



Auction Software Information Packet

Since 2007, we have worked with hundreds of PTAs, Booster Clubs and schools—as well as lots of non-profit organizations that are 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.



Thank you for your interest in our auction software!

This Document Contains:

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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 aide you in the process.

If you have specific questions, please call me, Roger Devine, at (503) 913-4407 or email me at roger@schoolauction.net, anytime. I love talking about live auctions, online auctions, art shows, walk-a-thons, etc.; I’ve chaired my share, and helped many others with theirs.

Together we can figure out whether our software will work and be cost-effective for your particular event.

Sincerely,
Roger Devine

www.schoolauction.net | (503) 913-4407 | roger@schoolauction.net



Subscription Plans & Pricing

Not all fundraising auctions are the same; not all auction teams want the same things from their auction software. We have assembled a set of 3 subscription plans to fit a varying degree of needs amongst auction teams.

The next few pages are designed to help you decide which plan is right for your team. Included is a quick written description of each plan, followed by a series of feature-comparison tables to summarize the differences between products.

Standard Subscription

For groups that run one or two traditional, bid-sheet-based gala auctions per year.

This is the choice for most PTAs and smaller non-profits. You can run a gala auction (with or without mobile bidding) and/or an online auction before (for pre-bidding on items you select) or after (to clean up unsold items). You can set up additional sites to sell tickets to the spring play, or run a wreath sale at holiday time.

This option comes with email support (before your event) and telephone support (night of event only).



Subscription Plans & Pricing (continued)

Plus Subscription

For larger groups that want to include sponsorships and online/mobile bidding as part of their auction.

This is your choice if sponsorships are important elements of your fundraising events, or if you know that you want to use mobile bidding at your event - it has everything the Standard Subscription has, PLUS mobile/online bidding features like text-message outbid notifications, mobile bidding for paddle raises, and support for talent contests with smartphone-based voting.

Plus subscriptions also includes full email-marketing capability - send your supporters campaigns to purchase tickets, make donations, and bid online.

NEW this year: Plus subscribers can now offer recurring-billing Paddle Raise pledges - so their supporters can pledge (and you can easily collect) recurring monthly donations. We've also supercharged our Sponsorship module - sell sponsorships (either with or without event tickets included) and promote your sponsors on the home page, catalog pages, and guest receipts.

Premium Subscription

For staffed non-profit organizations that want extra support.

This is your choice if you have a large or complicated event. It has everything the Plus subscription has and adds two 1-hour personalized web training sessions.



Subscription Plans & Pricing (continued)

\$1000/year

Standard

For groups who run a small traditional auction every year, but might want to incorporate some online bidding.

Unlimited Items and Bidders

- ✓ Up to 4 events.
- ✓ Gala & online auctions, golf tournaments, art shows, plant sales, and donations.
- ✓ Online and offline ticket sales.
- ✓ One-click production of bid sheets, gift certificates, recording sheets, and more.
- ✓ Integration with most full-service credit-card procesors in the US and Canada.
- ✓ Let guests to store credit-card numbers at check-in.
- ✓ Advance check-in and self check-out.
- ✓ Email support before your event.
- ✓ Telephone support (up to 11pm Pacific) on the night of your event.

\$1500/year

Plus

For groups who run larger auction fundraisers, want to incorporate mobile-bidding at their event, or wish to collect recurring donations from their guests.

Unlimited Items and Bidders

- ✓ Up to 4 events.
- ✓ Gala & online auctions, golf tournaments, art shows, plant sales, and donations.
- ✓ Online and offline ticket sales.
- ✓ One-click production of bid sheets, gift certificates, recording sheets, and more.
- ✓ Integration with most full-service credit-card procesors in the US and Canada.
- ✓ Let guests to store credit-card numbers at check-in.
- ✓ Advance check-in and self check-out.
- ✓ Email support before your event.
- ✓ Telephone support (up to 11pm Pacific) on the night of your event.
- ✓ Smartphone-based bidding at your event.
- ✓ Design, sell, and record multi-element sponsorships.
- ✓ Recurring donations.

\$2500/year

Premium

For groups who would like personalized training in how to use the software.

Unlimited Items and Bidders

- ✓ Up to 4 events.
- ✓ Gala & online auctions, golf tournaments, art shows, plant sales, and donations.
- ✓ Online and offline ticket sales.
- ✓ One-click production of bid sheets, gift certificates, recording sheets, and more.
- ✓ Integration with most full-service credit-card procesors in the US and Canada.
- ✓ Let guests to store credit-card numbers at check-in.
- ✓ Advance check-in and self check-out.
- ✓ Email support before your event.
- ✓ Telephone support (up to 11pm Pacific) on the night of your event.
- ✓ Smartphone-based bidding at your event.
- ✓ Design, sell, and record multi-element sponsorships.
- ✓ Recurring donations.
- ✓ Two 1-hour private training sessions for you and your team, conducted via webinar.



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.

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

SchoolAuction.net can be used for gala auctions (with or without mobile bidding), online auctions, 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.



Frequently Asked Questions (continued)

What does it cost?

A one-year Standard subscription costs \$1,000. This allows you to use the software for up to 4 events, and includes limited mobile-bidding features, unlimited email support, and event-night phone support.

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.

If you would like to accept credit cards for payment, you will also need a credit-card processing account with a bank. See [page 18](#) for more information on credit-card processing.

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.

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, weekly free online training sessions for event-night volunteers, and even on-demand cell-phone support on the night of your event.



Frequently Asked Questions (continued)

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.

1. 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.

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 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.

3. 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 me, Roger Devine. I'm a founding partner in the company, and I love talking to auction chairs. My number is (503) 913-4407 (go ahead and text me if you prefer). I can also be reached by email at roger@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 several 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 #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



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 outline, containing the word "Sample" in white text.

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





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



Establishing a Credit Card Processing Account

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.



Establishing a CC Processing Account (continued)

Option 1

Use our integrated payment service (powered by WePay)

This is your choice if you have a large or complicated event. It has everything the Plus subscription has and adds pre-event telephone support, so you don't have to turn to email in order to get your questions answered in the run-up to your event.

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.

Why you might choose this option: If you 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 can save money by going with one of our preferred partners.



Establishing a CC Processing Account (continued)

Option 2

Using Your Existing Processor

Just about any full-service merchant processor offers accounts that are compatible with our service. 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:
 - A. Authorize.net (type: ecommerce, with the Customer Information Manager)
 - B. eProcessing Network
 - C. Element Payment Gateway (Vantiv)
 - D. iATS Payment Gateway
 - E. Merchant e-Solutions
 - F. Network Merchants, Inc. (requires card-storage upgrade)
 - G. PayTrace
 - H. 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 along side our software. For more information on using square with our software, see [page 22](#).

To use your existing account, contact your processor, and ask them to set you up with an account with one of the gateways listed above.



Establishing a CC Processing Account (continued)

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.

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.



Establishing a CC Processing Account (continued)

Option 4

Using A Non-Integrated Payment Service

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.



Establishing a CC Processing Account (continued)

Connecting Your Credit-Card Processing Account To Your SchoolAuction.net Software

The connection between your processor's servers and SchoolAuction.net is your gateway account. If you are using an existing account (Option 1) or setting up a new account through one of our Preferred Partners (Option 2), you will plug connection information for that gateway account into the Credit-Card pane of the Admin section of your SchoolAuction.net event website.

For instructions on how to do so, please contact support@schoolauction.net, and let them know which gateway (e.g. Authorize.net, eProcessing Network, Element/Vantiv, Network Merchants, Inc, iATS) you have an account with.



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



Customer Testimonials (continued)

“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