



Frequently Asked Questions

Since 2007, we have worked with hundreds of PTAs, Booster Clubs and schools (plus a lot of non-profit organizations that don't have anything to do with schools) to produce thousands of fundraising events.

We're grateful for the opportunity to show you how we can help your organization - and this document is designed to be a starting point in that discussion.



Thanks for your interest in our auction software!

In this document, we've included:

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Print this document and take it with you to a fundraising committee meeting. We know that the process of choosing and purchasing software to help with your auction can move slowly sometimes and that it is often a group decision; we hope this document can help.

If you have specific questions, please call me at **(503) 913-4407** anytime; or email me at roger@schoolauction.net. I love talking about auctions, online auctions, art shows, walk-a-thons, etc.; I've chaired my share, and helped many groups with theirs.

Together we can probably figure out quickly whether our software will work and will be cost-effective for your event (it is for many, but not all auctions; ask and I'll tell you which types give us problems.)

Sincerely,

Roger Devine

Web: www.schoolauction.net

Phone: (503) 913-4407

Email: roger@schoolauction.net



Subscription Plans & Pricing

Not all fundraising auctions are the same, and not all auction teams want the same things from their auction software. So we have assembled a set of 3 subscription plans that allow you to choose what you want to pay for, based on what your team needs.

	BASIC	STANDARD	PREMIUM
	For Small Silent Auctions That Don't Need Credit-Card Integration	Everything You Need For Gala, Online, or Combination Auctions. Best Value	Includes Mobile Bidding and Unlimited Phone Support
LIMITS			
Items	Unlimited	Unlimited	Unlimited
Bidders	Unlimited	Unlimited	Unlimited
EVENT TYPES			
Gala Auction	✓	✓	✓
Online Auction	✗	✓	✓
Cashiering (POS)	✗	✓	✓
Ticket Only	✗	✓	✓
FEATURES			
Online Item Donations	✓	✓	✓
Online Cash Donations	✗	✓	✓
Online Ticket Sales	✓	✓	✓
Mobile Bidding	✗	✗	✓
PAYMENT TYPES			
Cash	✓	✓	✓
Checks	✓	✓	✓
Credit-Cards (see page 12)	✗	✓	✓
Credit Card Readers	✗	Rental	4
SUPPORT			
Online Documentation	✓	✓	✓
Online Video	✓	✓	✓
Donor/Data Import	✗	✓	✓
Unlimited Email Help	✗	✓	✓
Event-Night Phone Help	✗	✓	✓
Unlimited Phone Help	✗	✗	✓
	\$500/event	\$1,000/yr	\$1,500/yr

Our Most Popular Package, it's a hoot!





Frequently Asked Questions

What is SchoolAuction.net?

It's web-based software that your fundraising team can use to help plan, prepare for and run fundraising events.

Somebody told me it's called Tofino Auctions (or PartySupporters.com) What gives?

We also sell the very same software with names that are more appropriate for non-school customers. We can set your event website up as <http://you.schoolauction.net/eventname> or as <http://you.tofinoauctions.com/eventname> or as <http://you.partysupporters.com/eventname>. Since one of the key benefits of your subscription is an event website that helps you promote your event, we give you options for the site name, and you can decide which suits your organization best.

What kinds of fundraising events can I run with it?

Gala auctions, online auctions, and "point-of-sale" events – think art sales, bake sales and the like. Organizations have also used it successfully for golf tournaments and walk-a-thons, but it's really built primarily for auctions.

What makes SchoolAuction.net different than other auction-software options?

Our competitors make good software - they definitely keep us on our toes, and you'll never hear us trash their products. But we do pride ourselves on a few things that set us apart:

- 1. Advance Check-In, and Self Check-Out** - We hate lines. From the very beginning, we've designed our software to optimize the check-in and check-out processes, in order to make the lines at our customers' events short and fast-moving. With these features, we've taken that optimization to a whole new level: guests can now check themselves in from their home computer or smartphone, before even leaving for the event. And when you have all of your items entered, click the Self Check-Out button, and your guests will get an email with a link they can click to check themselves out with their smartphone - no need to stand in line.
- 2. Everything you need, one fixed cost** - It's a lot easier to buy software when you know exactly what it is going to cost you. So, we don't have any "price escalators" - we don't charge you more for adding more software users, we don't charge you a fee for every ticket you sell, and we don't take a piece of each transaction you process. You can put the subscription cost in your budget, and know that there won't be any surprises later.
- 3. Excellent Customer Service** - Our customers say very nice things about our customer service - if you'd like to talk to any of them, let us know. We treat our customers the way we want to be treated by the people we buy from, especially since we still think of ourselves as the same kind of people our customers are - most of us are also former or current auction chairs, PTA presidents, development directors and the like.



Frequently Asked Questions

What does it cost?

A one-year Standard subscription costs \$1,000. This lets you use the software for as many events as you need it for, and includes all support. We have several other subscription levels to meet the needs of all auction teams.

What will I need to use it?

To get started, all you need is a computer (Mac or PC) or a tablet (iOS or Android), an internet connection, and a web browser (Chrome, Firefox or Safari). On event night, you will need additional computers and printers to use as checkin stations (we recommend 4 stations for auctions of up to 250 guests, with an additional station for every 50 guests thereafter). You will need an internet connection at your auction venue - it can be wired or wireless.

To accept credit cards for payment, you'll also need a credit-card processing account with a bank (see page 12 for more information on this).

What kind of support and training will I get with my subscription?

We have extensive documentation available online (including videos), an all-you-can-eat email support policy (for subscribers at the Standard and Premium levels), weekly free online training sessions for event-night volunteers, and on-demand cell-phone support on the day of your event (Standard and Premium levels only.)

Is there an option for mobile bidding?

Yes. We are now including our new mobile-bidding feature in all Premium subscriptions. Please call or email if you would like to see how it works.

Can I change my mind later about which subscription level I want?

Sure - we start everyone out with a two-week free trial of our Standard subscription. When you purchase a subscription, you can choose the level that is right for your organization.

I have more questions. Can I call someone to talk about this?

Please do. You can call me - my office number is **(503) 913-4407**, and my cell phone number is **(503) 206-9924** (go ahead and text me if that's your preferred mode of communication). My name is Roger Devine, I'm a founding partner in the company, and I love talking to auction chairs. My email address is **roger@schoolauction.net**.

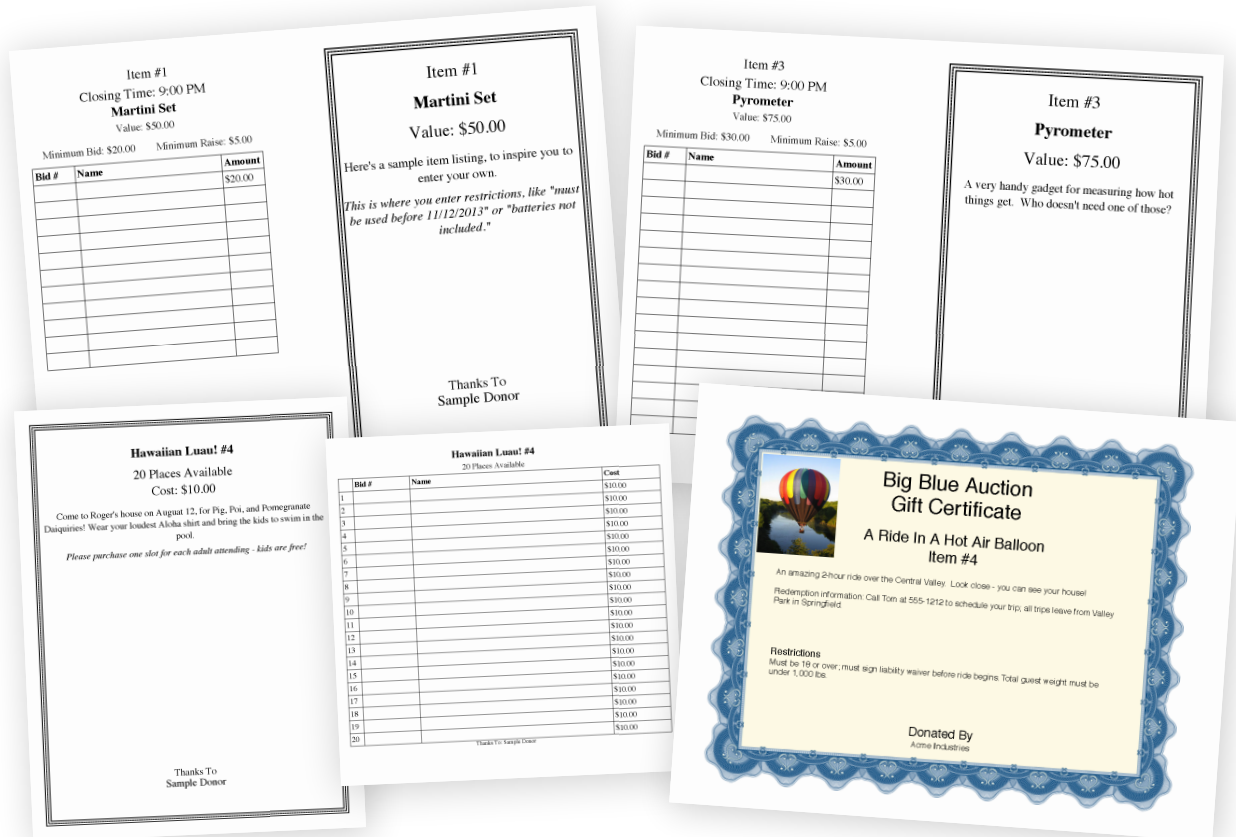


Sample Printouts

The following pages show some samples: bid sheets, description sheets, a signup-party sheet and a gift certificate.

The bid and description sheets have several options you can select, including:

- Size: the Normal sheets fit 2-across on an 8.5 x 11 sheet of paper, the Large are each 8.5 x 11.
- Bid Increments: Print just the first line, and leave the others blank, or print bid increments all the way down the line
- Show FMV: Either have the Fair Market Value printed at the top, or not
- Show Closing Time: Either have the Closing Time printed across the top, or not
- Buy It Now: Have a Buy It Now price printed at the bottom, or not - this can be selected on an item-by-item basis



Item #1

Closing Time: 9:00 PM

Martini Set

Value: \$50.00

Minimum Bid: \$20.00 Minimum Raise: \$5.00

Bid #	Name	Amount
		\$20.00

Buy it now:

		\$75.00
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Thanks To: Sample Donor

Item #1

Martini Set

Value: \$50.00

Here's a sample item listing, to inspire you to enter your own.

This is where you enter restrictions, like "must be used before 11/12/2013" or "batteries not included."

Thanks To
Sample Donor



Item #3

Closing Time: 9:00 PM

Pyrometer

Value: \$75.00

Minimum Bid: \$30.00 Minimum Raise: \$5.00

Bid #	Name	Amount
		\$30.00

Thanks To: Sample Donor

Item #3

Pyrometer

Value: \$75.00

A very handy gadget for measuring how hot things get. Who doesn't need one of those?

Thanks To
Sample Donor



Hawaiian Luau! #4

20 Places Available

Cost: \$10.00

Come to Roger's house on August 12, for Pig, Poi, and Pomegranate Daiquiries! Wear your loudest Aloha shirt and bring the kids to swim in the pool.

Please purchase one slot for each adult attending - kids are free!

Thanks To
Sample Donor

A green starburst graphic with a white border, containing the word "SAMPLE" in white capital letters.

SAMPLE

Hawaiian Luau! #4

20 Places Available

	Bid #	Name	Cost
1			\$10.00
2			\$10.00
3			\$10.00
4			\$10.00
5			\$10.00
6			\$10.00
7			\$10.00
8			\$10.00
9			\$10.00
10			\$10.00
11			\$10.00
12			\$10.00
13			\$10.00
14			\$10.00
15			\$10.00
16			\$10.00
17			\$10.00
18			\$10.00
19			\$10.00
20			\$10.00

Thanks To: Sample Donor





Big Blue Auction Gift Certificate

A Ride In A Hot Air Balloon Item #4

An amazing 2-hour ride over the Central Valley. Look close - you can see your house!

Redemption information: Call Tom at 555-1212 to schedule your trip; all trips leave from Valley Park in Springfield.

Restrictions

Must be 18 or over; must sign liability waiver before ride begins. Total guest weight must be under 1,000 lbs.

Donated By
Acme Industries

SAMPLE



Establishing a Credit-Card Processing Account

When using the SchoolAuction.net software, you have a wide range of choices regarding credit-card processing. You can integrate (almost) any processor you have an existing relationship with; you can set up a seasonal account with one of our preferred providers, or you can use Auction-Charge, our in-house processing service. Or, you can use a non-integrated payment service alongside our software, to process payments at check-out only.

Here is some information on helping you evaluate these options & how to proceed once you have.

OPTION 1: Using Your Existing Processor

Just about any full-service merchant processor offers accounts that are compatible with our service. In order to be compatible, your account must:

1. Accept e-commerce transactions
2. Be able to connect to either one of the following Internet Payment Gateways:
 - A. Authorize.net (type: ecommerce, with the Customer Information Manager)
 - B. eProcessing Network
 - C. iATS Payment Gateway
 - D. Merchant e-Solutions
 - E. Network Merchants, Inc. (requires card-storage upgrade)
 - F. Schoolpay
 - G. PayTrace
 - H. Vanco

Please note - these are the only gateways we are integrated with. If your processor says that there gateway is not on that list but is "Authorize.net compatible", that is not good enough.

Processors that we know are **not** compatible include: Intuit, PayPal, Square (although see page 3 for more information on how you might choose to use Square alongside our software).

To use your existing account, contact your processor, and ask them to set you up with an account with one of the gateways listed above.



Why you might choose this option: You have an existing account, and like it. Your existing account good rates.

Why you might not choose this option: You don't have an existing account.



Establishing a Credit-Card Processing Account

OPTION 2: Setting Up A New Seasonal Account

There are some credit-card processors who actively court non-profit customers. Several of these have contacted us, and gone through a screening process with us to become SchoolAuction.net Preferred Providers.

You can find the current list of Preferred Providers on our website, at:

<http://www.schoolauction.net/partners>



Why you might choose this option: You can shop around, and have some control over rates and fees. Having a merchant account for your organization to use for tuition payments, fees, and other fundraisers can be useful. This is often the most inexpensive way to go.

Why you might not choose this option: There is an application and underwriting process; one officer of your PTA usually has to submit personal information for the underwriters. If you are not diligent about turning off the account after the event, you could rack up extra charges. This is the option that takes the most work to set up and manage.

OPTION 3: Using A Non-Integrated Payment Service

If you have a Square card-reader, or another merchant account that does not accept eCommerce transactions, and you want to use that on event night, it is possible to use it to process Gala-auction card transactions at check-out. To do so, enable the External payment method and disable the Credit-Card method for event night sales (our Support Team can help you with this).



Why you might choose this option: You have an account with one of these providers, and really don't want to think about it anymore.

Why you might not choose this option: You plan to sell tickets online, hold an online auction, or accept online donations. You want to ask your guests to swipe-and-store their card numbers at check-in. You want to run more check-out stations than you have card-readers. You want to offer your guests the option to check themselves out from their own smartphones at the end of the auction.



Establishing a Credit-Card Processing Account

OPTION 4: Using a Group Merchant Account

If your school district's foundation, your diocese, or another parent organization to your group has a master merchant account that is available for your use, please contact cardservices@schoolauction.net to discuss how to connect it.

If your foundation, diocese, or parent organization would like to establish a master account for all of the individual groups in your district to use, please contact cardservices@schoolauction.net for advice on setting that up.

Connecting Your Credit-Card Processing Account To YourSchoolAuction.net Event Software

The connection between your processor's servers and SchoolAuction.net is your gateway account. If you are using an existing account (Option 1) or setting up a new account through one of our Preferred Partners (Option 2), you will plug connection information for that gateway account into the Credit-Card pane of the Admin section of your SchoolAuction.net event website.

For instructions on how to do so, please contact support@schoolauction.net. Please let them know which gateway (e.g. Authorize.net, eProcessing Network, Schoolpay, Network Merchants, Inc, iATS) you have an account with.



Customer Testimonials



"We got exactly what we wanted from the software, and didn't have to pay for any extra bells and whistles we didn't need. All of us felt like it was a great value. And between the super-responsive support staff and the excellent documentation, I never felt lost at sea, which means quite a lot."

— **Tatianna Peck** | Girls, Inc. of Alameda County



"Our PTA wanted to make sure their money was being well spent... I research and evaluate (and install) software for a living. So I researched the different auction software systems that are out there and hands down SchoolAuction.net was the best choice. I can't say enough about what great service we've gotten over the past few years I've been working with this company."

— **Stacey Seibold** | Marshall Lane Elementary School

"All of our volunteers had a really easy time with the system – we had far fewer complaints than we did when using the other software we had tried. All of the volunteers wanted to use it again! And I love SchoolAuction.net because of the excellent customer service – I knew that I could count on a thorough and timely response whenever I had a question. I recommend SchoolAuction.net often, whenever I talk to a school that is holding a fundraising auction." — **Callie Philippi** | The Prairie School

"Our major fundraising each year supports all the programs and school functions that happen during the year. So it is very important to be able to count on the software and support we get from the people behind Tofino Auctions to meet the challenges that come with reporting and tracking donors, items and keeping information confidential and secure. I highly recommend them." — **Marg Everett** | Congregation Neveh Shalom

"Having used SchoolAuction.net two times over the past 3 years I can't say enough positive things about the system and the support available. The registration and auction set up is very easy to create and manage, the timelines and email reminders are essential to staying on track and the online auction feature helped us raise even more money after the actual auction date. We had multiple users entering data into the system (many who were very new to this type of tool and they were up and running with 20 minutes of training!) If you are planning an auction and have not considered using an online auction management tool, I urge you to think again and definitely look at using SchoolAuction.net." — **Andrea Lowery** | Boones Ferry Primary School

"As a small nonprofit, our budget is very limited. One expense that we are glad to pay for is auction software for fundraising events. It is a MUST! We were very lucky to find SchoolAuction.net, as their product blew other systems out of the water and fit our budget. It is easy to tell they take pride in delighting their customers and their passion is infectious." — **Emily Leppert-Everett** | The WEB Foundation