



Information Packet for Fundraising Auction Teams

(revised February 2016)

Thanks for your interest in our auction software! In this document, we've included:

- an overview of our subscription-plan options (with prices)
- the answers to some Frequently Asked Questions
- samples of the type of Bid Sheets, Description Sheets, and Gift Certificates that you can generate easily and quickly with our software

...all for you to print out and take 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.)

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Subscription Plans and 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.

	FREE TRIAL <i>Test It Out!</i>	STANDARD <i>for gala, online, and combo auctions (plus other events)</i>	PLUS <i>everything in Standard, PLUS Mobile Bidding!</i>	PREMIUM <i>Everything in Plus, and unlimited phone support</i>
Price	\$0	\$1,000/year	\$1,295/year	\$1,795/year
Number of events	trial-only	4	4	as needed
Event Type(s)	Live Auction Silent Auction Online Auction	Live/Silent Auction, Online Auctions, Combo Auctions Art/Plant Sales, Online Donation, Ticket-only	Live/Silent Auction (with Mobile Bidding) Online Auctions, Combo Auctions Art/Plant Sales, Online Donation, Ticket-only	Live/Silent Auctions (with Mobile Bidding) Online Auctions, Combo Auctions Art/Plant Sales, Online Donation, Ticket-only
Mobile Bidding?	Yes (trial mode)	No	Yes	Yes
Payment Types	Cash, Checks	Cash, Checks, Credit-Card*	Cash, Checks, Credit-Card*	Cash, Checks, Credit-Card*
Support	Online Docs, Online Video	Online Docs, Online Video, Unlimited Email, Event-Night Phone	Online Docs, Online Video, Unlimited Email, Event-Night Phone	Online Docs, Online Video, Unlimited Email, Unlimited Phone
Advance Check-In	Yes (trial mode)	Yes	Yes	YES
Mobile Check-Out	Yes (trial mode)	Yes	Yes	YES

* *Credit-card processing* - If you want to swipe-and-store guest credit-card numbers at check-in at your gala, or accept cards for online payment of tickets, donations, or online bidding, you will need two specialized bank accounts (in addition to your organization's checking account): a Merchant Account, and an Internet Payment Gateway account. We have Preferred and Verified Processors listed on the Partners page of our website (<http://www.schoolauction.net/>), who can help you get set up with these, if you don't already have them (if you do, feel free to use your existing accounts.)

Please email cardservices@schoolauction.net for more information.

A FEW 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.

So then what are Tofino Auctions and PartySupporters.com?

The very same software, with names that are more appropriate for non-school customers. We can set your event website up on 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 (with silent, live, and/or mobile bidding), 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 Mobile 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 (new for the 2013-14 season), 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 at the end of the event, you can let your guests stay at their table, finishing dessert while they easily check themselves out from their smartphone.*
- 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 on.*
- 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.*

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 check-in 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 compatible payment gateway account. (We can help you set one up if you don't have one, or even know what a "payment gateway" is.)

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

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

Can I have guests bid on items with their phones or tablets?

Yes – this is called “mobile bidding”, and it’s all the rage in the auction world these days. We have included this feature in our Plus and Premium subscription levels.

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

Sure – we suggest that you start out with a two-week free trial of our Standard subscription, and decide what level is right for your organization as you see what the software can do for you.

I don’t want to start a trial. Can I see a live demo instead?

Of course. I give live web demos most Thursdays, at 7pm Eastern time, and again at 7pm Pacific time. You can sign up for one of these at <http://www.schoolauction.net/resources/livedemo>

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.

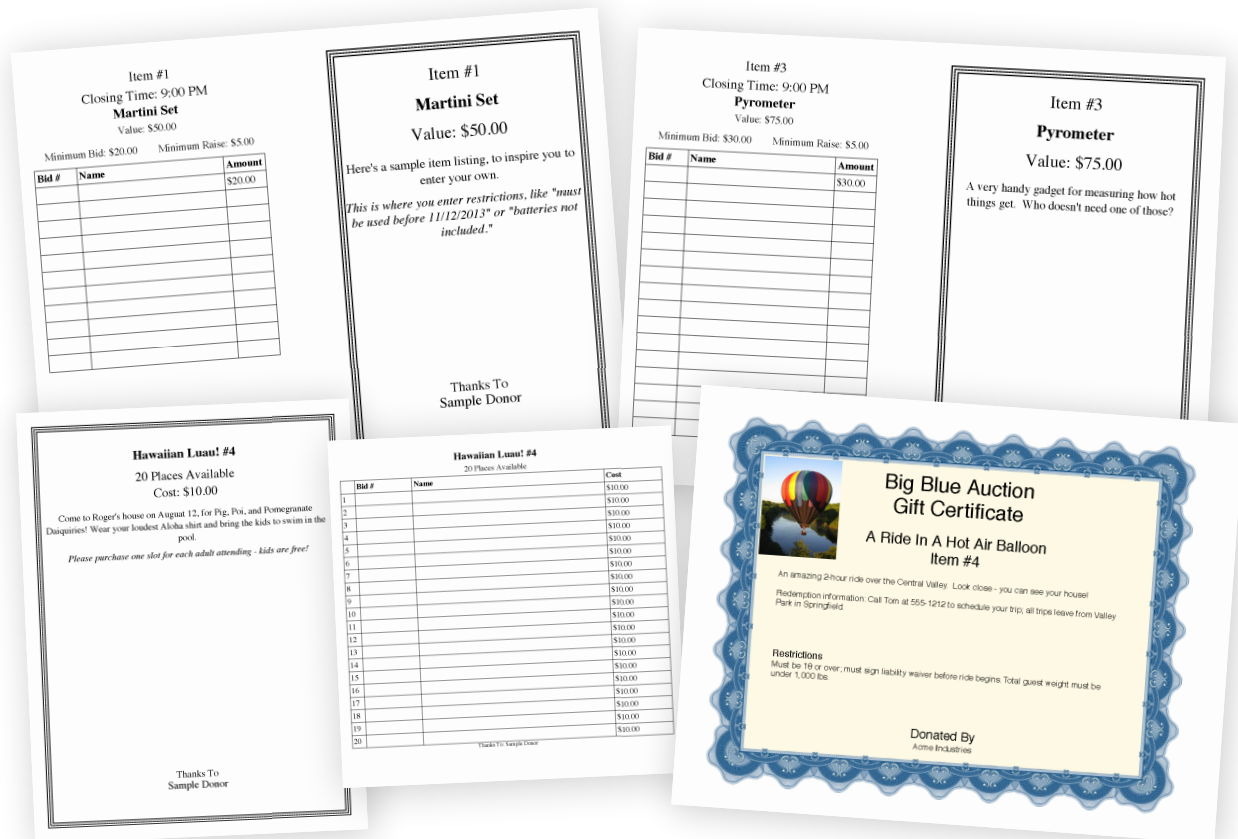


Sample Printouts

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





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