



ADDITIONAL BIDDING ACTIVITY



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We know sourcing good items for your auction is hard work. So, why not push to raise the most out of each item and incorporate what Givergy calls ‘Additional Bidding Activity’ (ABA) into your fundraising event?

What is ABA?

ABA is a method of leveraging all of the bids and interest on your auction items and selling them more than once to your guests. This exponentially increases the funds raised for your charitable cause. In practice, this means planning and sourcing your auction items carefully to ensure you have access to multiples of each item so that you can implement ABA at your fundraising event. It has been proven as a great fundraising initiative and market research shows us that over 63% of charities are now carrying out some form of ABA to raise more from each event than ever before. ABA can be put into practice in both your Silent and Live Auction and can be executed in two different ways:

Multi-Selling: Selling the same auction item more than once for the same price. This works especially well in a Live Auction when your auctioneer can create and control a competitive environment engaging and selling a single item to several high rolling bidders. It can also be utilised in the Silent Auction where Givergy will work with you to approach all of the guests that could potentially agree to match the final price the item sold for.

Underbidding: Through utilising Givergy’s technology and experienced staff we can potentially sell multiples of the same item by approaching all of the bidders who are within a reasonable range of the highest bid and offering the item to them at their final bid price. We feel that by only approaching the guests who are within a reasonable range of the winning bid, we are remaining fair and ethical.

Scenario: Item A has four bids on it, three of which are viable for underbidding. If all three guests agree to buy the item, you could potentially raise £4,300 from this one item. If however ABA was not carried out you would only raise £1,500 from the item.



Remember, the guests you engage in ABA were intending on buying the item anyway. In not offering them the item the guest could be missing out!

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How has it worked for other charities?

ABA is becoming a regular activity at fundraising events with charities capitalising on the real time insight that technology can give them so they can quickly secure extra revenue and engage with their supporters and guests. Below outlines some examples of charities that have used ABA to great effect at their events with a huge impact on their total amount raised.

How could it work for you?

The Givergy team will walk you through how ABA can work for your charity, coupled with hints and tips on how to make it as effective as possible.

Top Tip: Remember, Givergy's entire auction range is available at your fingertips and all items are available in multiples so ABA can be implemented with ease. Yet another advantage of selecting items from Givergy's extensive and exclusive range!

	Multi-Selling		Underbidding	
	Number of extra items sold:	Profit for charity:	Number of extra items sold:	Profit for charity:
Large charity	2	£16,800	16	£8,532
Corporate	2	£1,441	14	£7,673
Small charity	4	£7,799	12	£1,197

**Includes the merged entity of Givergy and GiveSmart UK 2016 data.*

Frequently Asked Questions:

Q. I do not have the staff on the night of the event to implement this – can you help?

A. Absolutely! The Givergy team will assist you with all ABA and will also brief your auctioneer and volunteers on how to execute mutli-selling and underbidding effectively.

Q. What if I cannot source multiples of the same item?

A. If you cannot source multiples of the same item, not to worry. Givergy have an extensive range of exclusive items that you can list at any of your events and all of which are available in multiples.

Q. Have you had any issues from guests with regards to ABA?

A. ABA is now a regular activity at most fundraising events. Givergy execute all ABA with discretion and have never had issues with any guests as a result. Our reasonable range rule around underbidding ensures ABA remains ethical and fair.

Q. Will you help with ABA for our own items?

A. Yes, utilising the Givergy team at the event will help you secure mutli-sells and underbids following your instructions.

Q. Can you take payment through your system for ABA?

A. Yes, when using Givergy's platform we can accommodate extra items last minute and take payment for them using the system.



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