

MobilBID and @EASE  
On-Line Auctions

Running an Auction for a special event takes a great deal of work and we want it to be SUCCESSFUL!

**Success Story 2018**  
At a recent golf tournament a charity increased the dollar value of their auction by 90% by engaging the guests through MobilBID.

We know how important information is to a charity and its ability to thank its valued auction donors and to know track its auction purchasers.

With these two goals in mind and to help our clients manage this area with the best possible outcomes and the least amount of energy we want to introduce MobilBid as it meets this criteria.

With impressive results, it's hard to imagine why a special event committee would ignore the benefits of ... more money, better use of staff time and the ability to thank valued auction donors.

Let's begin:

1. We started our sample by creating an Auction Campaign in @EASE.

Our sample is a gala.

The screenshot shows the 'Campaign Maintenance' form. Key fields include: Campaign Year: 2018, Campaign Type: GA, Campaign Code: AUC, Description: 2018 Gala Auction Donations, Start Date: Oct 27, 2018, End Date: (empty), Mailed Appeals: 0, Mailed Reminders: 0, Breakout Code: Gala Auctn - Gala Auction Items, Receipt Required: No Receipt for this type of donation, Letter: Gala Auction, Goal Value: \$0.00, Membership: unchecked, Charitable: unchecked, Yearly Receipting: unchecked, On-going: unchecked, Ticket Number Unique: checked, Starting Ticket Number: 101, Ending Ticket Number: 999, Donation Category: Merchandise (selected), Registration/Ticket Cost: \$0.00, Received Value: \$0.00. An orange arrow points to the Starting Ticket Number field.

We will use the Ticket Number field in @EASE to assign Lot Numbers. Lot Number range from 101 – 999. So this would be the ideal range here as well.

The logic behind our interest in using an on-line auction tool is as follows:

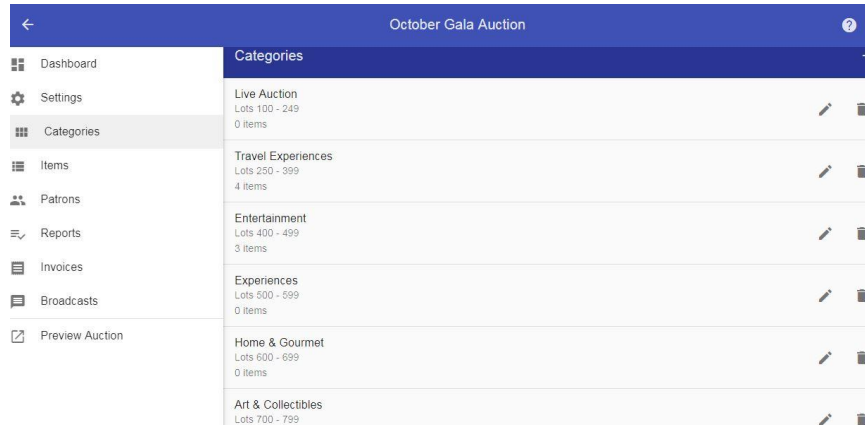
The auction items in our sample are high value ticket items. Depending on Gala attendees they may or may not be inclined to bid at a level adequate to purchase these items. By going mobile, a charity is able to include a wider range of potential purchasers with a more successful outcome.

Keep in mind, the purpose for the auction is to make valued dollars for the charity.

## MobilBID and @EASE On-Line Auctions

MobilBid uses a numbering system to organize gifts of a similar type. These Lot Numbers range from 101 -999 and you can define them as you wish.

In our case we went to see what the Lot Number ranges were already set up so that we could take advantage of them.



New Categories can be added, existing categories can be renamed and the number system is up to the charity providing the numbers fall into the range of 100-999.

Each item is given a unique item number which is supported by the Unique Ticket number field in @EASE. In our example we used Travel Experiences and Entertainment.

## Recording Auction Donations in @EASE

Receipting Maintenance

Fundraising Number: C002279    Blue Shield Appraisal Inc

Batch Number: 20180724001    Corporate Contact: [Dropdown]

Receipt Date: Jul 24, 2018    Date Received: Jul 24, 2018

Campaign: 2018GAAUC 2018 Gala Auction Donations

Payment Method: Gift in Kind

Donation Type:  Charitable

Receipt Required: No Receipt for this type of donation    Receipt Number: 0

Acquisition Number: [Field]

Amount: \$20,000.00    Breakout >

Breakout	Amount
Gala Auctn - Gala	\$20,000.00

Registration Amount: \$0.00

Ticket Number: 265

Mailing List: [Dropdown]

Pledge ID - Detail ID: -

Letter: Gala Auction

T-Ref: [Field]

Receipt Notes: Safari in Tanzania for a family of four. Stay at the Serena Hotels to spend mornings and afternoons enjoying the African wildlife. This gift includes airfare

Buttons: New, Delete, Find...

Options:  Printed,  Void,  Yearly Receiving,  eReceipt,  PDF Receipt,  Anonymous,  Updated To Master

In this example we are entering into the lot for Travel Experiences.

The ticket number 265 is within the proper range.

We know the donor, the value of the gift and we have a 255 character description which we can add to once we have imported the record into MobilBid.

Once we have entered the majority of our on-line auction items we can export them to a CSV file.

The Mailmerge.txt output from Q-Xpress Export is a text format which can be opened in Excel and saved as MSDOS CSV. We called our file Auction.csv.

## MobilBID and @EASE On-Line Auctions

**Question:** Do you to create all your auction items before importing.

**Answer:** No, you can export from @EASE using Date Ranges and through Q-Xpress view if you have selected a record which has already been imported to MobilBid you can remove it before exporting.

This is ideal for keeping all gifts up to date and imported as required.

### Creating the MobilBid Import

The CSV file from @EASE will have all the usual fields found in an export. The fields you will need are the following:

- Company Name of the donor.
- Amount field showing the value of the auction item.
- Ticket Number to identify the LOT Number
- Receipt Message field for the initial description.

The CSV format for MobilBid requires that all titles and some fields they use be entered UPPERCASE.

We entered all our Travel and Entertainment as Silent Auction Fields.

Column Header	Description
TYPE	The item type, must be one of be SILENT, LIVE, or MULTI
LOTNUMBER	The unique lot number of the item
COST	The cost of the item, used for reporting margin (\$, optional)
URL	A URL to more information on the item
DONOR	The donor of the item (optional)
TITLE	The title of the item
DESCRIPTION	A description of the item
VALUATION	Can be a short description, or a dollar amount. (optional)
STARTBID	The starting bid (\$, Required for SILENT)
INCREMENT	The minimum bidding increment (\$, Required for SILENT)
PRICE	The price for Multi-Sale items (\$, Required for MULTI)
QUANTITY	Number of items available for purchase for Multi-Sale items (Required for MULTI)
MAXPERPATRON	Max number of items a single patron may purchase for Multi-Sale items (Required for MULTI)

## MobilBID and @EASE On-Line Auctions

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	TYPE	LOTNUMBER	DONOR	VALUATION	STARTBID	INCREMENT	TITLE	URL	DESCRIPTION						
2	SILENT	255	High Street Marke	25000	5000	1000	Adventure		Caribbean trip for Two on Sea Cloud on leaving January 7, 2019 for one week. Trave						
3	SILENT	260	Financial Venture:	12000	3000	1000	Adventure		Sail from Vancouver to Alaska on Regent Seven Seas Mariner. This trip for two leav						
4	SILENT	265	Blue Shield Appra	20000	4000	1000	Adventure		Safari in Tanzania for a family of four. Stay at the Serena Hotels to spend mornings						
5	SILENT	300	Williams Prof. Cor	17500	4500	1000	Adventure		Tour to Cambodia to the worlds greatest bird sanctuary. This tour is a birder's drea						
6	SILENT	400	Cambridge Shoppi	5000	1000	750	Entertainment		Niagara on the Lake						
7	SILENT	450	Wesclean Equipm	5500	500	250	Entertainment		Enjoy a weekend in New York City. Stay at the historic Waldorf Astoria and enjoy tv						

This is our set of sample auction records. The Fields can come in any order for import.

All headers and the TYPE must be upper case. Fields we added after the import were STARTBID, INCREMENT and URL. TITLE came from the Mailing List field in @EASE.

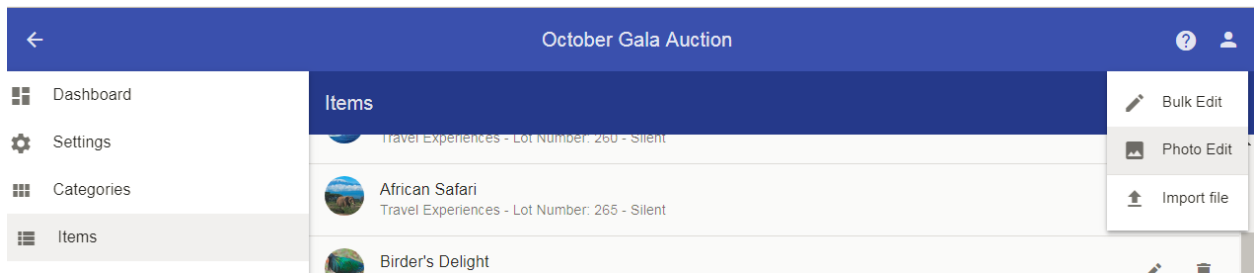
Once the Import is ready, you are ready to import and it takes only minutes.

One thing we did for our sample was to find some nice photos to use as part of the Auction to create interest on behalf of those invited to View all the great options.

We added all photos to one folder with naming conventions to help match the photo to the auction item.

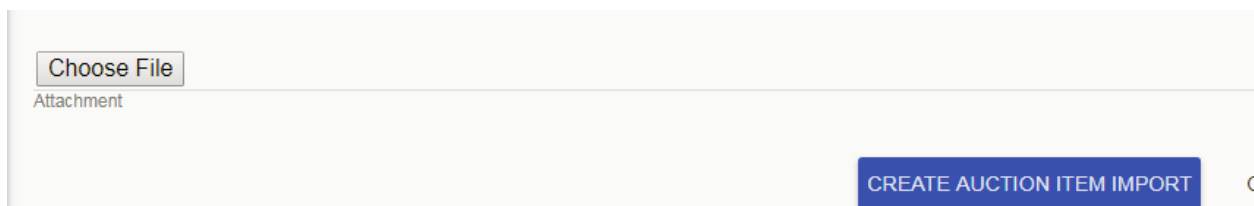
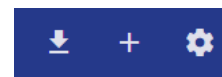
URLs were added with a simple cut and past.

### Importing to MobilBid



In Administrator mode you go to Items and in the top right corner is a wheel icon.

This takes you to the Import File option.



Select the file using Choose File and click the Create Auction Item Import bar.

Once the auction items are in place you can add a Title, more text and a photograph.

## MobilBID and @EASE On-Line Auctions

The screenshot shows a mobile application interface for editing an auction item. The title bar at the top is blue and contains a back arrow, the text 'October Gala Auction', and a help icon. A left-hand navigation menu is visible, listing options like Dashboard, Settings, Categories, Items (highlighted), Patrons, Reports, Invoices, Broadcasts, and Preview Auction. The main content area is titled 'Edit Item' and contains the following fields:

- Item Type \***: Silent (dropdown menu)
- Auction category**: 250 - Travel Experiences (dropdown menu with an 'ADD NEW CATEGORY' button)
- Lot number**: 255 (text input field with a note: 'Leave empty to auto generate a number.')
- Title [EN] \***: Caribbean Cruise (text input field)
- Description [EN] \***: Caribbean trip for Two on Sea Cloud on leaving January 7, 2019 for one week. Travel leaves from Miami and returns to Ft Lauderdale. Flights from Toronto are included. (text input field)

At this point you are ready to run a Preview of your auction and invite people to login and see all the good things to be offered.

There are other great options but we thought this should be enough to get you excited. Please contact Dale or Derek for the full scoop!

Our final point is you can download what people contributed in dollars to your event and import this amount into @EASE. It is always great to know who participates so you can follow up and thank them as well.

The setup and support comes at no cost and they take a minimum of \$250.00 or a maximum of \$3,500.00 and 5.5% in between those numbers.

They are a Canadian organization and their goal much like ours, is to help our clients be successful.

**Try their Demo Auction: Text DEMO to 647-699-0027.  
Try it. We recommend it.**

**No Try ... No Gain ... and remember the opportunity is to extend your auction to make many more dollars, while having great fun!!**

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