

Auctionpay Online Auctions

Year-round fundraising online

powered by
cMarket



“Online auctions have helped us greatly increase our fundraising awareness—doubling the number of bidders we had at our in-person event, and this year increasing funds raised by over 20 percent.”

Donna Sage, Development Director at
The Summit School

Learn More

To learn more about Auctionpay Online Auctions please go to:

[auctionpay.com/
online_auctions](http://auctionpay.com/online_auctions)

auctionpay

Dedicated to your fundraising success

Designed specifically for nonprofit organizations and schools, Auctionpay Online Auctions provides an easy way to build mission awareness and heightened interest. There are many ways to use an online auction: supplement a live event and generate bidding excitement and engage those donors who cannot attend the live event; conduct an online auction in the off-season to raise additional revenue and attract new and potential donors; run an exclusive online auction to avoid the logistical work of a physical event. This means more exposure, more bidding, and thus more money raised for your cause.

Item categories

Action buttons to engage constituency

Branding

Sponsor and donor links

Item details

It's Easy to Set Up an Online Auction

It takes bidders, donors and sponsors to make a successful auction—Auctionpay Online Auctions helps you connect with all of them.

- Create your pages with a step-by-step process at your convenience
- Promote your online auction with included HTML email templates and easy to use email tool
- Customize with your messaging and images
- Bring new participants to your auction with the refer-a-friend and guestbook features
- Sell sponsorship spots as additional sources of revenue
- Build your online merchandise catalog

See list of features on reverse.



“We were pleased with the financial results we achieved from hosting an online auction following our gala and the excitement it created with a broader audience.”

Gordon Hamilton
Executive Director, PONCHO

Service and Support

Auctionpay's experienced Client Services team provides complete event support for Auctionpay products and services, including phone, email and online support. Online resources are available around the clock for easy access throughout the entire event process.

Product Features

Auctionpay Online Auctions includes the following features:

Setting up and promoting your auction

- 3 pre-built home page layouts to promote your cause
- 9 pre-built email templates to get the word out
- Best practices email content provided
- Customizable home page and email buttons
- “Top 10 Bidders” list
- “Top 10 Items” list
- Bid booster feature
- Support for points and a-thon events
- Online Auction is hosted on cMarket's secure, robust servers—no additional software needed to build, promote or run your online auction

Sponsorship support

- 10 sponsor promotion spots to sell or offer as value-adds

Building your participant list

- Refer-a-Friend feature
- Guest Book feature

About Auctionpay

Auctionpay works exclusively with nonprofit organizations and schools to improve fundraising events. Auctionpay solutions are easy to use, enhance donor experiences and help increase revenue. Several thousand nonprofit organizations from chapters of national organizations such as March of Dimes, American Heart Association and Ronald McDonald House to local nonprofits and schools have chosen Auctionpay to improve their fundraising events.

Obtaining items for your catalog

- “Donate an Item” feature
- Access to Auctionpay's Auction Booster and cMarket Place™

Managing catalog items

- Default open/close dates
- Customizable open/close dates
- Automated and customizable bid increments
- Suggested opening bids
- “Buy now” option
- “Estimated value” display options
- Item cost feature

Live event features

- Live event absentee bidding
- Process online and live event winning bids through Auctionpay Online Payments

Measuring success

- Exportable auction activity and results reporting