



SchoolAuction.net

Auction Software Information Packet

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Introduction

Since 2007, we have worked with PTAs, Booster Clubs, and schools—as well as lots of non-profit organizations unrelated to schools—to produce thousands of fundraising events.

We thank you for this opportunity to discuss with you how we can help your organization.

This document is designed to be a starting point in facilitating that conversation. Print this document and take it with you to a fundraising committee meeting. We know that the process of choosing and purchasing software for your auction can move slowly sometimes, and that it is often a group decision; we hope this document can aid you in the process.

If you have specific questions, please call our office at (503) 715-1112 or email info@schoolauction.net anytime. We're here to help, and together we can figure out whether our software will work and be cost-effective for your organization.

Sincerely,
Roger Devine

www.schoolauction.net

(503) 715-1112

info@schoolauction.net

Subscription Plans and Pricing

There are as many ways to run a fundraising auction as there are auctions; from our vantage point that is quite obvious. All of you are constantly thinking up new twists, better ideas, and more ways to optimize the process of planning and running a fundraiser.

So we don't even try to have a one-size-fits-all plan. We do have three full-service plans, all of which allow you to run your main fundraising auction, plus any ancillary fundraisers or events which might benefit from software.

Subscriptions Plans and Pricing

Standard - \$1,000/Year

Everything you will need to run a traditional fundraising auction - one where your guests bid using paper bid sheets and paddles. This is also a reasonable choice if your fundraiser is online-only, with no event. Credit card processing (and eCheck processing) is included, at a rate of 3.25% + \$0.30/transaction. Comes with email support before your event, and telephone support on the night of your event.

Plus - \$1,500/Year

Want the guests at your auction (and maybe some who cannot attend the event) to bid on items with their smartphones? Mobile bidding is the biggest development in our industry in years, and a key benefit to our Plus subscription. There are other benefits, too: you can use your organization's existing merchant account and process credit card transactions through that*, at the rates you currently pay - no markup for us. And you can take recurring donations, and sell sponsorships too! And of course, everything you can do in Standard, you can do in Plus too. So even if you are not sure whether your supporters are ready for mobile bidding, you can get the benefit of the other Plus-only features. Comes with email support before your event, and telephone support on the night of your event.

*we're compatible with 95% of the merchant account providers in the United States. You can find a list of our supported gateways on [page 19](#).

Premium - \$2,500/Year

Groups that run complicated mobile-bidding events, need more payment-processing options, more communications options, the ability to produce event-night collateral with your organization's branding, personalized training for their auction team, and a higher level of support, should consider Premium. In addition to having access to all of the options, tools, and choices in the software itself, we'll help you get your data imported into the software for a quick start, and you can always call our support team with any questions - no need to rely on email in the months before your event.

Subscriptions Plans and Pricing

Standard

\$1000/YEAR

Up to 4 Events

✓ Gala Auctions

Traditional, ticketed events with paper and/or live bidding plus: paddle raises, raffles, sign-up parties and fixed priced item sales.

✓ Online Auctions

Browse and bid on items in online catalog from any device. Includes option to transfer high online bids to starting bids at gala.

✓ More than just Auctions

Golf Tournaments, ticketed events, accept online cash donations or pre-sales/orders.

✓ Hosted Websites

Separate customizable websites for each event allows you to run overlapping events, with unique teams, settings and dedicated reporting.

✓ Procurement

Upload donors
Online form for submitting/accepting donations
Tracking tools.

✓ Registration

Sell tickets online or enter tickets sold offline. Online bidders can sign up to bid or accept your emailed invitation.

Plus

\$1500/YEAR

Up to 6 Events

Includes all Standard Features, Plus...

✓ Payment Processing: Your Choice

Want to use your own merchant account? Just connect it to our software with Authorize.net or another one of our supported gateways and you will have the same functionality as if you used our default processor. Accept e-checks for online payments.

✓ Additional Imports

Upload *Guests with Tickets* and/or *Items with Donors*.

✓ Sponsorships

Build sponsorship packages with tickets and items and promote sponsors on homepage, in catalog, and/or on receipts.

✓ Mobile Bidding

SMS/Text notifications
Leaderboards
Admin event night tools: QR and short code access to bidding, placing proxy bids, checking guest/bid status, extend bidding.

Premium

\$2500/YEAR

Up to 8 Events

Includes all Standard and Plus Features, as well as...

✓ Telephone and Email Support

Phone support available M-F, 9am-5pm PST and on day of event.

Prompt email support (including evenings and weekends).

Comprehensive, illustrated online help documentation.

✓ Personalized Training

Quick Start Training: learn how to configure the software for your event, add items and tickets, and set up your communications strategy.

Flight Check Training: personalized webinar reviewing your site, data, and settings prior to your event plus training for event night data entry team.

✓ Professional Branding

Add your logo/banner image to all emails.

Email thank you messages (including details of their support) to donors and guests.

Subscriptions Plans and Pricing

Standard

- ✓ **Invitations to Participate**
Upload supporters and provide easy access with emailed invitations to take specific actions: donate, buy tickets, bid and more.
- ✓ **Print Materials**
Choose the size and elements to include in bid and description sheets, bidder paddles and more.
- ✓ **Event Night Tools**
Check your guests in (or let them check themselves in from their home computer), and store their credit card number securely. Guests can check out with the help of your volunteers, or on their smartphone.
- ✓ **Reporting**
Analyze your event results with our customizable reports – Sales, Payments, Guests, Items, and more...
- ✓ **Payment Processing: Our Choice**
Accept credit cards and process transactions at a rate of 3.25%, plus \$0.30/transaction. Accept e-checks for online payments.
- ✓ **Standard Support**
Comprehensive, illustrated online help documentation. Prompt email support (including weekends). Phone support on day of event.

Plus

Includes all Standard Features, Plus...

- ✓ **Advanced Catalog Options**
Advanced category browse tools and choose of catalog item displays: standard, compact, list.
- ✓ **Recurring Donations**
Accept sustaining cash donations online, during ticket sales, or during your gala for automatic monthly processing.
- ✓ **Communication/Branding**
Create custom email templates and customize header and footer on all emails
Add your logo/banner image to print materials.
- ✓ **Voting Contests**
Convert votes to dollars for your talent competition or dessert dash.

Premium

Includes all Standard and Plus Features, as well as...

- ✓ **SMS (Text) Invitations**
Bulk Send SMS/Text Invitations to Bid.
- ✓ **Advanced Mobile Bidding Controls**
Advanced Catalog Browsing Options, for easier browsing of 250+ items.
Mobile Bidding Pro Tools for launching and monitoring bidding, adjusting closing times and triggering notifications in real time.
- ✓ **Bulk Process Credit Card Charges**
Charge all open orders with a single click.

Frequently Asked Questions

Frequently Asked Questions

What is SchoolAuction.net?

SchoolAuction.net is a web-based software that your fundraising team can use to help plan, prepare for, and run fundraising events.

What will I need to use it?

To get started, all you need is a computer or tablet, an internet connection, and a web browser (Chrome, Firefox or Safari).

On the night of your event you will need additional computers and printers to use as check-in stations and an internet connection at your auction venue. We recommend 4 stations for auctions of up to 250 guests, and an additional station for every 50 guests thereafter.

Plus and Premium subscribers who wish to use their existing full-service merchant account will also need a compatible *gateway account*, through a provider such as Authorize.net. (See p. 18 for more info on credit card processing.)

What kinds of fundraising events can I run with SchoolAuction.net?

SchoolAuction.net can be used for online auctions, gala auctions (with or without mobile bidding), and many other “point-of-sale” events—like art shows and bake sales. Organizations have also used our software for golf tournaments and walk-a-thons. Each fundraiser you run with SchoolAuction.net also includes a page for collecting online cash donations — both one-time donations and recurring donations (i.e. \$100/month for the next 12 months).

Frequently Asked Questions

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

We sell the exact same software for use with names that are more appropriate for non-school customers. We can set your event website up as [you.schoolauction.net/eventname](#), [you.tofinauctions.com/eventname](#), or as [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, so you can decide which suits your organization best.

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

We have extensive documentation available online, an all-you-can-eat email support policy, and telephone support on the day and night of your event (until 11pm Pacific time).

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

Sure—we start everyone out with a 30-day free trial of our Plus subscription, and when you purchase a subscription, you can choose the level that is right for your organization.

Frequently Asked Questions

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 pride ourselves on a few things that set us apart.

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 keep the lines at our customers' events short and fast-moving. With SchoolAuction.net, guests can 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 follow to check themselves out with their smartphone—skipping the line all-together.

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 won't charge you more for adding more software users, we won't charge you a fee for every ticket you sell, and we won't take a portion of each transaction you process. You can put the subscription cost in your budget, knowing there won't be any surprises later.

Excellent Customer Service

Our customers have been incredibly positive 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.

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

Absolutely! Please call our office; we love talking to auction chairs. Our number is (503) 715-1112. We can also be reached by email at info@schoolauction.net.

Sample Printouts

The following pages are examples of some sample printables: bid sheets, description sheets, a signup-party sheet and a gift certificate.

The bid and description sheets have customizable options 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 at 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 #101

Closing Time: 11:00 AM

Martini Set

Value: \$50

Minimum Bid: \$20.00

Minimum Raise: \$5.00

[illegible]

Buy it now:

		\$75.00
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Item #101

Martini Set

Value: \$50

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

Restrictions

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

Sample

Minimum Raise: \$5.00

[illegible]

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

Sample

Item #100
Closing Time: 11:00 AM
Sample Silent Auction Item
Value: \$100

Minimum Bid: \$35.00

Minimum Raise: \$5.00

[illegible]

Buy it now:

		\$150.00
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Sample

Item #100

Sample Silent Auction Item

Value: \$100

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

Restrictions

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

A blue starburst graphic with a white border, containing the word "Sample".

Sample



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

Credit Card Processing Information

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

The following information details your options for credit card processing to help you decide what is best for your team.

Credit Card Processing Information

Option 1

Use our integrated payment service.

Groups that opt for our Standard subscription will use this service - it's built-in, extremely fast and easy to set up and link to your bank account, and affordable.

The rate for processing a credit card transaction is 3.25%, plus \$0.30/transaction. This rate is the same regardless of card type - personal or business; Visa, MasterCard, Discover, or American Express. There are no setup fees, or any annual or monthly fees - you only pay when you submit a transaction.

Why You Might Choose This Option

If you choose our Standard option, or need to get processing set up very quickly, and you don't want to have to think about closing the account when the event is over, this is an excellent option. If you anticipate processing \$50,000 or less, it is also cost-effective.

Why You Might Not Choose This Option

If you think you will process more than \$50,000 in credit card transactions, you may be able to save money by subscribing at the Plus or Premium levels, and using your existing processor, or one of our preferred partners.

Credit Card Processing Information

Option 2

Use your existing processor.

Just about any full-service merchant processor offers accounts that are compatible with our Plus or Premium subscription options, and provide all of the benefits of our internal processing (including card storage at check-in), at potentially lower cost. In order to be compatible, your account must:

1. Accept e-commerce transactions
2. Be able to connect to one of the following Internet

Payment Gateways:

WePay

Authorize.net (type: ecommerce, with the Customer Information Manager)

Network Merchants, Inc. (requires card-storage upgrade)

Element Payment Gateway (Vantiv)

iATS Payment Gateway

Merchant e-Solutions

Moneris

eProcessing Network

PayTrace

Vanco

Please note – these are the only gateways we are integrated with.

If your processor says that their gateway is not on that list but is “Authorize.net compatible”, then your processor is not compatible with our software

Popular processors that are not compatible include: Intuit and PayPal. Square is also not compatible, but you may choose to use Square alongside our software with external credit card payments.

Credit Card Processing Information

Option 3

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 to become SchoolAuction.net Preferred Providers. If you are a subscriber at the Plus or Premium levels, you can choose to work with any of them. The accounts provided by these companies provide full compatibility with all functions of our software.

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. It is also NOT available to Standard subscribers.

Credit Card Processing Information

Option 4

Using an external credit card processing service (e.g. Square)

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 are only planning on making transactions at a gala-auction the night of the auction.

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.

Option 5

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.

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

Testimonials

“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

“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

“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