Contact:** Email auction@givesanbenito.org or call the Community Foundation at 831-630-1924

MARKETING SCHEDULE

The following pages include a schedule for your organization to follow leading up to the event.

- The schedule begins with the most important dates for the month, following with a theme and suggestions on what to share with your audience.

As the date gets closer, we will have more material available to share with you and the public. At the beginning of each month, an email will be sent with new content, which may include Mission Village Voice, BenitoLink, or Freelance articles and social media images created for you to post onto Facebook or Instagram.

- A separate email will be sent to you for social media images converted into email form-- for those not too familiar with posting onto Facebook or Instagram.

Suggestion: When sharing information about your auction items/packages, make sure to use the same pictures/ item description that you submitted to the Foundation

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Please follow the social media accounts of the Community Auction and/or the Community Foundation to be caught up on the Community Auction information/posts, and to share any of the posts to your own social media pages.

Click on the following social media sites to be directed towards their page:

San Benito Community Auction Facebook

San Benito Community Auction Instagram

Community Foundation Facebook

Community Foundation Instagram

MARKETING SCHEDULE

May

Theme: Announce the Event

"We are so excited to be participating in the Community Auction"

Market your participation in the auction. Inform your audience in newsletters, emails, social media, assignments to your board members and volunteers. Send out "We're participating" post.

June

Theme: Look at our Items

"Look at the great items we are securing for the auction"

As you secure the items for the auction, create some exciting news about them. Take pictures of your items to show off to the public and post about it.

July

Dates to Remember:

- **7/6 Launch publicity - "Save the Date" Post**
- **7/10 Item submission deadline**

Theme: Event Reminder

"Save the Date"

Chance to remind everyone of next month's big event.

Lawn signs will be available at the Foundation office for distribution to your choice locations.

MARKETING SCHEDULE

August

Dates to Remember:

- **8/10 Auction Website is live**
- **8/27 - 8/30 Auction Officially Begins**

Theme: Bidder Registration/ Launch

Week 1 August 1st: Get Ready Week

Send out "Get Ready" Post

Week 2 August 9th : Around the Corner

Registration will begin next week. Send out a reminder of the auction to keep people aware. Post a sneak peak of your items/packages to keep up intrigue.

Send out Around the Corner post

Option: Do a "Sneak Peak" of your own items

Week 3 August 16th: Sign Up To Bid Week

The auction website will be live and we encourage you to promote bidder registration.

Send out "Sign Up to Bid" Post

Week 4 August 22nd: The Big Push Week

Heavy social media push for bidder registration and the event, plus limited texts to the registered bidders 24 hrs before the start of the auction.

August 27 - "Auction Time" Post

Week 5 August 30th: End of the Auction

The Auction will end, and an additional day will be left for those who didn't win an item/package to make a donation to support your organization.

August 30: "Last Day for the Auction" Post

August 31: "Donate" Post

September

Dates to Remember:

- **9/1 Thank all your bidders/ donors**
- **9/15 Auction Items/Packages delivery is due**

Thank all of your supporters.

Please have all auction items/packages delivered to the respective winners by September 15th.

REGISTRATION INFORMATION

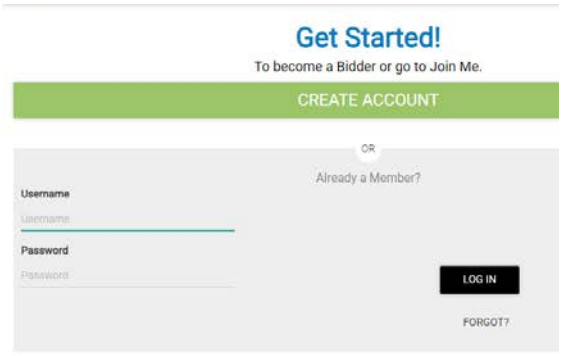
There are two ways for your bidder/ donor to participate:
1. They can bid for their favorite items during the Auction or
2. They can donate to your organization.

Registration begins the week of August 16th, but we recommend encouraging your supporters to register before the event is live (August 27th).

Register to Participate as a Bidder

The bidder/donor will need your email address, a credit card and a password. A mobile phone is also helpful. Here is the process.





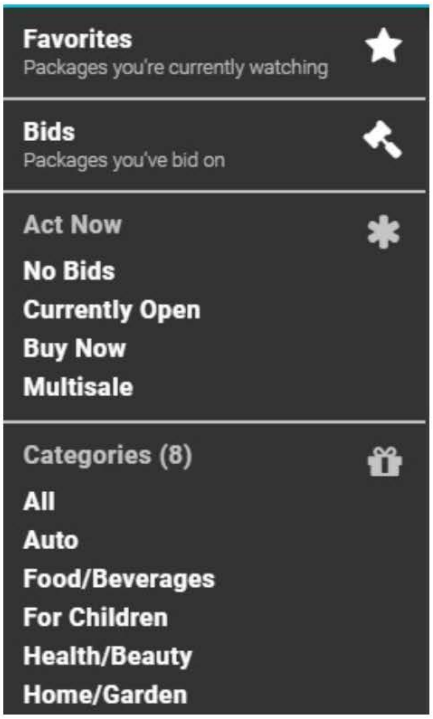
1. Visit givesanbenito.com/auction
2. Click on the "Registration" tab.
3. You will find a link that sends you to the auction catalog
4. Click on "Get Started," which can be found at on the right side of the page or top right
    - First time participants, click "Create Account"
        - Enter your email.
        - Go to your email where you will find a confirmation from Greater Giving with a link. Click on it.
        - Enter name, contact name, email, phone number, and credit card information.
    - Previous auction participants may need to fill out "username" and "password."
        - If you forgot your password, click on "forgot password" and enter your email.
        - You will be sent an email with a link to create a new password.

Still having problems? Use this detailed information: https://greatergiving.zendesk.com/hc/article_attachments/360077081454/How_to_Register_to_Bid_v2.pdf

BIDDING INFORMATION

How to Make a Bid:

1. Visit givesanbenito.org
2. Click on "View Online Auction" in the middle of the page
3. Look at our catalog to view packages and items
4. Click on a package to place a bid.
5. Click on "Bid" to make a bid for the next increment
    - Click on "Bid More" if you would like to enter an amount that is higher than the next increment.
    - Your credit card will only be charged only if you win the bid.
6. Tips:
    - Use the ≡ on the top left of the screen to open the menu for Bids, Favorites, and Categories.
        - Favorites - Use the star ☆ to save Packages for later viewing.
        - Bids - See Packages that you have bid on already.
        - Act Now - Sort Packages quickly by No Bids, Currently Open, and more.



How to Make a Donation:

1. Visit givesanbenito.org
2. Click on the "Donation" tab
3. Input the amount you would like to donate, and select the nonprofit/fund you want to donate to.
4. Click "Next"
5. Fill out the information--name, email, number, address, credit card information
6. Click "Submit for Processing."

*Individuals do not need to register to donate.