Running Your Hybrid Gala

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Founder/CEO of ClickBid
Running a Hybrid Gala

OBJECTIVES

1. VERY basic background information
2. Step By Step Walkthrough
3. Q&A (throughout webinar)
What Did We Learn in 2020?

All of us were forced into a Remote Model.

How did organizations do when going virtual?

1. Organizations saw an increase in bids and fair market over 2019.
2. Bidders were happy to bid from home on live auctions.
3. Fund-a-Need goals were met through virtual galas.

<table>
<thead>
<tr>
<th>Statistics (Averages)</th>
<th>Pre-Pandemic</th>
<th>Pandemic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Items Per Event:</td>
<td>82 items</td>
<td>84 items</td>
</tr>
<tr>
<td>Bidders Per Event:</td>
<td>215 bidders</td>
<td>182 bidders</td>
</tr>
<tr>
<td>Bids Per Event:</td>
<td>473 bids</td>
<td>576 bids</td>
</tr>
<tr>
<td>Winning Market Value:</td>
<td>79%</td>
<td>93%</td>
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</table>
Hybrid Gala Timeline

Virtual Venue -> Auction Items -> Email Guests -> Virtual Kickoff

Ticket Page

2 Months Out

1 Week Away

Day Of

Open Auction

Event Day
The Hybrid Event

Step 1: Communication Strategy

Set dates and specifics on when you plan to connect with your donors.

The most successful events we saw, focused on good communication with donors before the event.

General rule of thumb - when you have something useful to put out there, do it.
The Hybrid Event

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.

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 an automatic bidder account for your event.

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

<table>
<thead>
<tr>
<th>Show/Hide</th>
<th>Purch. First</th>
<th>Purch. Last</th>
<th>Company</th>
<th>First Name</th>
<th>Last Name</th>
<th>Email</th>
<th>Phone</th>
<th>Table</th>
<th>Ticket Type</th>
<th>Selection*</th>
<th>Bid # Assigned</th>
<th>Notes*</th>
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<td></td>
<td>Steve</td>
<td>Garsh</td>
<td></td>
<td>Chad</td>
<td>Wilson</td>
<td><a href="mailto:chad@exampl.com">chad@exampl.com</a></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>Steve</td>
<td>Garsh</td>
<td></td>
<td>Todd</td>
<td>Marks</td>
<td><a href="mailto:tmarks@exampl.com">tmarks@exampl.com</a></td>
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<td>Courtney</td>
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</tr>
<tr>
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<td>Jennifer</td>
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<td></td>
<td>Joe</td>
<td>Parks</td>
<td><a href="mailto:joe@parksexmpl.com">joe@parksexmpl.com</a></td>
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<td>Unspecified</td>
<td>Yes</td>
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</tbody>
</table>

Showing 11 to 20 of 25 entries
Step 4: 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.
<table>
<thead>
<tr>
<th>Name</th>
<th>Number</th>
<th>Tags</th>
<th>Category</th>
<th>Closing</th>
<th>Status</th>
<th>Start</th>
<th>Raise</th>
<th>Type</th>
<th>FMV</th>
<th>Buy Now</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 1</td>
<td>23</td>
<td>unbids</td>
<td>Collectibles</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>10</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td>150</td>
</tr>
<tr>
<td>Item 2</td>
<td>27</td>
<td>unbids</td>
<td>Apparel and Accessories</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>10</td>
<td>5</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
<tr>
<td>Item 3</td>
<td>10</td>
<td>unbids</td>
<td>Class Baskets</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
<tr>
<td>Item 4</td>
<td>17</td>
<td>unbids</td>
<td>Class Baskets</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
<tr>
<td>Item 5</td>
<td>6</td>
<td>unbids</td>
<td>Class Baskets</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
<tr>
<td>Item 6</td>
<td>12</td>
<td>unbids</td>
<td>Class Baskets</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
<tr>
<td>Item 7</td>
<td>137</td>
<td>unbids</td>
<td>Theme Parks</td>
<td>06/20/21 5:20 pm</td>
<td>Closed</td>
<td>250</td>
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<td>Live</td>
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<tr>
<td>Item 8</td>
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<td>Class Baskets</td>
<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
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<td></td>
</tr>
<tr>
<td>Item 9</td>
<td>9</td>
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<td>07/02/21 8:00 pm</td>
<td>Active</td>
<td>20</td>
<td>10</td>
<td>Silent</td>
<td>Priceless</td>
<td></td>
</tr>
</tbody>
</table>
The Hybrid Event

Step 4: The Week Before

Launch early! This promotes activity from your guests. It also helps them get familiar with how things work BEFORE the event.

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!
## Email Bidders

**Email Your Guests**
You are NOT requiring Credit Cards. To change this setting, click *here.*

### Pre-Composed Emails

<table>
<thead>
<tr>
<th>Desired Send Time</th>
<th>Filter</th>
<th>Subject/Message</th>
<th>Sent On</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>All Bidders</td>
<td>Welcome 🎉, welcome to our auction. You are ready to go. Be sure to use the password of ‘bash’ to log in for the first time. 🎉</td>
<td>Not sent yet</td>
</tr>
<tr>
<td></td>
<td>All Bidders</td>
<td>New Items Posted 🎁, Greetings 🎁. Two new items have been posted for the auction in the Dining &amp; Entertainment section. Check them out! Auction Team</td>
<td>Not sent yet</td>
</tr>
<tr>
<td></td>
<td>All Bidders</td>
<td>Which do you want to use? 🎁, Hi 👋, Bidding for the DEMO event is now open. In order to save time and avoid long lines - tap here 🎁 to pre-check in. Your bidder number is 🎁 and you can tap 🎁 here to start bidding. Make sure you bring a fully charged device to the event. Have a Bidding 🎁</td>
<td>Not sent yet</td>
</tr>
<tr>
<td></td>
<td>All Bidders</td>
<td>Check In Now! 🎁, Get ready for the auction and check-in now! 🎁</td>
<td>Not sent yet</td>
</tr>
<tr>
<td></td>
<td>Ticketed Guests no Bidder Number</td>
<td>BDR Email 🎁, Hi 👋, We are excited to see you at Sigma Kappa’s Installation Celebration this Saturday at the Bryant Conference Center! Here’s 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 the event begins, you will be able to claim your bidder number. Have a Bidding 🎁</td>
<td>Not sent yet</td>
</tr>
</tbody>
</table>

### 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.*
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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!
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**Step 6: Bidding**

This is the eye-of-the-storm (more like sprinkle). Mingle and ask if there’s anything anyone needs to bid. 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

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 and social hour sell tickets. Broadcasting the program portion brings in more guests (live and on-demand).
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Step 8: Live Auction

Make sure the auctioneer knows when an online bidder makes a bid. Hold your “Internet” paddle up to keep things simple.
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Step 9: Paddle Raise

Anyone can participate. Since you are broadcasting, virtual guests can give and get recognized in real-time!
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**Step 10: Checkout**

Use guests phones to let them checkout. When they come to pick up their items, just lookup their winning items and send a runner to grab them.
Screen

Stage

Screen

Dinner 7-9:30pm

Camera

A/V Team

Auction

3 Runners per 1 Clerk

Pickup

Lobby 9:30pm

Auction
Thank YOU!

Office Hours:
Tuesday (4pm EST)
Thursday (2pm EST)