



Federated
Health Charities

How to Conduct a Silent Auction

Welcome to the Federated Health Charities Campaign!

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What is a silent auction?

A silent auction is a fundraising event where items or services are displayed for participants to browse, place bids on, and purchase. The “silent” part comes in because no auctioneer orchestrates bids. Instead, participants place their bids silently and anonymously on a site like www.32auctions.com.

Silent auctions do NOT require a lottery license.

Why host a silent auction?

Charities use silent auctions to fundraise in an engaging way. Rather than simply soliciting donations, hosting a silent auction allows donors to actively participate in an event and maybe even make an exciting purchase.

How to run the silent online auction:

1. Start to approach local businesses and corporations for gifts in kind. Items can range from sports tickets and hotel stays to product and gift cards, and also lunch with a director or a work from home or vacation day. Internal items like vacation days and lunch with senior leaders might be able to be secured with the assistance of the Campaign Chair or Executive Lead. You can customize this letter template and utilize it by visiting local businesses or by submitting it to larger companies online. Start this process early as it takes time for approvals and shipping of items if successful.
 - <https://federatedhealth.ca/wp-content/uploads/2023/12/Community-Donation-Request-Letter-.doc>
2. Once you have secured enough items that you feel comfortable with, decide on when your auction will launch and how long it will run for. You need to give it enough time so people can be informed about it and have time to look at the items. Work with the campaign team and the communications coordinator to have it mentioned as part of the ongoing campaign communication strategy and regular volunteer updates.
3. There are a few online auction sites. The most common used free online auction site utilized in Federated Health Charities campaigns is 32 auctions.
4. Access [Free Online Silent Auction Fundraisers | 32auctions](#)
5. Look at the website and familiarize yourself with how it works, how you will collect the winning bid funds, and take a look at the demo auction tab too. There is a help section that allows you to delve into many frequently asked questions and gives useful information on the site and auctions.
6. On the home page, click Get Started.
7. You will see a list of optional upgrades available to enhance an auction. A basic free auction with no upgrades allows up to 20 items listed for free which historically has been more than suitable for a charity auction.
8. Select “Lets Go!”
9. You can check with whoever ran an auction for your ministry/agency previously for login credentials, but most likely you will have to create an account yourself. Click “Create an account”
10. Enter your email address, click that you are not a robot, and then hit “continue”.
11. The site will send a verification email to the email address you just set up. In the email you receive, click “yes, finish creating my account.”
12. You will now enter your full name and set up a password. Then click “create account.”

13. You will see options for creating a new auction or view a demo auction. It will also have a current auction that is actually just a demo. You can click on this to see how the auction page could look once you have created yours. Then, click create a new auction when you are ready.
14. The upgrade page will appear again, but you can just click “Lets Go!” To start setting up your new auction
15. You can customize your name and description and enter your contact details on this page. See below for a screenshot You do not have to fill in the tax ID. You can choose to enter www.federatedhealthcharities.ca for the webpage or leave it blank. Then click “Create Organization.”

Create Organization Create Auction Add Features Add Items

Organization Name: "Ministry/Agency" Federated Health Auction

Organization Description: Help "ministry/agency" reach their fundraising goal by participating in this online silent auction. Find amazing items and continue bidding until you win it. All funds donated to the Federated Health Charities campaign

Organization Website (optional): https://www.website.com

Organization Tax ID (optional): Organization Tax ID ⓘ

Address Line 1: 315 Front Street West 5th Floor

Address Line 2 (optional): Address Line 2

City: Toronto

State/Province/Region: State/Province/Region

ZIP/Postal Code: M7A 0B8

Phone Number: 437-925-6227

Phone Number 2 (optional): 555-555-5555 x555

How did you hear about us?: (check all that apply)

- Facebook
- X (Formerly known as Twitter)
- Pinterest
- LinkedIn
- Online Advertisement
- Internet Search
- Referral
- Email from 32auctions
- I participated in an auction
- Other:

Create Organization Cancel

16. This page is where you can further customize your auction for your organization. See screenshot below. You will name the auction; add a description of the auction; enter pick up/shipping instructions (optional); set your start/finish time. There is also an advanced settings section here that you can customize as well. Drop down options are exact bids and proxy bids or either; rounding bids; extending bidding; bidding history; bid increments. There is an information icon for most of these fields, so make sure to click that icon or refer to Q&A section of the website for details. Then click “Create Auction”

Federated Health Auction

NEED SOME GUIDANCE?

Check out our 5 steps to success!



Auction Name:

Auction Name

Auction Description:

Clearly explain the purpose of your silent auction and how the funds will be used. This is one of the first things your participants will see, so take this opportunity to inspire them! Communicating the auction goal is a great way to pull people together and provides an incentive to bid. Explain the financial goal and how the funds will benefit the cause.

Pickup/Shipping Instructions
(optional):

Provide details about how the items can be picked up, how shipping will be handled (if at all), and any information about how payments will be collected. Include times, locations, and any restrictions for payment or delivery of items. The information you share here is very helpful for winning bidders at the end of the auction. Think like a winning bidder. What would you need to know if you won an item in the auction?

Time Zone:

(GMT-05:00) Eastern Time (US & Canada)

Online Auction Starts:

10/08/2024 05:00 PM

Online Auction Ends:

10/09/2024 06:00 PM

Currency:

Fundraising Goal *(optional):*

USD \$ Fundraising Goal

Auction Link:

www.32auctions.com/ AuctionLink2024

Auction Link must be at least 3 characters

Advanced Settings

Bid Types:

Exact Bids & Proxy Bids

Rounded Bidding:

Participants will only be allowed to enter bids in whole amounts, with no cents

Extended Bidding:

Extend an item end time by 3 minutes when it receives a bid during the final 3 minutes (max 30 minute extension)

Bid History:

Show Bidder's Display Name

(example: CuddlyBear)

Default Starting Bid:

USD \$ 10.00

Default Minimum Bid Increment:

USD \$ 1.00

Participant Settings:

Participants must request access to join the auction

Automatically approve email accounts ending in @...:

(use commas to separate email domains when adding more than one)

Social Widgets:

Display social buttons to allow participants to show their support (Facebook, X (Formerly known as Twitter), Pinterest, Email, QR Codes)

Notifications:

Email all administrators when a Buy Now item is purchased

Create Auction

Cancel

18. Now it's time to enter your items. You will also want to upload a picture of the item as well. Decide on starting price of the item too (you've already set the bidding increments on the previous page). Many have started with 35-50% of the estimated value of the item.
19. Monitor your email updates and respond to any questions.
20. Contact the winners and arrange payment. You can arrange for the winners to pay by credit card (contact the Federated Health Manager of Finances to arrange this Tatyana.parfenyuk@ontario.ca); by e-transfer to your Federated Health bank account or utilize the online special event payment platform on the Federated Health website. If you have any questions reach out to your campaign treasurer or Tatyana directly. Tatyana.parfenyuk@ontario.ca
21. Make sure to thank the vendors that donated gift-in-kind items for your auction. You can customize the thank you template found: <https://federatedhealth.ca/wp-content/uploads/2023/12/Community-Donation-Thank-You-Letter-.docx>