

Running Your Hybrid Gala



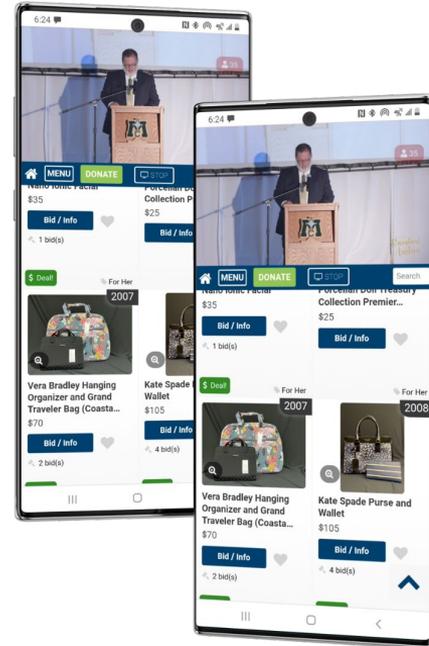
Matthew Burnell
Founder/CEO of ClickBid



Running a Hybrid Gala

OBJECTIVES

1. VERY basic background information
2. Step By Step Walkthrough
3. Q&A (throughout webinar)





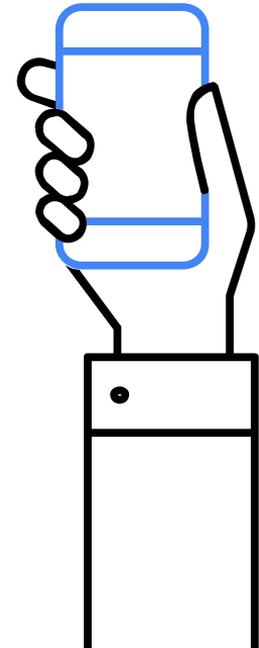
What Did We Learn in 2020?

All of us were forced into a Remote Model.

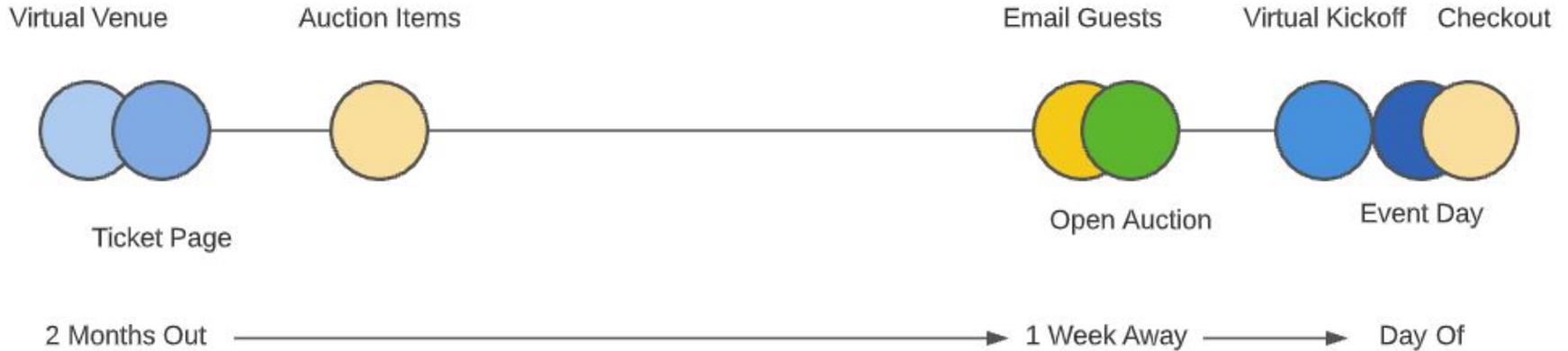
How did organizations do when going virtual?

1. Organizations saw an increase in bids and fair market over 2019.
2. Bidders were happy to bid from home on live auctions.
3. Fund-a-Need goals were met through virtual galas.

Statistics (Averages)	Pre-Pandemic	Pandemic
Items Per Event:	82 items	84 items
Bidders Per Event:	215 bidders	182 bidders
Bids Per Event:	473 bids	576 bids
Winning Market Value:	79%	93%



Hybrid Gala Timeline





The Hybrid Event

Step 1: Communication Strategy

Set dates and specifics on when you plan to connect with your donors.

The most successful events we saw, focused on good communication with donors before the event.

General rule of thumb - when you have something useful to put out there, do it.

COMMUNICATIONS AGENDA & PRESS RELEASE TEMPLATE

Fill in the dates below based on your specific timeline. Typically, we recommend starting your plan a few months before the event. Each event is unique, so feel free to add and remove dates as needed with the goal of a completed plan that you can share with your team and work from consistently.

Important Dates - Complete these dates to help fill in the additional dates below.

- __/__/__ - Auction Start
- __/__/__ - Auction Close
- __/__/__ - Live or Virtual Event Start

Invitation Card Mailing - Several months before the event.

- __/__/__ - Save the Date - [templates](#)

Press Releases

- __/__/__ - Pre-event Release - Several to one month before the event.
- __/__/__ - Post-event Release - Several days after the event.

General Email Blasts - From several months before the event to a week after the event.

- __/__/__ - Save The Date
- __/__/__ - Donate an item on our landing page - Be sure to use Item Donation Form on landing page.
- __/__/__ - Ticket & sponsorship information with AUCTION SNEAK PEEK
- __/__/__ - LINK to the auction preview page, the auction is opening next week.
- __/__/__ - AUCTION LAUNCH Day (in advance of the event)
- __/__/__ - Reminder Email to Register and Bid (a few days before event)
- __/__/__ - Tonight's the Night - NOT TOO LATE TO REGISTER
- __/__/__ - Thank you email from Organization / Full Event Video/ Still time to donate

ClickBid Email / Text Promotions (mass messaging service to existing bidders)

- __/__/__ - Email - Auction Launch
- __/__/__ - Text - See you soon - register and bid
- __/__/__ - Email - Reminder / Event FAQs
- __/__/__ - Text - See you ...day - register and bid
- __/__/__ - Email - Register to bid & Smartphone Reminder (charge it and have it ready)

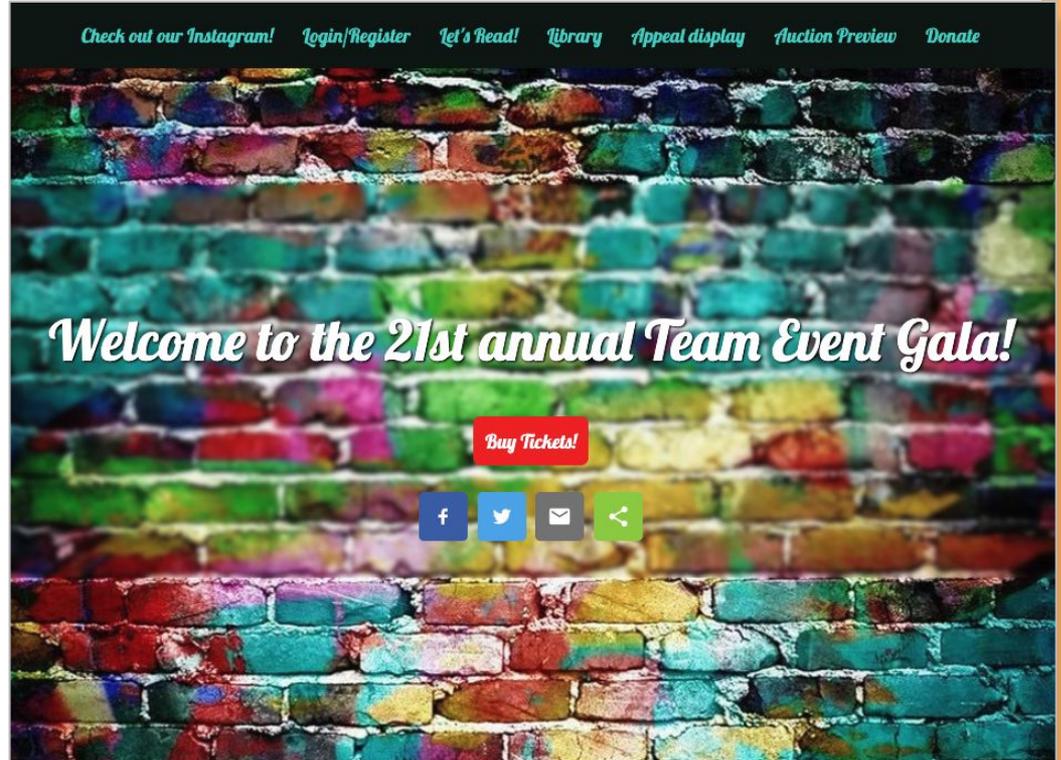


The Hybrid Event

Step 2: Event Landing Page

This is your “virtual venue” that will promote your event, sell tickets, register guests, accept bids, take payments, receive donations and inform your donors.

<https://EVENT.cbo.io>



Welcome! Login Below.

Phone, Email, Bid#

GO

?



The Hybrid Event

Step 3: Event Tickets

Data management saves you so much time. A guest who buys a ticket on your site should get an automatic bidder account for your event.

Set a single path for your guests to follow when they sign up.



Welcome to the 23rd annual golf tournament!

Join us for a fun-filled day on the course! Your ticket includes one free drink, dinner and a bidding number to participate in the online silent auction.

Make sure you check your phone for text updates throughout the tournament.

The tournament will be held at Sample Golf Course 123 Main St. MI 49444

SELECT A TICKET

Single Player Ticket \$70.00

0 ▾

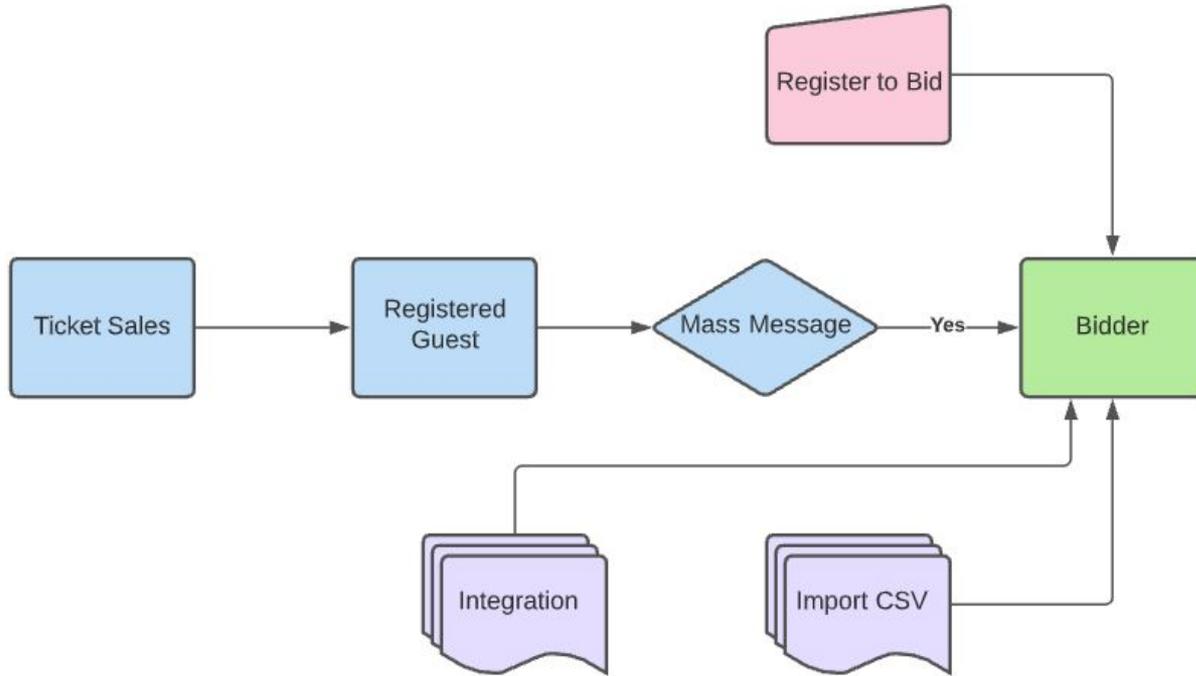
Purchase your single player ticket to participate in the silent auction and play a round of golf.

Foursome Ticket \$250.00

0 ▾

Purchase your foursome ticket to participate in the silent auction and play a

A New Bidder - Paths



- Training/Support <
- Dashboard <
- Software Settings <
- Bidders <
- Items <
- Event Tickets >
- View All Ticket Sales >
- tix >
- View Ticket Sales >
- Manage Guests**
- Sales Summary >
- Launch Ticket Page >
- Ticket Page Settings >
- Modify Tickets >
- Enter RSVP Ticket >
- tix_1 <
- Event Central** <
- Merchant Account >
- Merchant Report >
- Reports <
- Donations/Text-to-Give <
- Admin <

Manage Guests for tix

Guest List - [Download Manage Guests](#)

Filter Records

Items within a blue box are editable in real-time. Just tap and type to edit a value. This is a great way to quickly change table assignments.

Show/Hide Show 10 entries Master Search...

	Purch. First	Purch. Last	Company	First Name	Last Name	Email	Phone	Table	Ticket Type	Selection*	Bid # Assigned	Notes*
	Type to fill	Type to filter	Type to filter	Type to fi	Type to filter	Type to filter	Type to fi	Type to filter	Type to filter	Type to filter	Type to filter	Type to filter
<input type="checkbox"/>	Steve	Garsh		Chad	Wilson	chad@examp		10	Table Sponso	Filet & Lobster	No	
<input type="checkbox"/>	Steve	Garsh		Todd	Marks	tmarks@exar		10	Table Sponso	Vegetarian	No	
<input type="checkbox"/>	Steve	Garsh		Courtney				10	Table Sponso	Filet & Lobster	No	
<input type="checkbox"/>	Steve	Garsh		Jennifer				10	Table Sponso	Vegetarian	No	
<input type="checkbox"/>	Steve	Garsh		Sydney				10	Table Sponso	Filet & Lobster	No	
<input type="checkbox"/>	Steve	Garsh		Kathy				10	Table Sponso	Filet & Lobster	No	
<input type="checkbox"/>	Steve	Garsh		Katie				10	Table Sponso	Vegetarian	No	
<input type="checkbox"/>	Steve	Garsh		Kat				10	Table Sponso	Unspecified	No	
<input type="checkbox"/>	Jane	Momma		Joe	Parks	joe@parkses		11	Regulars	Unspecified	No	
<input type="checkbox"/>	Jane	Momma		Jane	Parks	jparks@exam		11	Regulars	Unspecified	No	

Previous 1 2 3 Next

Showing 11 to 20 of 25 entries

Batch Update



The Hybrid Event

Step 4: Auction

Build your auction catalog and get ready to open for bidding. Take advantage of the item donation form and our partnership with TravelPledge.com for great items.

It's ok to launch your event without all your items. Just set the unfinished items to invisible in your Manage Items page.

Donate an Item!

We're looking for amazing auction items for the gala! If you have an item you wish to donate, please complete the form below.

Item Name*

Market Value

Item Description

Exceptions

Donor Name

Donor Contact Email*

Donor Contact Phone

[Enter Donor Address](#)

- Training/Support <
- Dashboard <
- Software Settings <
- Bidders <
- Items >
- Manage Items**
- Manage Item Images
- Manage Donors
- Categories and Ordering
- Display Cards
- Thank You Letters
- Printable Bid Sheets
- Event Tickets <
- Event Central** <
- Merchant Account >
- Merchant Report >
- Reports <
- Donations/Text-to-Give <
- Admin <



Manage Items

All Items

[+ Add Item](#) 32 items of 1000

- [Edit Item](#)
- [Delete Item](#)
- [Quick edit](#)

[Copy](#)
[Excel](#)
[CSV](#)
[Show/Hide](#)
 Show entries

<input type="checkbox"/>	Name <input type="text" value="Type to filter"/>	Number <input type="text" value="Type to filter"/>	Tags <input type="text" value="Type to filter"/>	Category <input type="text" value="Type to filter"/>	Closing <input type="text" value="Type to filter"/>	Status <input type="text" value="Type to filter"/>	Start <input type="text" value="Type to filter"/>	Raise <input type="text" value="Type to filter"/>	Type <input type="text" value="Type to filter"/>	FMV <input type="text" value="Type to filter"/>	Buy Now <input type="text" value="Type to filter"/>
<input type="checkbox"/>	"Ralph Breaks the Internet" Rare Hand-Painted Collectible and DVD Edit	23 Info	unbid Refresh	Collectibles	07/02/21 8:00 pm	Active	10	10	Silent	Priceless	150
<input type="checkbox"/>	\$25 Oriental Trading Gift Card Edit	27 Info	unbid Refresh	Apparel and Accessories	07/02/21 8:00 pm	Active	10	5	Silent	Priceless	
<input type="checkbox"/>	Bento's Class "Home Improvement" Basket Edit	10 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Brooks' Class "Electronic Gamer" Basket Edit	17 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Calkins' Class "Family Game Night" Basket Edit	6 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Collin's Class "Spa" Basket Edit	12 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Disneyland Tickets Edit	137 Info	has bids eventstream Refresh	Theme Parks	06/30/21 5:35 pm	Closed	250	25	Live	925	
<input type="checkbox"/>	Hancock's Class "Date Night" Basket Edit	3 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Hansen's Class "Lottery" Basket Edit	9 Info	unbid Refresh	Class Baskets	07/02/21 8:00 pm	Active	20	10	Silent	Priceless	
<input type="checkbox"/>	Irvine Imarov Edit										



The Hybrid Event

Step 4: The Week Before

Launch early! This promotes activity from your guests. It also helps them get familiar with how things work BEFORE the event.

Offer a giveaway for anyone who places the first bid on an item. Announce it during the “virtual launch” where the director makes a guest appearance.

PROMOTE, PROMOTE, PROMOTE!

e Broadcast

estion? [Visit our FAQ to learn more...](#)

☰ Your live broadcast settings.

Video Privacy Settings

Public

Use this toggle to determine if all your bidders can see this stream or just those listed below.

[Launch Butler EventStream](#)
(to manage your live auction/paddle raise)

How do you plan to send video to your EventStream channel?

Web Browser OBS Software Zoom Meeting Other

Instantly Live - Use your device's web camera

Sometimes you just want to pop up a live message from the director or event coordinator. Use this tool to talk into your device's web camera (or USB camera). For example, and be sure to log in at 10am tomorrow to catch a 2 minute welcome from the foundation president. Just tap or click the button below and press Start on the pop-up window.

[Open Broadcaster](#)

Live Broadcaster

[cbo.io/admin/livestream_controller.php?token=03c423eb0dc3...](#)

Start Mute

- Training/Support <
- Dashboard <
- Software Settings <
- Bidders >
 - Manage Bidders
 - Email Bidders
 - Text Bidders
 - Chat Bidders
 - Update Bidders
- Items <
- Event Tickets <
- Event Central <
- Merchant Account >
- Merchant Report >
- Reports <
- Donations/Text-to-Give <
- Admin <



Email Bidders

Email Your Guests
 You are NOT requiring Credit Cards. To change this setting, click [here](#).

Pre-Composed Emails ✕

Desired Send Time	Filter	Subject/Message	Sent On	
	All Bidders	Welcome [f], welcome to our auction. You are ready to go. Be sure to use the password of "bash" to log in for the first time. [u]	Not sent yet	Send It ✕
	All Bidders	New Items Posted Greetings [f] [], Two new items have been posted for the auction in the Dining & Entertainment section. Check them out! Auction Team	Not sent yet	Send It ✕
	All Bidders	Which do you want to use? Hi [f], Bidding for the DEMO event is now open. In order to save time and avoid long lines - tap here [u] to pre-check in. Your bidder number is [b] and you can tap [u] here to start bidding. Make sure you bring a fully charged device to the event. Happy Bidding!	Not sent yet	Send It ✕
	All Bidders	Check In Now!! Get ready for the auction and check-in now! [u]	Not sent yet	Send It ✕
	Ticketed Guests no Bidder Number	BDR Email Hi [f], We are excited to see you at Sigma Kappa's Installation Celebration this Saturday at the Bryant Conference Center! Here a few last minute reminders. Check-In Check-in begins at 7:30 p.m. and doors open at 8:00 p.m. You do not need to bring any kind of printed ticket with you. Once	Not sent yet	Send It ✕

Compose An Email ✕

Please compose your email below. You may also filter your recipients by type.

Email Subject

Desired Send Time 1

Do **NOT** use Short codes in subject. Subject character limit is 78.



The Hybrid Event

Step 5: Event Check In

Use mass messaging to get your guests to tell you if they are coming before the event. If they tell you with their phones, they can skip the check-in line altogether!

If you set up a check-in station, training is Crazy Simple! Just make sure everyone is good to go 10-15 minutes before you plan to open the doors. Set a good start!

Welcome,

Matt Burnell

Are you planning to attend our event?



For in-person attendance.

CONTINUE

Back to Login



The Hybrid Event

Step 6: Bidding

This is the eye-of-the-storm (more like sprinkle). Mingle and ask if there's anything anyone needs to bid. Encourage max bidding so they can "set it and forget it".

It is also a critical time to stage and set up your live auction, appeal (fund-a-need) and checkout. Being ready is key.

Spring Virtual Gala
Hunter Shappel #105

Home MENU DONATE Search

1

Search

New York City Package

Preview

f t S

Silent Auction

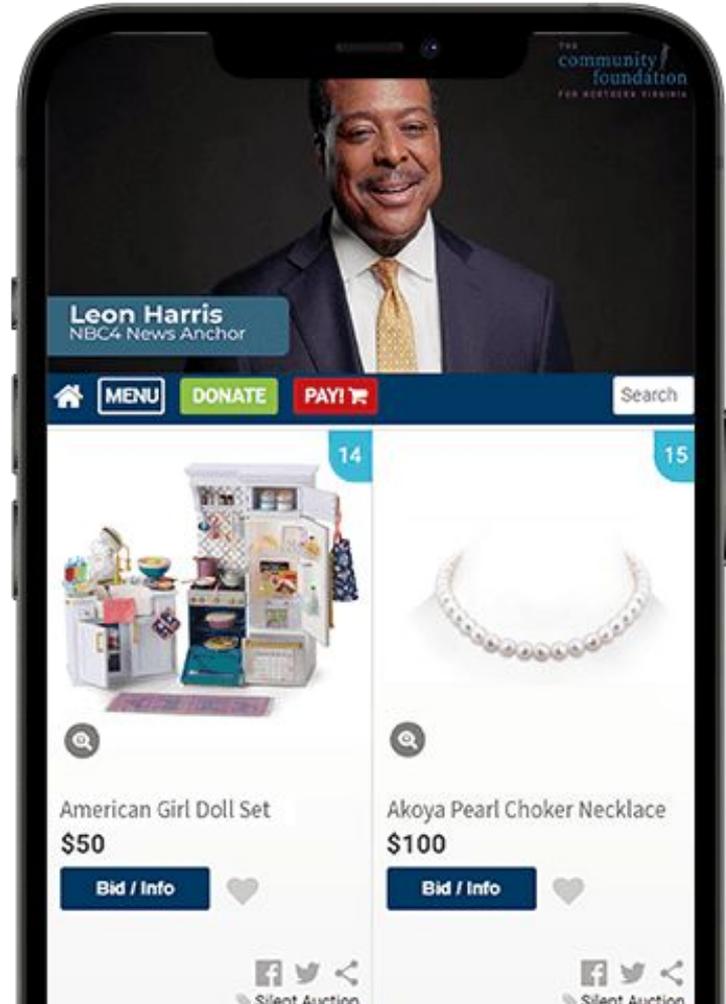
3

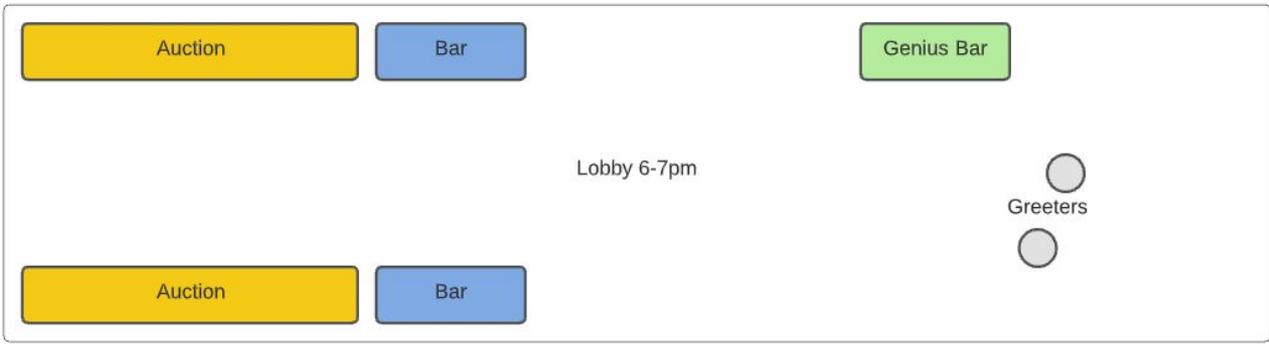
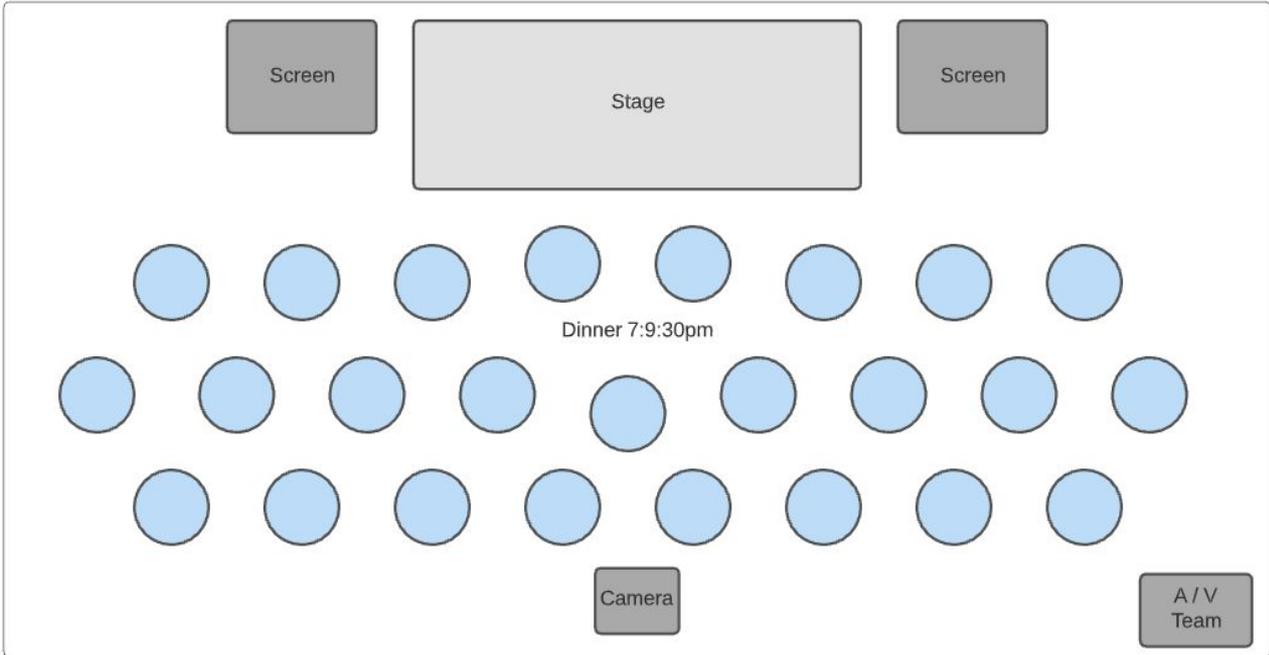


The Hybrid Event

Step 7: Broadcasting

Have the A/V team send a video and audio signal to a laptop and stream the program to your virtual attendees. The open bar, meal and social hour sell tickets. Broadcasting the program portion brings in more guests (live and on-demand).







The Hybrid Event

Step 8: Live Auction

Make sure the auctioneer knows when an online bidder makes a bid. Hold your “Internet” paddle up to keep things simple.

VIDEO FEED

[Hide Feed](#)



ITEMS

[Unsold Live Items](#)
[Sold Live Items](#)
[Donation Items](#)

#102 - Signed Guitar
✕

#103 - Sample Live Item

[Launch Confidence Display](#)

Send Confidence Display: [Send](#)

HOW TO USE THIS PAGE

1. Tap on an item above to prep it for bids.
2. Tap on "Start" to open bidding online and in person.
3. Tap on "Sell" to stop all bidding.
4. Repeat
5. Tap "Donation Items" then an item to show history and total.

BIDDING DETAILS

#102 Signed Guitar i

105 - Terry Anderson

Next: \$3,000

Current: \$2,500

Start/Sell	Floor Bid	Starting Bid	Minimum Bid
Start	<input type="text" value="Bdr #"/>	<input type="text" value="1000"/>	<input type="text" value="500"/>
Sell	Submit	+100	+250
Re Open		+1,000	-100
		-250	-500
		-150	-1,000

HISTORY

● Bid placed by volunteer.

- 105 \$2,500 (105) Terry Anderson 06/09/21, 03:48:47 PM ✕
- \$2,000 (Floor Bid) Place Holder 06/09/21, 03:48:01 PM ✕
- \$1,750 (105) Terry Anderson 06/09/21, 03:47:48 PM ✕
- \$1,500 (Floor Bid) Place Holder 06/09/21, 03:47:18 PM ✕
- \$1,250 (105) Terry Anderson 06/09/21, 03:46:59 PM ✕
- \$1,000 (Floor Bid) Place Holder 06/09/21, 03:46:40 PM ✕



The Hybrid Event

Step 9: Paddle Raise

Anyone can participate. Since you are broadcasting, virtual guests can give and get recognized in real-time!

VIDEO FEED

[Hide Feed](#)



ITEMS

[v Unsold Live Items](#)
[v Sold Live Items](#)
[v Donation Items](#)

#101 - Fund-a-Cause ✕

Launch Confidence Display

Send Confidence Display:

HOW TO USE THIS PAGE

1. Tap on an item above to prep it for bids.
2. Tap on "Start" to open bidding online and in person.
3. Tap on "Sell" to stop all bidding.
4. Repeat
5. Tap "Donation Items" then an item to show history and total.

If you would like to change the page mode to view only, click the "Launch Confidence Display" button above.

BIDDING DETAILS

#101 Fund-a-Cause i

Goal: \$15,000 Total: \$11,825

Increments:

HISTORY

Bid placed by volunteer.

\$2,500 (103)	Harris Midnew	06/09/21, 03:57:11 PM	<input checked="" type="checkbox"/>
\$2,500 (104)	Marcus Williams	06/09/21, 03:56:55 PM	<input checked="" type="checkbox"/>
\$2,500 (105)	Terry Anderson	06/09/21, 03:56:01 PM	<input checked="" type="checkbox"/>
\$1,000 (105)	Terry Anderson	06/09/21, 03:58:31 PM	<input checked="" type="checkbox"/>
\$1,000 (106)	Grace Williams	06/07/21, 10:56:47 AM	Paid
\$700 (108)	Mike Merkins	06/07/21, 10:56:58 AM	Paid
\$500 (104)	Marcus Williams	06/09/21, 03:59:22 PM	<input checked="" type="checkbox"/>
\$500 (103)	Harris Midnew	06/07/21, 10:56:27 AM	Paid
\$250 (105)	Terry Anderson	06/09/21, 03:58:41 PM	<input checked="" type="checkbox"/>
\$50 (107)	Paker Coffnow	06/09/21, 03:57:49 PM	<input checked="" type="checkbox"/>
\$50 (106)	Grace Williams	06/09/21, 03:57:48 PM	<input checked="" type="checkbox"/>
\$50 (105)	Terry Anderson	06/09/21, 03:57:46 PM	<input checked="" type="checkbox"/>



The Hybrid Event

Step 10: Checkout

Use guests phones to let them checkout. When they come to pick up their items, just lookup their winning items and send a runner to grab them.

Item (number)	Qty	Bid Amount
<input checked="" type="checkbox"/> Fund-a-Cause (101)	1	\$50.00
<input checked="" type="checkbox"/> This helps cover our credit card fees.		\$1.81

Total: \$51.81

This Checkout Total includes applicable tax
If you are ready to checkout this bidder, choose a payment type, then **confirm/correct the information.**

Credit Card Cancel

Tap to Cancel New Card

Payment Details

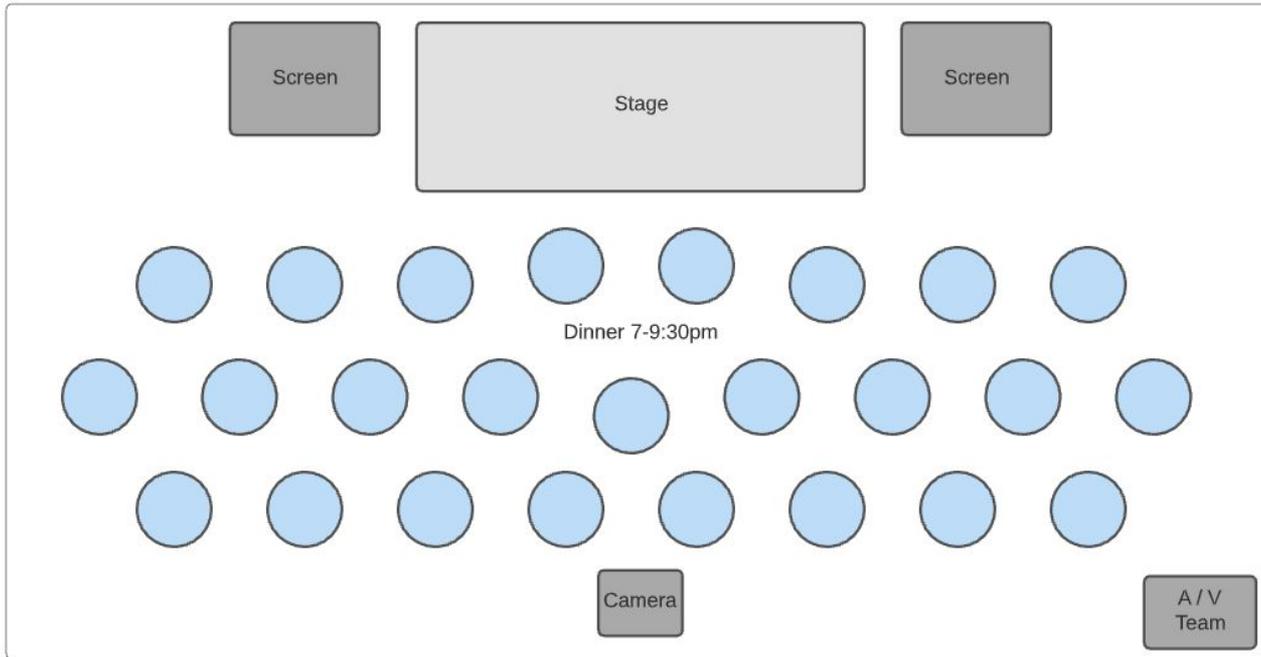
Card Number

Expire Month Expire Year Billing Postal Code

By clicking "Submit" I consent to having my credit card or payment information and personal information indicated above processed by ClickBid Mobile Bidding in accordance with [ClickBid Mobile Bidding Privacy Policy](#).

Phone: Numbers only International: No Remove (x) Email: steve@clickbidonline.com Remove (x)

+ Add Phone + Add Email



Thank YOU!



Office Hours:
Tuesday (4pm EST)