



10 Ways To Maximize Your Silent Auction Results

MobilBid is used by non-profits and event organizers to design auctions that are easily managed, deliver an exceptional guest experience and raise more money. These tips will help you do the same.

1. Verify that your chosen venue provides adequate cell phone coverage – today only a small number of sites may be unsuitable or deliver poor signal strength. If the venue offers Wi-Fi coverage, tell your audience.
2. Try to collect names, cell phone numbers and email addresses prior to the event, load them into the system and broadcast an invite to your guests – they don't have to sign themselves in, saving a step in the process.
3. Place tent cards on each table, and with auction items, telling guests how to sign in, access the auction and bid.
4. While most guests will have smartphones, a few may not. A handful of helpers can sign guests in and bid for them using the attendant mode on an iPad or their own phone.
5. An enthusiastic MC can encourage participation by promoting key items or highlighting items needing bids. They can add urgency by announcing times remaining and counting down to closing in the last few minutes.
6. Consider using the Fund-a-Need and the Multiple Item Sales features as part of your event.
7. The projected leader board, managed with a laptop, makes it easy for guests to track bidding, bidding totals and time remaining. It's also a great way to recognize sponsors and volunteers.
8. Use the broadcast tools within MobilBid to send messages encouraging bidding within 30 to 15 minutes before closing.
9. A laptop at checkout, lets you monitor results, edit bids if required, and provide general help to the small number of guests who may have questions.
10. The same laptop can be used to accept credit card payments, split payments and assist guests preferring payment by cash or cheque. – all payments can be recorded in the system. A printer provides invoices or receipts if requested.

After the Event

Cached analytics on item and category performance, bidding history and patron contact information make it easy to follow-up with guests, analyze results and start planning for your next big event.

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MobilBid is a division of Net Directories Inc. a Toronto-based, Canadian technology company with over 15 years' experience in the North American academic and fundraising markets. NDI has a reputation for innovative technology, exciting products and outstanding customer care.