

Run an Online/Virtual Fundraiser

Last Modified on 06/10/2022 3:33 pm EDT

Host an online campaign for supporters to engage virtually from where ever they are in your mission and fundraising. Offer items to bid, as well as opportunities to support through merchandise sales, buy-in parties, a virtual wine pull, raffle, or much more!

Note: Watch [How to Plan and Run a Virtual Campaign](#) to learn more. Visit the [Online/Virtual Fundraiser Checklist](#) to make sure the campaign is set up for success.

Create a campaign

If a campaign site for this fundraiser is not created, Org Admins create [a new campaign](#) or [copy a prior](#) from the Org Hub.

1. Visit your Org Hub > Campaigns.
2. Select either +New Campaign or click Copy Campaign.
3. Select Online Auction Campaign as the Campaign Type.

Visit [Campaign Form](#) to learn more.

Customize your Home page

Use the campaign Home page as a "digital program" to share the virtual fundraiser timeline, a Live Feed link, highlight items or opportunities to donate, provide payment and item redemption instructions, and showcase sponsors.

Visit the [Donation Settings](#) to customize the Home Page Donate Now section.

Donate Now

Help us reach our goal!



No act of generosity is too small to make a difference.

How would you like to donate?

One-Time

Monthly

How much would you like to give?

\$1000

\$500

\$250

\$ Other

Visit [Home Page Custom Sections](#) to highlight the fundraiser timeline, share auction info and FAQs, embed videos, and much more!

Virtual Program

7:30 PM - Join us on Facebook Live

7:45 PM - Fund the Cause

8:00 PM - Premium Items Open

9:00 PM - Premium Items Close

10:00 PM - Auction Ends

Create a [Presentation page](#) linked through a custom section to offer a one-screen experience that includes a side-by-side streaming screen and campaign site.

HOME ITEMS DONATE PAY MY INFO



Hope for a Cure Week

August 23, 2020 6:30 pm -
August 30, 2020 6:00 pm

Browse, Bid & Buy

[VIEW ITEMS](#)

Help

JOIN US IN



Virtual Hope Gala 2020

Watch later

Share



17th Annual

Hope Gala

Use social media to share the online/virtual campaign and items.

Visit [Set Map](#), [Contact Us](#), and [Share Links](#) to include the social media links on the Home Page.

Contact Us




GiveSmart by Community Brands NYC
Questions ? Please contact Anne at
[312-555-1234 Ext 999](tel:312-555-1234)
anne.mcguire@communitybrands.com

Share Our Event



Help us spread the word!

Visit [Auction Settings](#) to include the social media links within the Items.



Hamilton
\$1,500
current bid

Hamilton is the hottest show on Broadway - and the hardest to get into. You could win two tickets to see the show at the Richard Rogers Theatre at 8 PM on May 23rd.

Trip includes two tickets to see Hamilton; plus two nights in New York; NY. Airfare and hotel are included.

Donated By Anne Mcguire

Facebook
 Twitter
 Email
 Shareable Link

[+ Item History](#)
[How Bidding Works](#)

Auction Options

There are a number of ways to fundraise through an online campaign. Create Silent Items for remote bidding. Sell sign up parties for virtual nonprofit tours (galleries, museums, aquarium, science centers), expert talks, wine and paint parties, virtual tutoring, playdates, and more.

CBCC Foundation

[VIEW ADMIN](#) Pageview: [Donor](#) [Admin](#) KP


HOME [ITEMS](#) DONATE PAY MY INFO
10:02:33:58

TIME REMAINING

Preview Only
No bids or purchases accepted at this time. Activity is limited to votes and donations.


CATEGORIES
My Activity

ALL ITEMS




CLICK TO DONATE

1




Free Tuition for a Year Raffle

50




Ben G's Animals Chalk... \$5

51




Madeline P's Rainbow ... \$5

52



53



Help

Visit [Items](#) to learn about creating Silent Items for bidding, Instant Items for purchase, or Vote Items.



Yeti Cooler
\$50
current bid

Place Bid Buy Now

Like what you see?
Bid the minimum amount (\$50) or higher!

Bid

Tough enough for everything outdoors; the large, all-purpose YETI Tundra 45 Cooler outperforms the competition. Ultimately the strongest of its kind; it has an extra-thick FatWall design with twice the insulation; and a ColdLock™ Gasket to lock out heat and seal in the cold. The Tundra™ features a rack to separate dry foods from the ice so sandwiches won't get soggy and two different grips for easy hauling.

Dick's Sporting Goods will ship the Cooler will be shipped to the winner at the address attached to the winner's account.

Donated By Dick's Sporting Goods



Facebook



Twitter



Email



Shareable Link

+ Item History

[How Bidding Works](#)

Search item # or name CATEGORIES My Activity

Available for Purchase

2 Virtual Wine Pull \$20	202 PIZZA PARTY 1st Grade Pizza Party \$10	203 Beach Party 8th Grade Beach Party \$25	250 Tequila Tasting Party \$75	251 Luau Party \$40	800 Tervis Mug \$30	801 Centerpieces \$15	900 Hope Love Cure T-Shirts \$20
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Visit [Raffle](#) to create opportunities for supporters to purchase a chance to win without the need for a paper ticket.

Note: Make sure you check with your local and state requirements for hosting a raffle. Raffle label can be modified.



Where in the World? Raffle

Amount

1 for \$5 5 for \$10

10 for \$20

Or enter a quantity below.

Buy

Where in the World would you choose?

Win a trip for 2 to your destination of choice! Grab your Suitcase, camera and your love for adventure! The winner will receive:

- An American Airline voucher for \$4000 to purchase 2 round trip tickets
- A \$2500 voucher from Hilton Hotels to stay in any of their hotels worldwide
- \$1000 Spending cash
- \$250 Uber gift Card
- \$250 Lettuce Entertain You Gift Card

VISIT YOUR MY INFO TAB AFTER YOUR PURCHASE TO SEE YOUR TICKET #'s

Drawing will be held after the Premier Items close and the winner will be announced on Facebook Live!



Facebook



Twitter



Email



Shareable Link

+ Item History

[How Bidding Works](#)

Visit [Donations](#) to create opportunities to support with a monetary donation.

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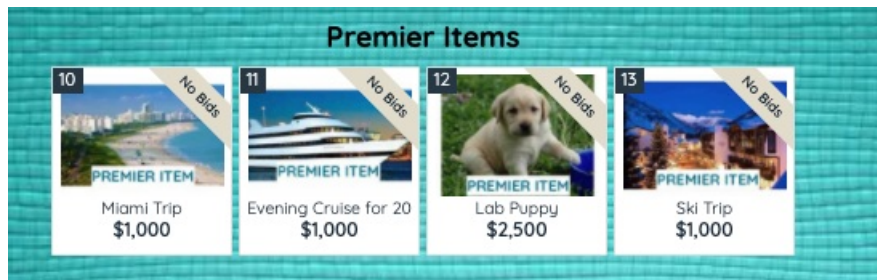
Thank you to our Platinum Sponsor

Note: Visit User Setting to set how Bidder and Purchaser names will appear within the Items History.

Live Auction Items

Unable to auction off items Live? change the Live items to Silent items and create a category like "Premium", "Premier" or "Super Silent". This allows virtual guests to place bids on the items, and allows the admin to control how long bidding is open by having the items open for a set period of time. Providing the Live experience, without the hassle of virtual bid paddles.

Additionally, you can set up a display to showcase these items by limiting the display to only showcase this [category](#).



Run your Online Auction Campaign

With the [presentation style](#) selected and your campaign site in mind, here are a few tips to prepare both you and your supporters.

Live Stream

If planning to live stream, make sure you have all of your streaming equipment ready, as well as your campaign site to successfully fundraise.

Pre-Stream Checklist

- Check your computer to make sure it is powered on, you are logged into the streaming service, and perform a speed test.
- Check your cameras to ensure they are powered on and any lens caps are removed.
- Check your streaming device that it is in and check all plugins.
- Check audio and perform a soundcheck.
- Perform a streaming test to make sure the stream is on and the video and audio quality are good.

Additional tips

- Create the scene and set the ambiance by using a backdrop or props. A backdrop can be created by using a display from your campaign.
- Create a 'commercial break' to announce sponsors.
- Announce raffle winners.
- Hand out door prizes.
- Host a live auction by announcing premier items.

Communication

Throughout the course of your Online or Virtual fundraiser, keep supporters connected and engaged.

- Open the event to the public to widen the audience.
 - Encourage supporters to share the GiveSmart site link.
 - The shareable link is located at View Admin > Dashboard > Site Container.

GiveSmart by Community Brands East Coast VIEW CAMPAIGN SITE KP

Dashboard \$46,125.30
TOTAL REVENUE

Hope for a Cure
9/10/2021 6:00 pm Live Activity

SITE

Website URL: Gala2021.givesmart.com [Share](#)

SMS: text Gala2021 to 76278

Site Status: Live

Site ID: 52827

Visit the [Design Center](#) to customize your home page.

USERS

15 CHECKED IN | 155 TOTAL USERS

TYPE	CHECKED IN	TOTAL
Campaign Assistant	0	1
Campaign Admin	0	4
GiveSmart	0	44
Volunteer	0	1
Donor	15	105

▶ SETTINGS

ITEMS

63 TOTAL ITEMS | 21 ITEMS - NO ACTIVITY

TYPE	TOTAL
Auction Items	34
Instant Items	11
Live Items	4
Donation Items	7
Vote Items	5
Raffle Tickets	2

▶ SETTINGS

PAYMENTS

\$17,425.45 PAYMENTS | \$5,524.85 UNPAID

[RUN UNPAID CARDS](#)

TICKETS


74 ATTENDEES | 27 ASSIGNED

REVENUE

SOURCE	TOTAL
Auction Items	\$20,732.13
Instant Items	\$718.89

- Use Social Media to showcase unique or special items.

105 No Bids



Hamilton
\$1,500
current bid

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Donated By Anne Mcguire

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[+ Item History](#) [How Bidding Works](#)

Send emails to supporters the week leading up to the event to create interest and excitement. Visit [Communications](#) to learn more.

- Example:

- Monday: Details on Wine Pull
- Tuesday: Raffle timing and prizes
- Wednesday: Premier items and times available
- Thursday: Signup parties

- During the virtual fundraiser, send text messages to keep supporters engaged and informed.

Tip: To keep supporters engaged with communications, use social media by having them add #'s to their pictures or posts to promote the fun. Help them feel part of the event by encouraging them to dress up, suggest a menu, or provide an activity to keep the kids entertained.

- Visit [Preset Text Messages](#) to review messages like Auction Closing Soon, Silent Auction Winners, and Payment Instructions text.
- [Create and Use Ads](#) to draw interest to certain items, highlight fundraising options, communicate bidding, and purchasing time frames.

Ads

Search ads New Ad

The screenshot displays an 'Ads' management dashboard. At the top left is a search bar labeled 'Search ads'. At the top right is a yellow 'New Ad' button. Below these are two rows of four ad cards each. Each card has an 'Edit This Ad' button centered below it. The first row contains: 1) A purple card with white text: 'PURCHASE A MYSTERY WINE... STOP BY THE OFFICE TO CLAIM STARTING ON MONDAY!'; 2) A white card with the 'tervis' logo; 3) A white card with text 'Thank you to our Platinum Sponsor' and a purple 'JUST Because' logo; 4) A white card with text 'Mobile Bidding provided by GiveSmart' and a 'Learn more here' button. The second row contains: 1) A yellow-green card with text 'AUCTION CLOSES AT 10 PM CST SHARP. GET YOUR BIDS IN!'; 2) An orange card with text 'PREMIER ITEMS WILL OPEN AT 8 PM CST FOR BIDDING AND CLOSE AT 9 PM. CST' and a 'SEE ITEMS HERE' button; 3) A grey card with a blue 'HELPFUL TIPS' button and text 'Use Auto Bid to help secure the Win!'; 4) A grey card with text 'BE THE FIRST BIDDER ON MANY OF OUR ITEMS AND EXPERIENCES!' and a 'NO BID ITEMS' button.

Close and Reconcile

- Visit [Auction Settings](#) to set your close date, time, countdown clock, and choose between an auto or manual close.
 - Visit [Close and Reconcile the Auction](#) to learn more about manual close.

Checkout

Once the auction is closed and reconciled, start securing balances.

- Visit [Self-Checkout](#) for steps supporters take to self-checkout from their Pay page.
- Visit [Checkout](#) to learn how to assist with securing outstanding balances as an Admin.
 - Visit [Return an Order from a User Account](#) for steps to return an item from a user's cart.
 - Visit [Issue a Refund to a User](#) for steps to issue a refund.

Post Event

- Visit the [Purchaser Detail Report](#) to locate the winners, mailing addresses, and confirm payments were received.
- Ensure balances are paid, prepare post-event communications, and look towards future fundraising.

Best Practice: Ensure all users are marked as paid in the campaign. We recommend reviewing and closing all unpaid accounts no later than 1 week post-event, including those paid by check or cash. This prevents delayed payments processing and provides a timeline for Accounting to review final revenue numbers.