

USER GUIDE: **SETTING UP AN AUCTION**

How to:

How to set up an auction on PTA Events.

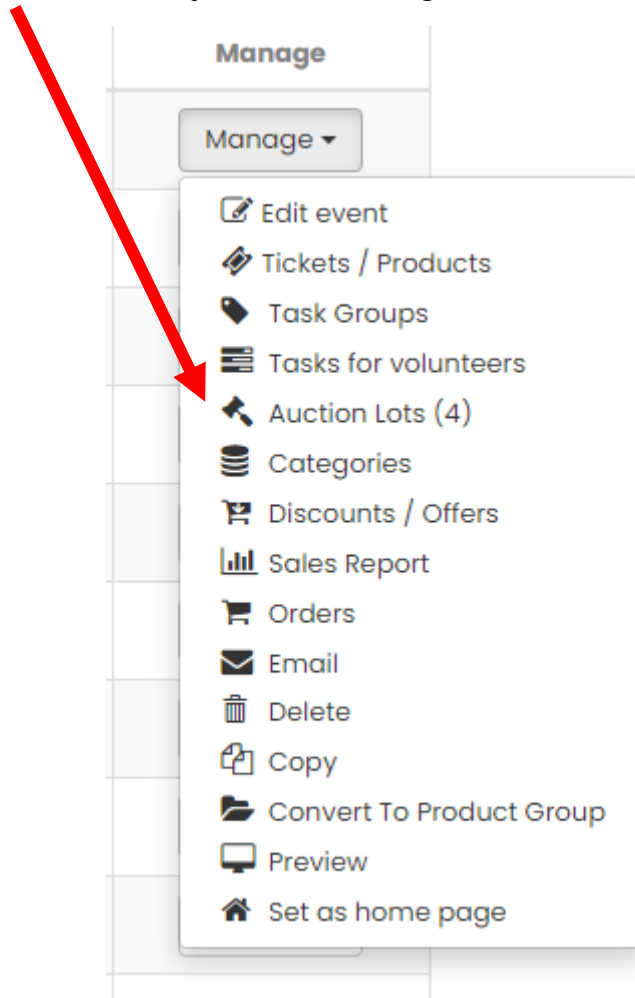
#raisefundstheeasyway

The PTA Events platform enables you run online auctions on your PTA Events website.

ADD AN AUCTION

To get started running an online auction, you'll need to have an event. If you don't already have one, browse to "Admin" > "Events" and click "Add Event" and fill in the basic details. If you already have an event created you can get started right away adding auction lots.

1. Click "Auction Lots" from your event management menu:



2. You'll be taken to your auction management page for this event where you can see any auction lots already created and add new ones:

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AUCTION AUCTIONS ADD AUCTION EMAIL HIGH BIDDERS CONVERT TO PRODUCTS HELP

[Home](#) / [Administration](#) / [Events](#) / Auction Auctions

The auction was successfully deleted.

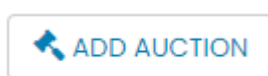
Copy Excel PDF

Show 10 entries Search:

ID	Name	Highest Bidder	Highest Bid	No of Bids	End Date	Manage
3916	£50 Spend at the Rose & Thistle	PTA Events Support	£14.06	11	24/12/2020 00:00	Manage
			£14.06	11		

Showing 1 to 1 of 1 entries Previous 1 Next

- Click the "Add Auction" button to add a new auction lot.



- Enter a name for the auction eg "iPhone 11".

* Name

iPhone 11

- Entering a sort order will allow you to sort the auctions in your preferred order. Auctions are sorted in ascending order.

Sort order

1

- Enter a description for the auction.

Description

File Edit Insert View Format Table Tools

Undo Redo Formats Bold Italic Text Color Background Color Bulleted List Numbered List Link Unlink

Upload

We have a brand new iPhone 11 up for auction kindly donated by Vodafone.

- Enter start and end dates in the format dd/mm/yyyy HH:mm. You can click the calendar icon to choose a date and time.

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* Start Date: 03/12/2020 18:40

* End Date: [Empty field]

* Start Price: £ 0.00

* Reserve Price: £ 0.00

Display: ☒ ☐

Blind auction: ☐ ☐

Conclude at event: ☐ ☐

8. Enter a start price – your customers must bid higher than this amount.

9. Enter a reserve price.

* Start Price: £ 100.00

* Reserve Price: £ 459.00

10. By default, your auction will be set to “Display”. If at any time you need to remove this item from auction you can uncheck this option.

* Start Price: **DISPLAY**

* Reserve Price: [Empty field]

Display: ☒ ☐

Should the Auction be displayed on the event auction page

11. Blind Auction - The PTA Events platform runs traditional open ascending price auctions where one bid must be higher than the next and no automatic bidding takes place on anyone's behalf. If you would prefer to run a blind auction where nobody is aware of any other bids then check this option.
12. Conclude at event - To start an auction online and then conclude manually at an event, check this option. When bidding has finished online, you can export all of your data and conclude the bidding with a real live auctioneer at your event.
13. Hide bidder name – If you are running a traditional auction (ie not a blind auction) then you hide the names of those that are bid. If you don't choose to hide the name then names will be masked when displaying to your community.

BID HISTORY

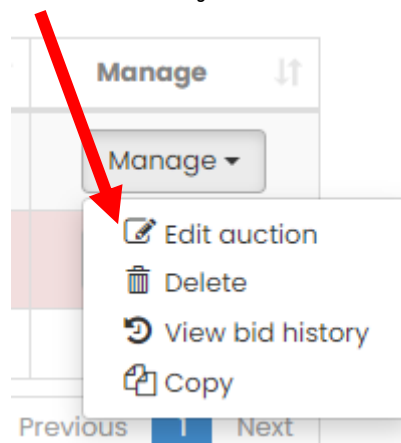
£14.06 by P ***** S ***** (285525) on 29/11/2020 at 19:57:32
£13.06 by P ***** S ***** (285525) on 29/11/2020 at 19:41:52
£12.06 by P ***** S ***** (285525) on 29/11/2020 at 19:41:17
£11.06 by P ***** S ***** (285525) on 15/11/2020 at 13:28:00
£9.06 by D **** C **** (289007) on 15/11/2020 at 13:27:40
£8.06 by D **** C **** (289007) on 15/11/2020 at 13:26:55
£6.06 by P ***** S ***** (285525) on 15/11/2020 at 13:26:24
£5.02 by D **** C **** (289007) on 15/11/2020 at 13:25:50
£4.01 by P ***** S ***** (285525) on 15/11/2020 at 13:19:17
£2.01 by D **** C **** (289007) on 15/11/2020 at 13:18:19
£1.01 by P ***** S ***** (285525) on 15/11/2020 at 13:17:16

14. Hide reserve notice - Would you like to hide the reserve notices - eg Reserve not met so they are not displayed to your community?

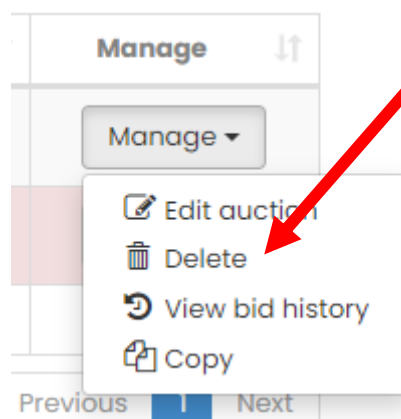
15. Auction Image – upload an image for your auction.

16. Click the “Add Auction” button.

Once the auction lot has been set up you can make any changes to it by clicking the name of the auction or “Edit auction” from your auction management menu.

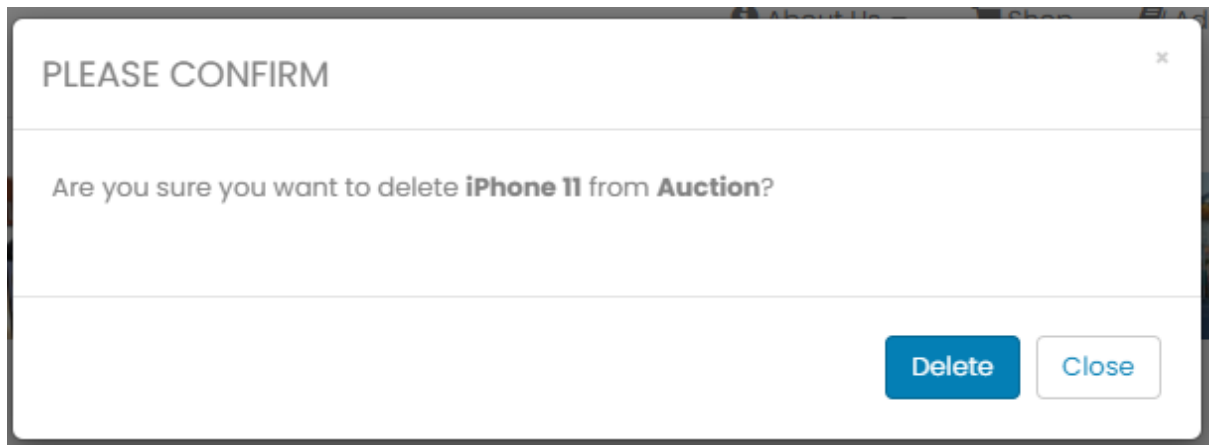


If your auction has no bids you can delete the auction by selecting “Delete” from your auction management menu.

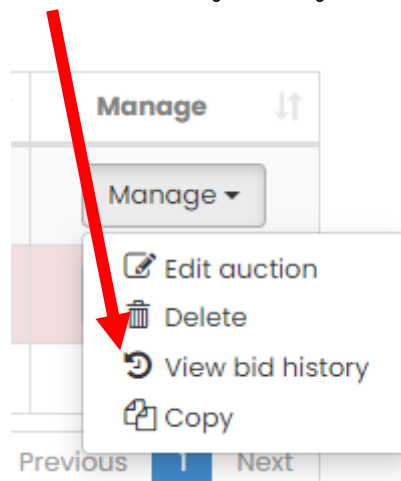


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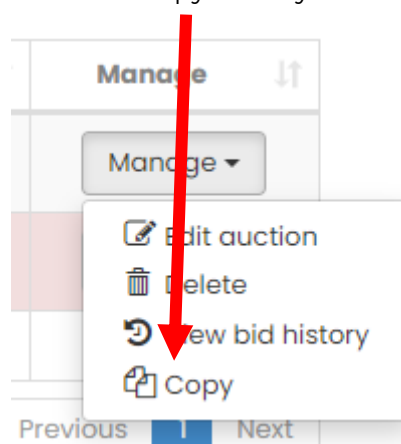
You will be asked to confirm deletion:



To view the bid history, click “View bid history” from your auction management menu:



If you want to copy your auction click “Copy” from your auction management menu:



Once you have an auction lot added with all of your options defined such as date etc, we recommend using this as a template. To add a new auction with the same parameters, click “Copy” and then in your copied auction, change the name, description and image.

Initially when your auction lot is created it will show in red because it has no bids.

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Show entries

Search:

ID	Name	Highest Bidder	Highest Bid	No of Bids	End Date	Manage
3916	£50 Spend at the Rose & Thistle	PTA Events Support	£14.06	11	24/12/2020 00:00	Manage
4736	iPhone 11		£0.00	0	24/12/2020 18:00	Manage
			£14.06	11		

Showing 1 to 2 of 2 entries

Previous **1** Next

Auction lots will show on your event detail page between the start and end dates defined. If an event has auction lots that are currently live, they will show in your “What’s On” widget:

WHAT'S ON

SUN
15
NOV

Auction
⌚ 00:00 – 00:00 on
24/12/2020
👉 2 auction lots

THU
26
NOV

Christmas Dash
⌚ 00:05 – 00:00 on
26/11/2021

Click either of the links to see the event detail page where you can see all the lots up for auction.

15/11/2020 (SUN) ⌚ 00:00 – 00:00

AUCTION LOTS

£50 SPEND AT THE ROSE & THISTLE
CURRENT BID: **£14.06**
YOUR HIGHEST BID: **£14.06**
Starts: 15/11/2020 13:00
Ends: 24/12/2020 00:00
Reserve met

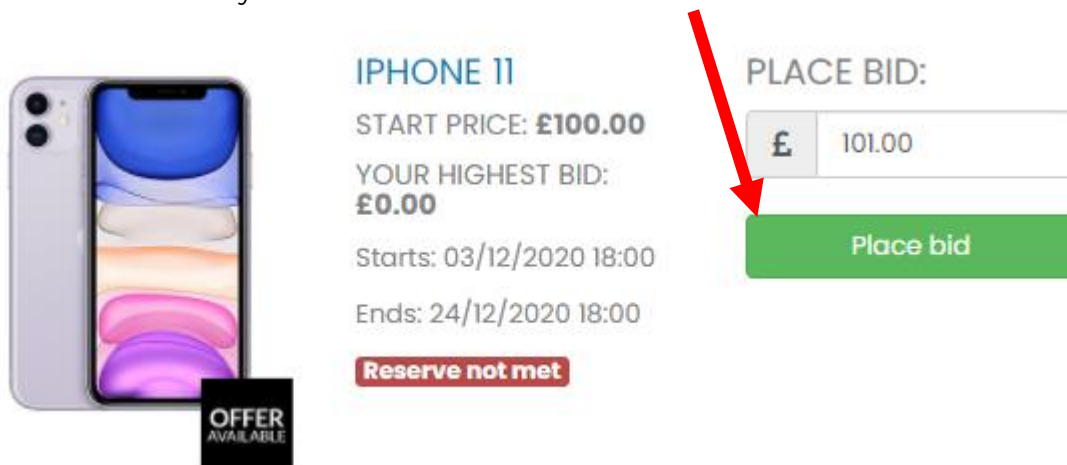
PLACE BID:
£
Place bid

IPHONE 11
START PRICE: **£100.00**
YOUR HIGHEST BID: **£0.00**
Starts: 03/12/2020 18:00
Ends: 24/12/2020 18:00
Reserve not met

PLACE BID:
£
Place bid

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Your customers must be logged into place a bid. When placing a bid, they will need to enter the amount they wish to bid and click the "Place bid" button.

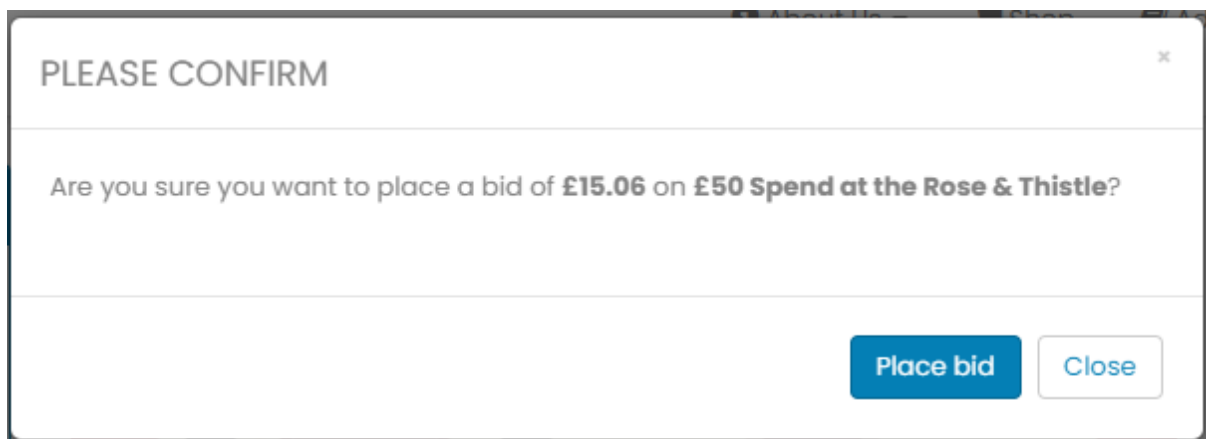


IPHONE 11
START PRICE: **£100.00**
YOUR HIGHEST BID: **£0.00**
Starts: 03/12/2020 18:00
Ends: 24/12/2020 18:00
Reserve not met

OFFER AVAILABLE

PLACE BID:
£ 101.00
Place bid

They will be asked to confirm their bid:



PLEASE CONFIRM

Are you sure you want to place a bid of **£15.06** on **£50 Spend at the Rose & Thistle**?

Place bid **Close**

If the bid is greater than the current high bid amount then the bid will be placed and the customer emailed confirmation of their bid:

Dear PTA Events,

Thank you for placing a bid of **£15.06** on **£50 Spend at the Rose & Thistle**. You are now the highest bidder. We will send you a confirmation email if you have been outbid or you win the auction.

WHAT HAPPENS AFTER AN AUCTION HAS ENDED

There is no automatic process when an auction has ended. This gives your organisation the flexibility to wrap up the auction as you want. If you are concluding the auction and would like your high bidders to pay on your PTA Events website then you should:

1. Click the “Convert to products” button on your event auction page.



This will convert every auction lot to a product that you can then sell on your PTA Events website. The product will be listed in your events product page:

AUCTION PRODUCTS

ADD PRODUCT

ADD TIME SLOT PRODUCTS

[Home](#) / [Administration](#) / [Events](#) / [Auction Products](#)

Good news **PTA Events**, we've integrated with **Qflow** which is a simple and intuitive ticket scanning and guest list app that you can use to scan your guests in to your events. [See more information](#)

ID	SKU	Name	Type	Price	Qty Sold	Stock Qty	Stock Left	Sales	Manage
139436	VOLUNTARYFEE32013	Voluntary Booking Fee	Voluntary Fee	£0.00	0	0	0	£0	
139437	VPF32013	Voluntary Platform Fee	Voluntary Platform Fee	£0.00	0	0	0	£0	
150436	AUCTION3916	Auction Lot 3916 - £50 Spend at the Rose & Thistle	Winning Auction Item	£15.06	0	1	1	£0	Manage ▼
Totals (less fees):					0	1	1	£0.00	

The product will only be accessible to the winning bidder when they log into their PTA Events website and access your “Shop”.

AUCTION – VIEW MORE INFORMATION »

15/11/2020 (SUN) 00:00 – 00:00

SALES END IN ON AT

2 AUCTION LOTS

Product Name	Price	Quantity	Delete	Line Price
Auction Lot 3916 - £50 Spend at the Rose & Thistle	£15.06	<input type="text" value="0"/>		£0.00
Winning Auction Item 1 available				

If the reserve price has not been met then no conversion will take place.

2. Click “Email high bidders” button. This will send an email to all those winning bidders informing them that they can now pay for the auction on your PTA Events website.

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MESSAGE HIGHEST BIDDERS

Subject

Winning auction

Message

File Edit Insert View Format Tools

B *I* Upload

Thanks for taking part in our auction and helping to raise funds for our school.

p

Attachment 1

Browse ...

Maximum file size is 2mb (2048k):

Attachment 2

Browse ...

Maximum file size is 2mb (2048k):

Send message

Close

Dear PTA Events,

Winning bid of **£15.06** on **£50 Spend at the Rose & Thistle**. You can Click [here](#) to login and browse to our shop where your winning auctions may be available to purchase.

Thanks for taking part in our auction and helping to raise funds for the school.