Expanding Beyond the 4 Walls

The Hybrid Event Guide

The best resource to mastering hybrid events using ClickBid Event Fundraising

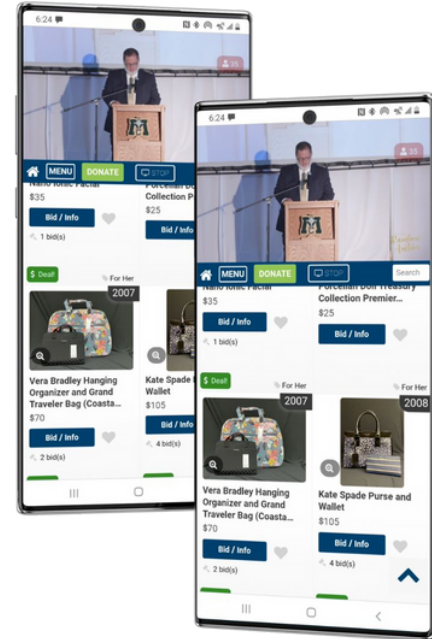**Matthew Burnell**
Founder/CEO of ClickBid

ClickBid

Running Your Hybrid Event

OBJECTIVES

- **VERY basic background information**

- **Step By Step Walkthrough**
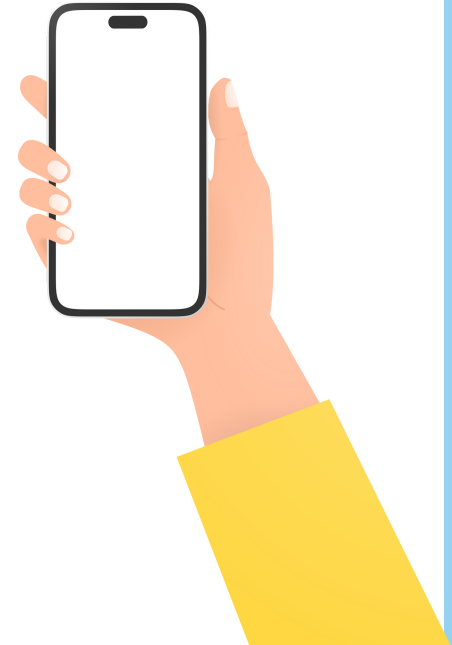
- **Q&A**

Expanding Beyond the 4 Walls

COVID-19 taught us to think outside the box.

This resulted in organizations bringing auctions online and allowing donors to participate at home, allowing your traditional auction to reach a greater audience and break fundraising goals.
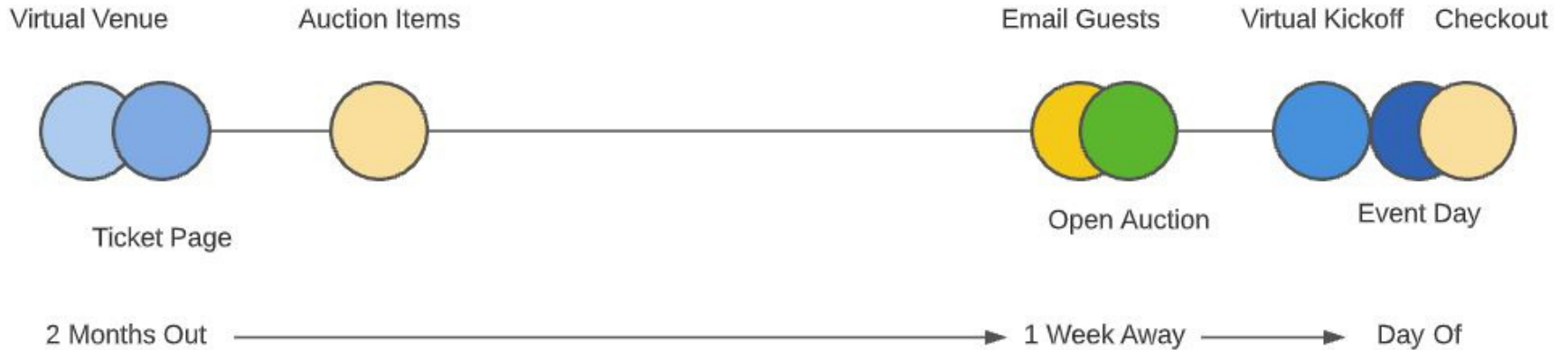
The Numbers Speak For Themselves

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%

Organizations saw an increase in bids and fair market in comparison to pre-pandemic. Bidders were happy to bid from home on live auctions. Fund-a-Need goals were met through virtual galas.

Basic Event Timeline

Virtual Venue

Auction Items

Email Guests

Virtual Kickoff   Checkout

Ticket Page

Open Auction

Event Day

2 Months Out ⟶ 1 Week Away ⟶ Day Of

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Step 1: Communication Strategy

Communication is huge. Set dates and specifics on when you plan to connect with your donors. Follow ClickBid's Communication Strategy Template and fill in the dates based on your specific timeline.

The most successful events we see, focus on good communication with donors before the event.

A general rule of thumb – when you have something useful to say, 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)

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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.

Design the page to match your brand and tell your story. Make sure to give an introduction to your charity and your mission for any newcomer that may not be familiar with your organization as the main goal is to connect with new donors.

https://EVENT.cbo.io
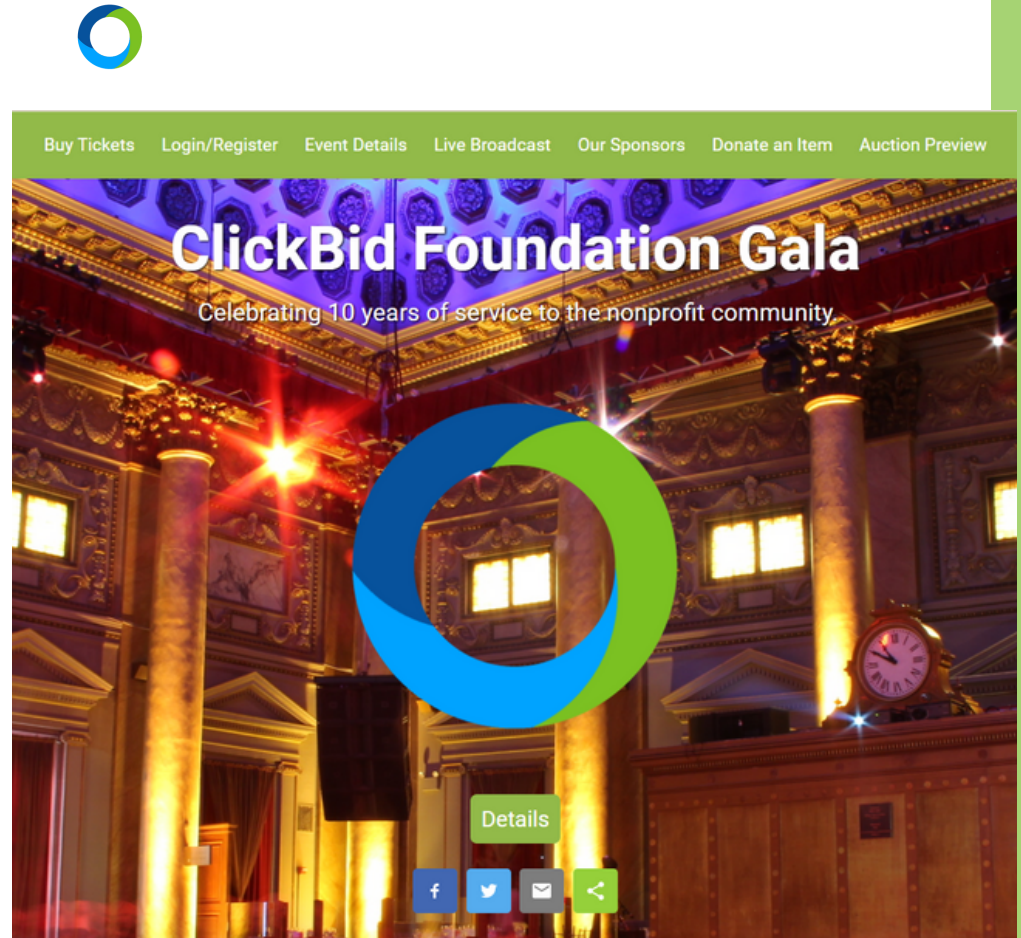
The Hybrid Event

Step 3: Event Tickets

Data management saves you so much time. A guest who buys a ticket on your site should get a bidder account to bid during your event.

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

Use ClickBid's Guest Update Link to have your sponsors/tables provide contact information for their guests all through 1 link. You can also get meal selections as well!

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

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

0

Foursome Ticket $250.00

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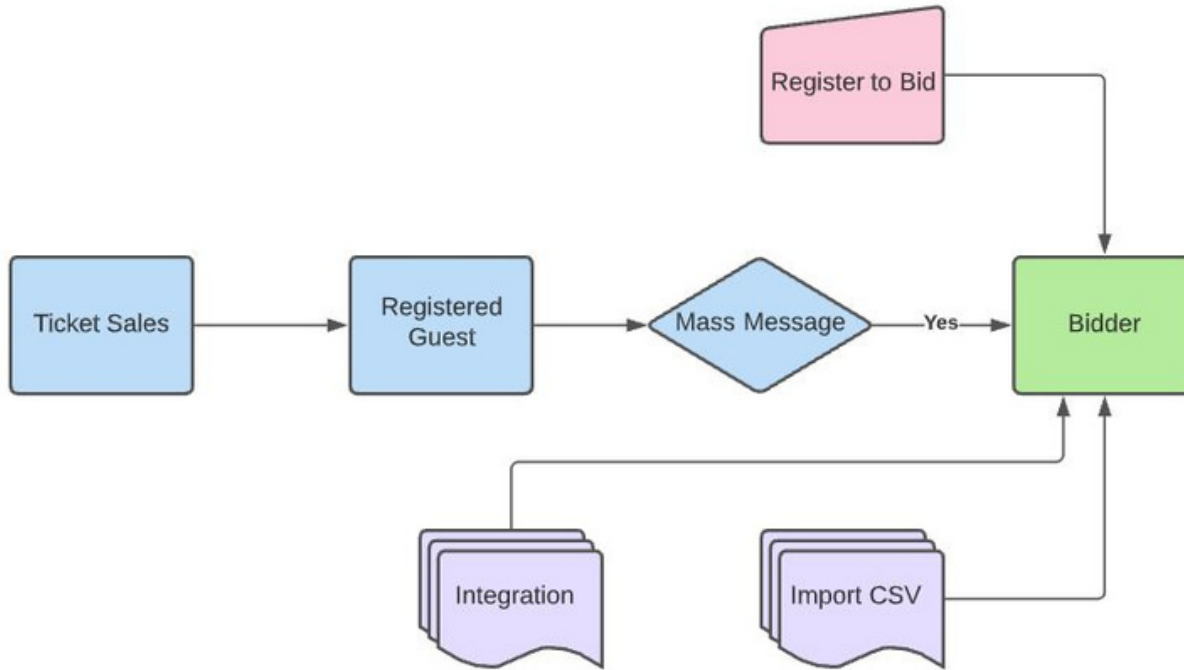
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New Bidder Paths

Manage Guests for tix

Guest List - Download Manage Guests ⬇

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.

🛈 Filter Records

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*
☐	Steve	Garsh		Chad	Wilson	chad@examp		10	Table Sponsor	Filet & Lobster ⌄	No	
☐	Steve	Garsh		Todd	Marks	tmarks@exar		10	Table Sponsor	Vegetarian ⌄	No	
☐	Steve	Garsh		Courtney				10	Table Sponsor	Filet & Lobster ⌄	No	
☐	Steve	Garsh		Jennifer				10	Table Sponsor	Vegetarian ⌄	No	
☐	Steve	Garsh		Sydney				10	Table Sponsor	Filet & Lobster ⌄	No	
☐	Steve	Garsh		Kathy				10	Table Sponsor	Filet & Lobster ⌄	No	
☐	Steve	Garsh		Katie				10	Table Sponsor	Vegetarian ⌄	No	
☐	Steve	Garsh		Kat				10	Table Sponsor	Unspecified ⌄	No	
☐	Jane	Momma		Joe	Parks	joe@parkses:		11	Regulars	Unspecified ⌄	No	
☐	Jane	Momma		Jane	Parks	jparks@exam		11	Regulars	Unspecified ⌄	No	

Previous 1 **2** 3 Next

Showing 11 to 20 of 25 entries

Batch Update

Sidebar navigation

The Hybrid Event

Step 4: Silent 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*

Brief Title (256 Characters)

Market Value

Numbers Only

Item Description

Share some details of this item.

Exceptions

Any exceptions we should know?

Donor Name

Donor name

Donor Contact Email*

Donor email

Donor Contact Phone

Donor phone

Enter Donor Address

Manage Items

All Items

Add Item 32 items of 1000

Edit Item
Delete Item
Quick edit

Copy Excel CSV Show/Hide Show 10 entries Master Search...

Sidebar navigation:
- 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

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

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Step 4: The Week Before

Launch the silent auction early! This promotes activity from your guests and allows you to reach a good portion of your fundraising goal before your in-person event even starts. It also helps them get familiar with the mobile bidding process.

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!

Pre-Composed Messages with ClickBid's Mass Messaging Feature

Email Bidders

- 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 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] [l], 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

Email Subject

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

Desired Send Time ⓘ

13

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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, Bidding, Bidding!

This is the eye-of-the-storm (more like a sprinkle). Mingle and ask if there's anyone that needs assistance with bidding. 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.
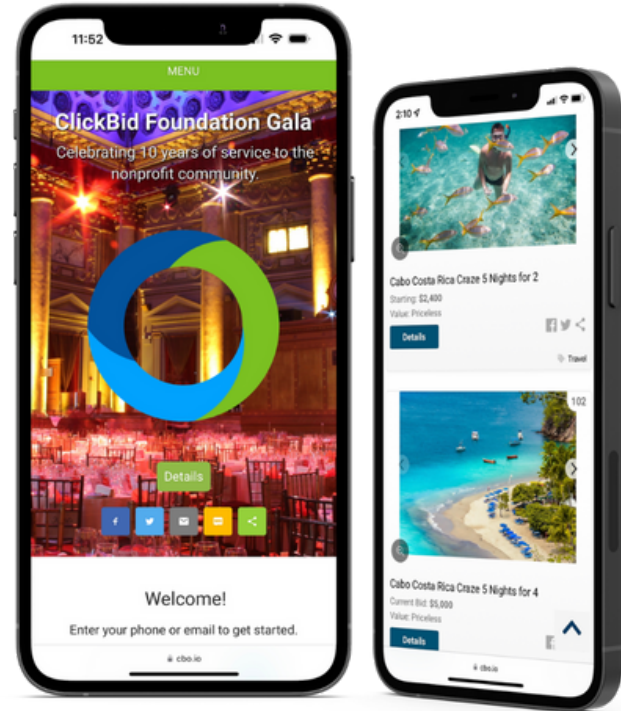
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Step 7: Broadcasting to At-Home Bidders

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, social hour, and selling raffle tickets. Broadcasting the program portion brings in more guests (live and on-demand).
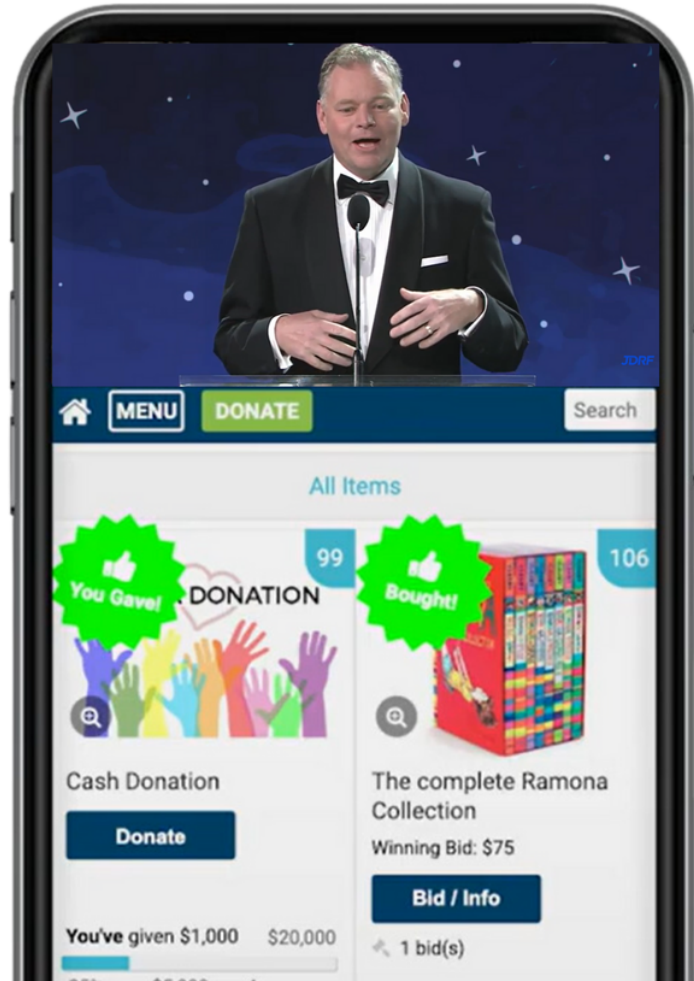
Sample Venue Layout
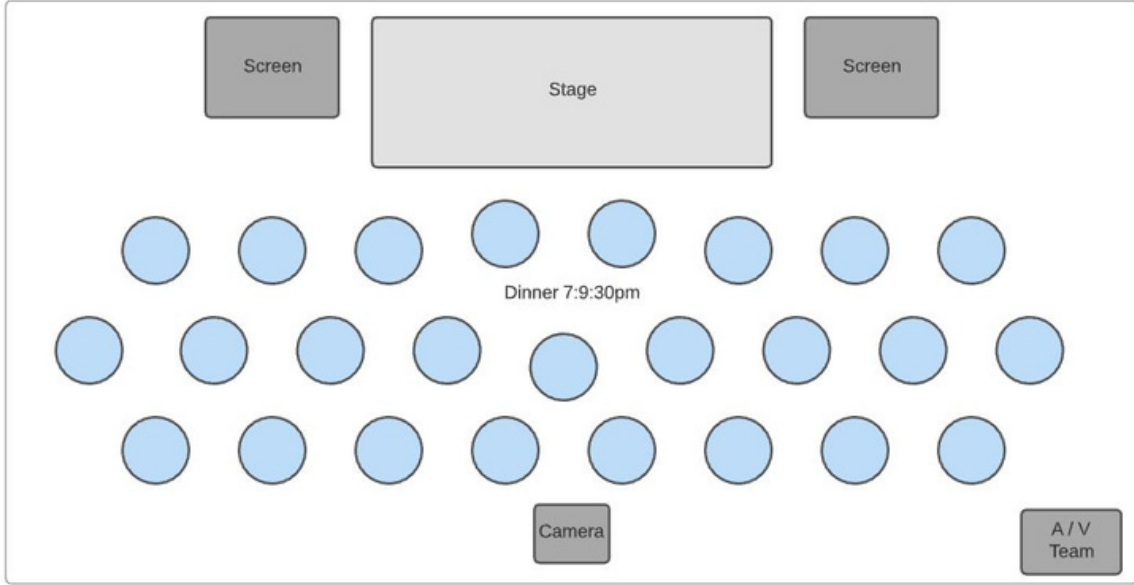
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Step 8: Hybid Live Auction

Make sure the auctioneer knows when an online bidders makes a bid. Have a 'Virtual Spotter' hold up an "Internet" paddle up to keep things simple and communicate that an at-home bidder has raised their paddle.

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Step 9: Hybrid Paddle Raise

Anyone can participate. Since you are broadcasting, virtual guests can give and get recognized in real time! Virtual bidders will see a 'Give Live' icon on their phones for them to participate in the virtual paddle raise. This process allows your at-home donors to feel the same energy as if they were attending your in-person event.

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Step 10: Checkout

After the auction is over and all items have closed for bidding, send a mass text out to all your winning bidders letting them know how to checkout. If you include the [u] shortcode, your guests can use that direct link to view their cart and pay from their phone. Then, when winning bidders come to pick up their items, just look up their account to view their items and send a runner to grab them.

Pro Tip: Ask your donors if they would like to cover the credit card fee associated with their transaction. This helps further their donation.

Item (number)	Qty	Bid Amount
☑ Fund-a-Cause (101)	1	$50.00
☑ This helps cover our credit card fees.		$1.81

SUBMIT

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   International   Remove   Email   Remove
Numbers only   No ⌄   (x)   steve@clickbidonline.com   (x)
⊕ Add Phone   ⊕ Add Email

Thank YOU!

ClickBid