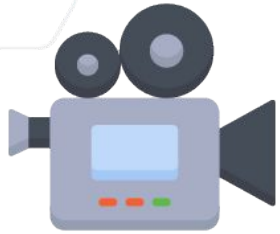


How to Host a Hybrid Auction Event



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Text Fundraising | Peer-to-Peer | Auctions



+ **We're recording this webinar!** We'll send you a copy after the webinar is complete.



+ **Feel free to ask questions!** Use the Q&A option to ask questions and the chat option for general discussion: we'll answer all questions in a Q&A portion at the end of the presentation.



+ Share your highlights and takeaways on your favorite social media channel and make sure to give us a follow!

Meet the Speaker



Tiara Stephan, Product Marketing Coordinator

+ With Qgiv for 3 years!

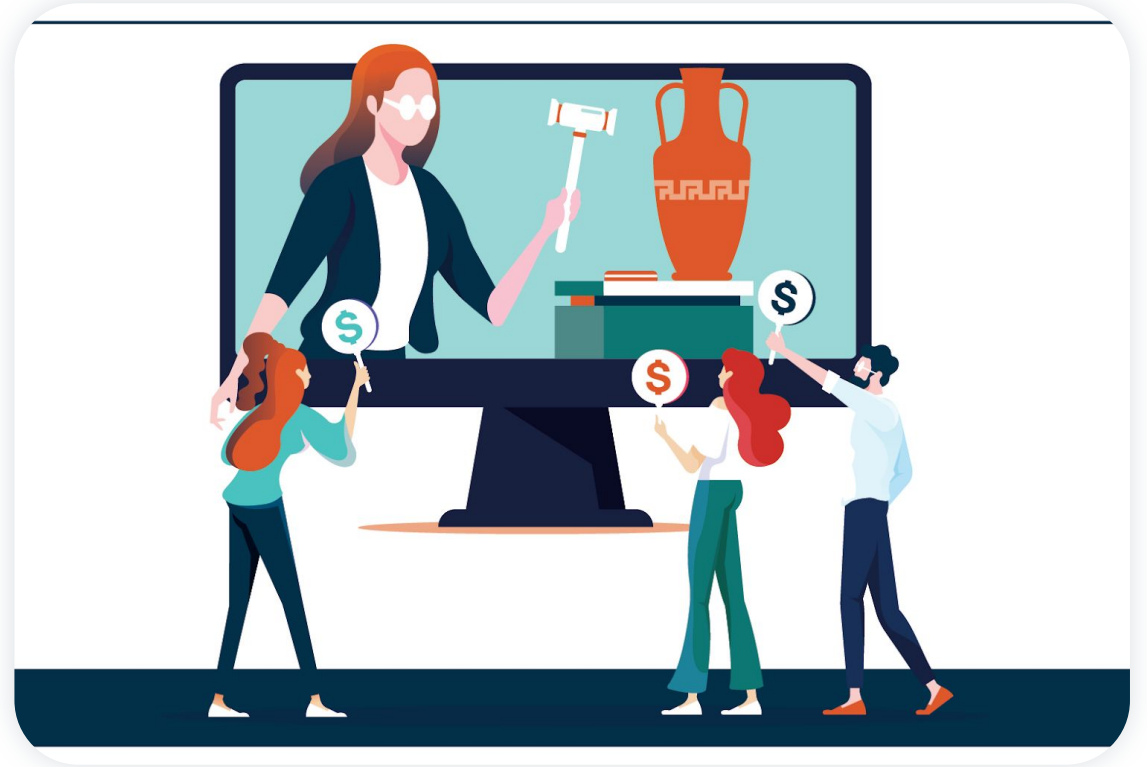
- + I love researching fundraising best practices and helping nonprofits level up their fundraising game.
- + You can often find me at a concert, watching movies, playing trivia, or hanging out with my 2 dogs!





What We're Covering Today

- + What a hybrid auction is
- + Why you should consider a hybrid auction
- + How to plan a hybrid auction
- + Tools you need for a successful hybrid auction



What Is a Hybrid Auction?

- + A hybrid event has both an in-person component and a virtual component.
- + Hybrid auctions create an accessible and flexible event experience for all of your donors!
- + Your supporters can attend the auction and bid on items from anywhere.





+ Why a Hybrid Auction Event?

Hybrid events are great for expanding your audience and giving your supporters flexibility.

- + People can choose to attend in person or virtually.
 - + Cater to your supporters' personal preferences and comfort levels.
 - + Location is not an issue!
 - + Expand your audience.
- + Attendees can bid on items online.
- + Keep overhead costs low.



Planning Your Hybrid Auction



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Choose a Date and Venue

As you start planning your auction, consider your timeline and make sure you pick the right date and venue for your auction.

- + Give yourself enough time to plan ahead!
- + Will the in-person and virtual components of your hybrid auction happen at the same time?
- + How many people will be at your auction?
- + What kind of amenities will you need?



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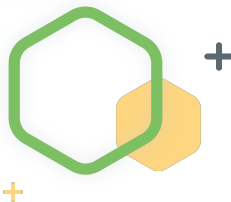


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Recruit Sponsors

Sponsors are a major part of your event. Whether they are providing financial support, in-kind donations, or media/promotions, it's important they see the value of participating.

- + Create a sponsorship packet.
 - Clearly defines benefits, including different sponsorship levels
- + Follow through with defined benefits at your event.
 - Signage, sponsorship announcements, and other exposure
- + Craft a sponsorship receipt.
 - An itemized summary of the donation for tax purposes
- + Thank sponsors at the event.





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Choose Your Event Technology

Depending on how you host your hybrid event, you'll need to consider what technology needs you have for two different audiences:

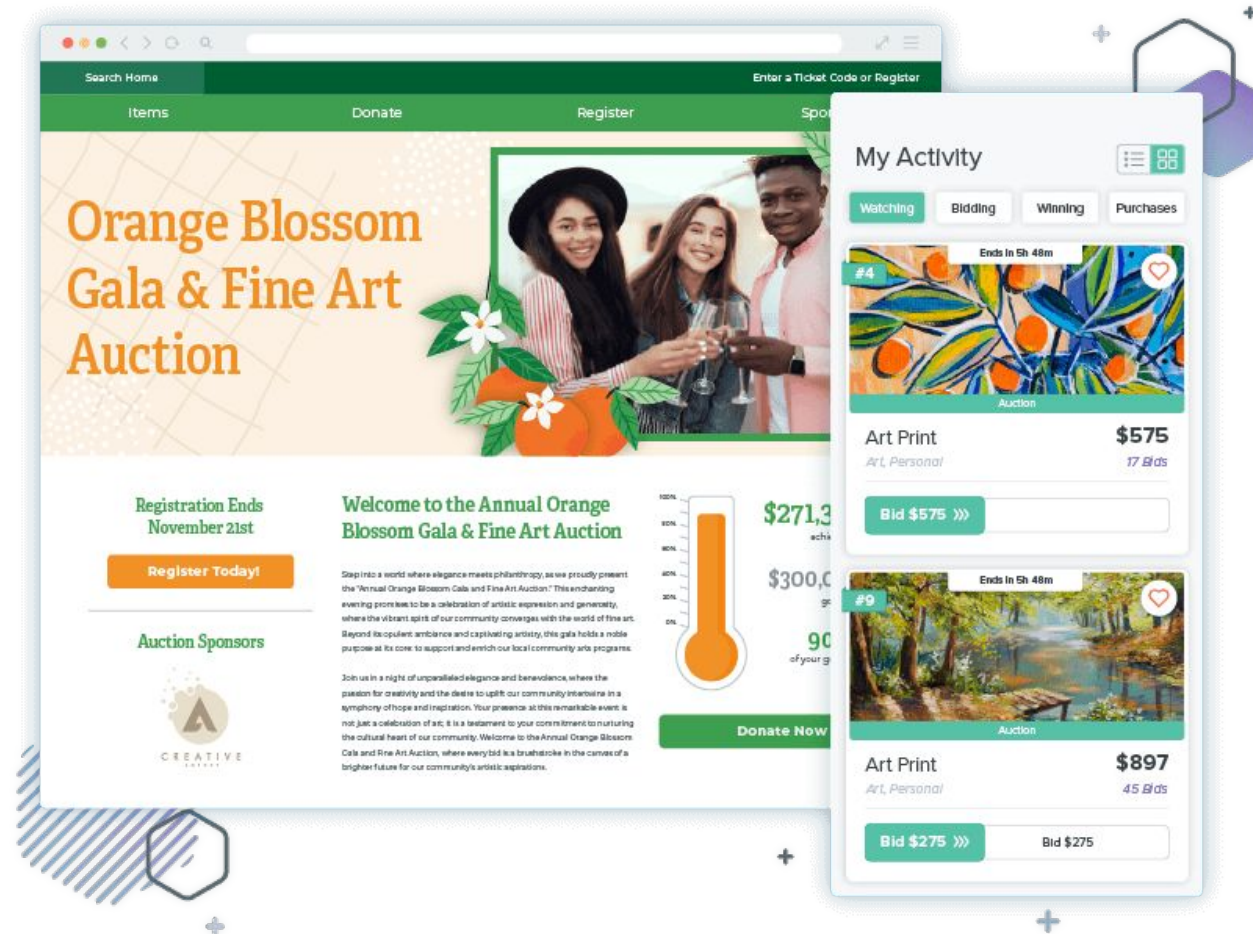
- + In-person attendees
 - + A/V technology
 - + Guest management
- + Virtual attendees
 - + Livestream technology
 - + Auction software



Auction Software

Having both in-person and virtual bidders makes traditional bidding methods harder to use. Engage and empower your attendees to participate in your auction from anywhere!

- + Mobile and web-based bidding
- + Guest management tools
- + Embeds on your auction website
- + Virtual storefront for event purchases
- + Simplified checkout experience

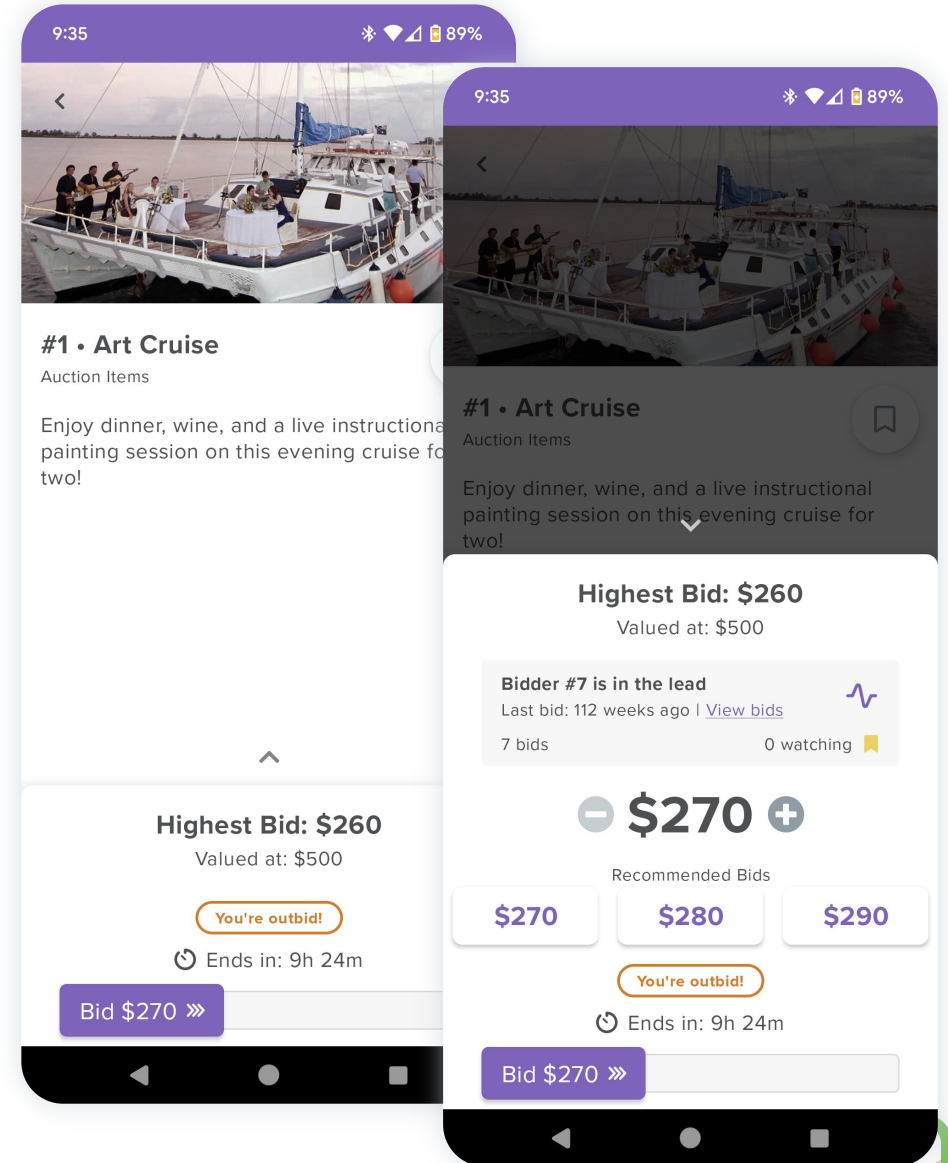




Outbid Notifications

Creating a competitive bidding environment is so important when trying to raise more money. Outbid notifications are a great way to keep distracted guests bidding!

- + Automated alerts when their bid is no longer winning
- + Multiple ways for bidders to receive notifications based on their preference (email, text, or in app)
- + Can set a max bid to automatically increase a bid on an item





Communications Tools

Engaging with your auction attendees is the best way to drive bids and make sure everyone's on the same page during your fundraiser!

- + Use a combination of tools to make sure you're reaching everyone!
 - + Outbound text messaging
 - + In-app and web notifications
 - + Email
- + Segment your contact lists to make sure everyone's getting the communications most relevant to them!



Finding the Right Auction Items



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+ Source Your Auction Items

Your auction items are the star of your fundraiser, Make sure you pick the right items for your supporters!

- + Create a committee dedicated to sourcing auction items.
- + Ask sponsors to donate auction items.
 - + Make sure auction item donors know what your mission is.
- + Keep logistics in mind.
- + Thank your donors!





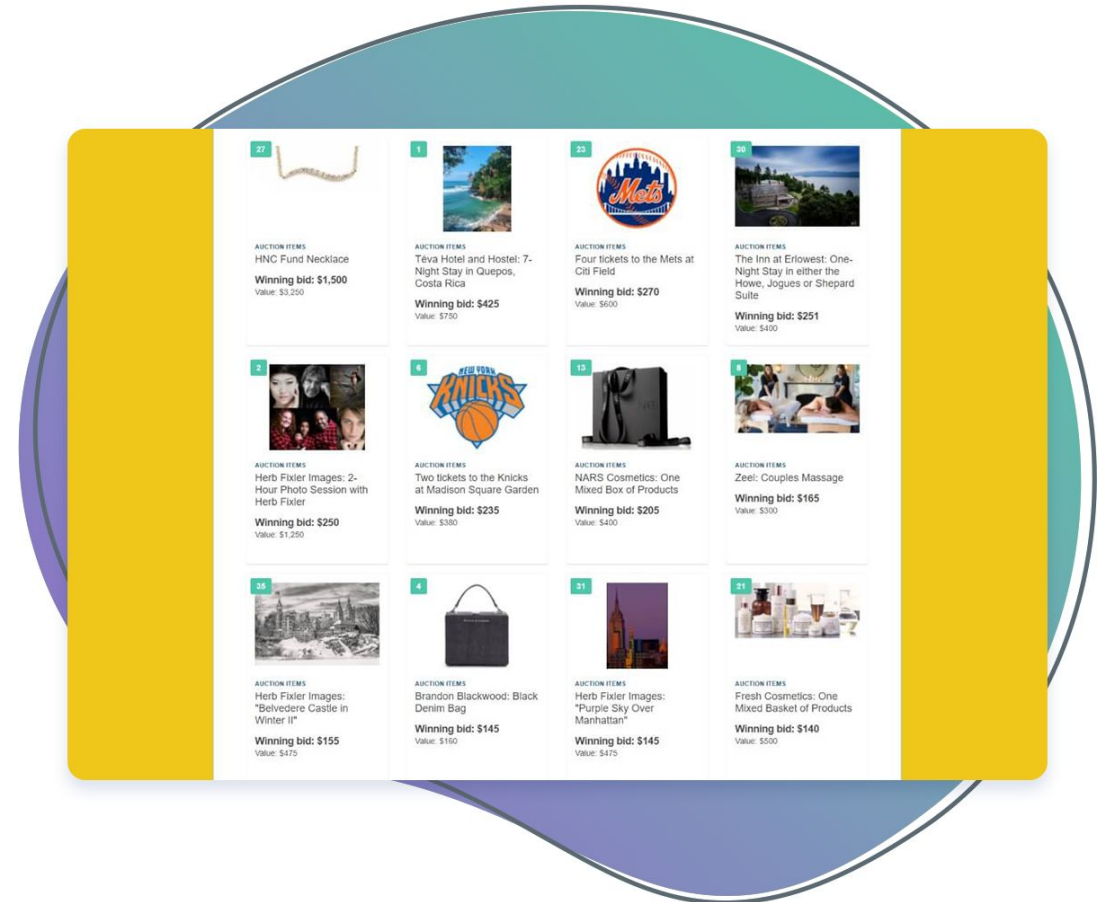
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Market Your Auction Items

Now that you've collected your auction items, it's time to spread the word about what your attendees will be bidding on.

Your virtual bidders won't be able to see what they're bidding on in person so it's essential to give them the best possible idea of what your auction offerings are.

- + Add your auction items to your auction website.
 - + Write descriptions for all of your items!
- + Post videos and photos on social media leading up to your event.





+ Video Tools

When highlighting a high-value auction item, you want to build an experience to encourage guest participation. Videos are the best way to build an experience both before and during your auction.

- + Show videos on site to encourage bids
 - Especially helpful for a live auction portion
- + Highlight vacations/trips, memorabilia, etc.
- + Create a promotion strategy with your videos
 - Include in announcement emails
 - Post an “item of the day” on social



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Build Your Fundraising Team



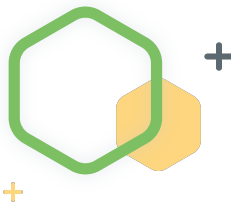
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Recruit and Empower Your Volunteers

Your volunteers are invaluable to the success of your event. Take care of them too! Give them:

- + Information on their duties and the event
 - What are they doing? Where do they need to go? Who do they report to? Where do they park? How long is their shift? What special details do they need to know?
- + Dedicated staff to answer questions
 - Provide a list of staff and their duties so they know who to go to with questions.
- + Communication of changes
 - Email is a great way to send out a blast about changes. If available, text is the fastest form of communication.





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Event Walkthrough

The final piece of the puzzle before the big day is to set up a practice run with your staff and volunteers.

1. Test your technology.
2. Run example scenarios so your team knows how to handle any problems on the day of your event.
3. Provide responsibilities to volunteers, including instructions on what to do, where to go, and special attire requirements.
4. Ensure staff members know what to do.
5. Run through key on-site functions that keep the event running smoothly: check-in, food, beverages, livestream, etc.
6. Do a final "run of show" check with the full group.



The In-Person Attendee Experience



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+ + Attendee Management

It's important to create an event experience your attendees will enjoy. Start with the basics.

Attendees expect:

- + Short lines
 - Check-in and checkout, the bathroom, food, drinks, and activities
- + Freedom to move around the venue with plenty of space to sit down comfortably and see the main stage
- + An inviting and engaging atmosphere
- + Information about your mission and campaign efforts





On-Site Engagement

Manage your attendees before and on-site at your event with these tools.

- + Quickly search, check-in, checkout, or add purchases/donations with a **virtual terminal**.
 - Available in an app or online. It's easy to train staff and volunteers!
- + Accept purchases quickly with **card readers**.
- + Create a **virtual layout of your table and seating** to optimize the flow of your event.



The Virtual Attendee Experience



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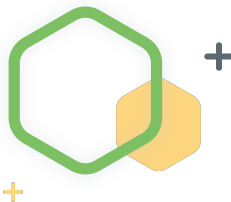


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Engage Your Virtual Attendees

Just because your virtual auction participants aren't able to attend your event in person doesn't mean they can't have fun. Get creative with the ways you can engage your attendees!

- + Build an informational auction website.
- + Encourage chatting and engagement with other virtual attendees.
- + Send your attendees a goodie bag full of party supplies.
- + Highlight auction items to drive virtual bidding.





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Livestreaming

Putting together a livestream for your virtual attendees to watch can make them feel like they're a part of your in-person auction experience!

- + Designate a host for your livestream.
- + Keep the livestream chat going with polls and trivia.
- + Offer a live Q&A.
- + Incentivize social media engagement.
- + Host giveaways and raffles throughout the night.
- + Use gamification tools.

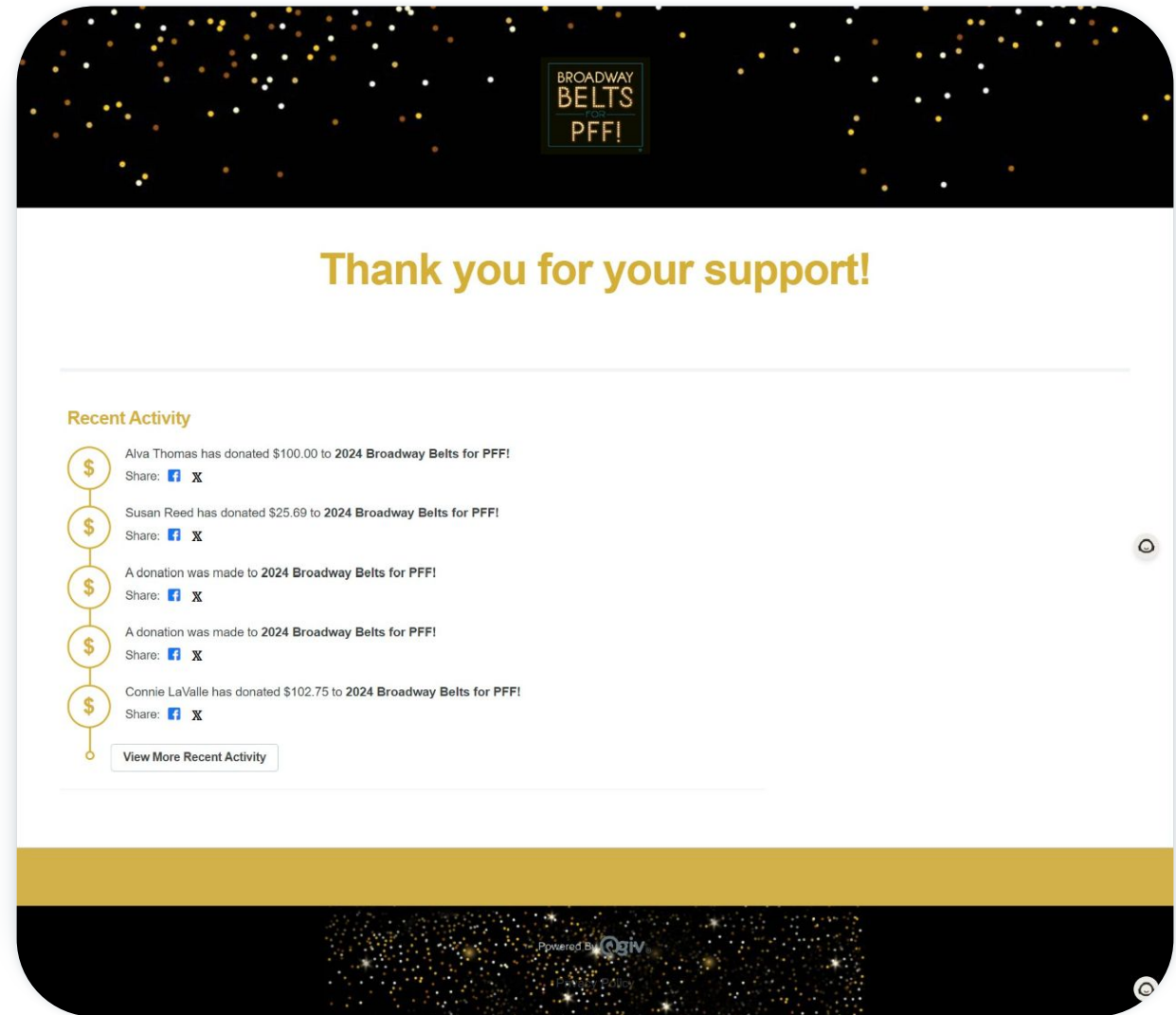




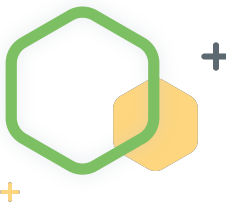
Virtual Engagement

Keep your virtual attendees updated on your fundraising progress with:

- + Customizable **fundraising thermometers** to show how much you've raised and how much you have left to go.
- + A **live screencast** to show off your thermometer, highlight donation activity, and more!
- + Use text fundraising to accept **donations and send event updates**.



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During Your Hybrid Auction



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Day-Of Auction

You've planned for everything at this point. Now, you just have to make sure that you're keeping on top of things and activating plans as necessary. Here are some event planner tips:

- + Create a checklist of to-dos and an event schedule to ensure nothing gets missed.
- + Create an event day binder to keep track of everything: vendor phone numbers, passwords, etc.
- + Network at your event and steward major donors.
- + Pay special attention to your virtual auction participants.
- + Keep communicating with your bidders.



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After Your Hybrid Auction



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Wrap Things Up

Now that you've wrapped up your hybrid auction, it's time for some event reconciliation and thank yous!

- + Set a time when virtual bidders can pick up the items they won, or ship them out!
- + Send thank-you cards to your major donors and sponsors.
- + Follow up with your supporters about your final fundraising numbers and how donations will be used.
- + Ask for feedback from both your in-person and virtual attendees.





Put relationships at the heart of your fundraising.

The combined Bloomerang + Qgiv solution brings together the best of fundraising, volunteer, and donor relationship management to create a unified giving platform. Connect with your donor community to raise more donations, time, and support for your world-changing work.

- + Attract new donors to support your cause and leave lasting impressions throughout their giving experience.
- + Level up your fundraising results and unlock future giving potential by unifying your donor data and tools.
- + Build meaningful relationships with deeper donor insights and time saving tools.





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