

Item Creation Recommendations

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Review some GiveSmart recommendations before creating your items.

Item Ratio

A 5-1 ratio of people to items aids in creating competition and driving up selling prices.

Starting Bid

GiveSmart recommends 50% of the FMV for silent items. For consignment items, we recommend a starting bid of 10% above the cost of the item.

Bid Increments

GiveSmart recommends 15% of the starting bid price as the bid increment.

Packaging Items

Package complementary items together. Packages often lead to an increased number of bids and revenue earned. We recommend 2-4 items per package.

Price Points

Offer a variety of items with various price points. Engagement at every price level is valuable. Guests who participate in the auction and raffles are more likely to donate when they do not win an item over those who do not participate at all.

Item Numbers

Numbers in the range of 1 to 9999 are available. Items are listed in numeric order on the Items Page. Assign highlighted items in the lower number ranges so they are more prominent and higher on the Items Page.

Categories

Categories assist users in finding items of interest.

Fair Market Value

Including the FMV will help generate accurate statements with estimated tax-deductibility.

Item Images

Clear images are more powerful than a piece of paper or a wrapped basket. For sporting tickets or variety baskets, use photos that represent the items, such as a stadium image or spa logo. Clear images are more powerful than a piece of paper or a wrapped basket. For sporting tickets or variety baskets, use photos that represent the items, such as a stadium image or spa logo.

Credit Card On File

Credit cards required for bidding ensures the legitimacy of all bids and secures a payment type for remote bidders. Users can view the Items without a credit card on file.
