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# 2023 AUCTION PLATFORM

Thank you so much for participating in Pelotonia this year! We can't wait to get your auction started through the **GiveSmart** platform. Here are a couple quick reminders, best practices, and required fields for hosting your virtual silent auction.

Auctions are a great way to raise money for cancer research! Many teams have had success in the past by collecting items such as gift cards, concert/sporting event tickets, weekend getaways and much more. Once your items have been curated, we can help by hosting those items using the Givesmart platform.

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## GETTING STARTED

- 1 Contact Ashley at [aellashek@pelotonia.org](mailto:aellashek@pelotonia.org) to get your auction started. To start, details will include:
  - a. Event Name/Title
  - b. Location
  - c. Auction or Ticket Sales Start/End Date and Time (can be modified as needed)
- 2 Curate pictures and relevant links to include in the descriptions of items you're selling. The more engaging you can make each product, the higher the bids will go! Excel sheets or Google Docs will help make it easier to keep track of this information and collaborate with other team members.
- 3 Write a Peloton description for the "Host Details" on the platform. Who are you? How many participants do you have? What's the story of your team?
- 4 Here are the remaining details we need for each item to create your virtual silent auction:
  - a. Start and End Date
  - b. SKU – Keep it simple! Start with 1, 10, 100, whatever works for you.
  - c. Item Name
  - d. Item Description
  - e. Donated by (optional) – Does the person who donated this item need to have the full amount raised go back to their specific fundraising goal? Simply include their Name, Public ID and email.
  - f. FMV – Fair Market Value of the item (optional)
  - g. Starting Bid
  - h. Buy Now Price (optional) – Would you like some items to be able to be purchased in the moment and not wait for incremental bids? We can do that!
  - i. Item Certificate Notes – Has your item been certified? For example, did a participant donate an autographed football? If you have documentation to support this, it's best to include it up front.
  - j. Image and/or additional images
  - k. YouTube Video Link (optional)
  - l. Contact List – Auction URL links can be shared via text message and/or email. We can send this information through our platform, *Givesmart*, or you can distribute on your end. Don't forget to share on your social media platforms as well!

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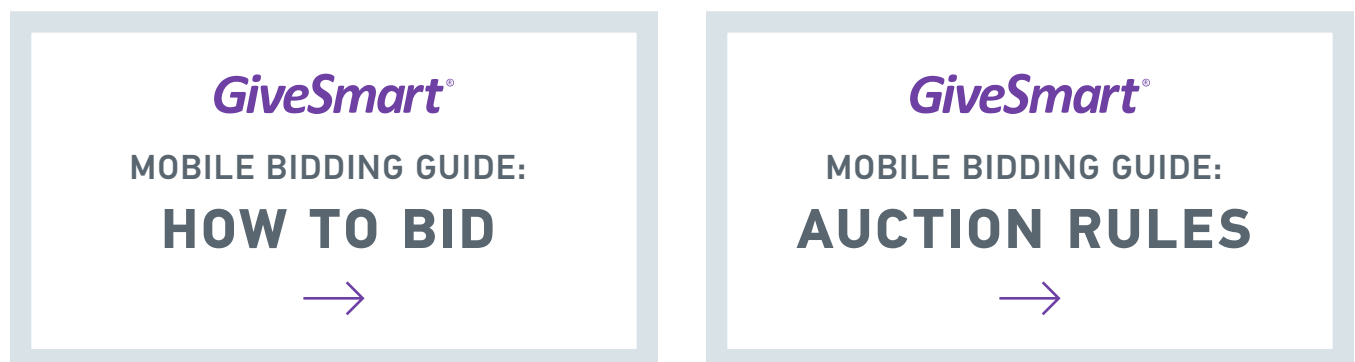
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## POST AUCTION

- 1 Pelotonia will issue all auction related reports, including:
- a. Auction participants are encouraged to cover the cost of credit card fees during checkout. If participants opt out of paying for those fees, the fees will be deducted from the total amount raised. After credit card fees are applied to the total funds raised, the remaining balance will be distributed.
  - b. Revenue – We will distribute the funds raised to your Peloton once the auction has ended and all payments have been made in full.
  - c. Outstanding Balances
  - d. Payments Received
  - e. Top items
  - f. Registered Users
  - g. Other reports available as needed
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## HOW TO VIDEOS



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## FUND SHARING

The fund sharing period will occur over a ten-day period, starting October 9 and ending on October 18. During this time, there are two ways to share funds. First, a Peloton's general funds may be shared among individual Peloton Riders. Second, an individual Peloton member's funds in excess of their fundraising commitment may be distributed another Rider. Please remember that a High Roller cannot share funds below \$5,000, nor can they receive funds to get to their \$5,000 commitment. Similarly, Challengers cannot share funds below \$100, nor can they receive funds to get to his/her \$100 commitment.

Additionally, participants who ride in both Ride Weekend and Gravel Day cannot share funds below their set commitment, nor can they receive funds to get to their fundraising commitment.