



AUCTION ITEM PERFECTION



Welcome! Perfecting the presentation of your auction items can dramatically influence bids, in turn, raising you more. This guide will help you maximise the amount you will raise from your auction items and offer some best practice on how to present them.

THE DESCRIPTION

KNOW YOUR LIMITS

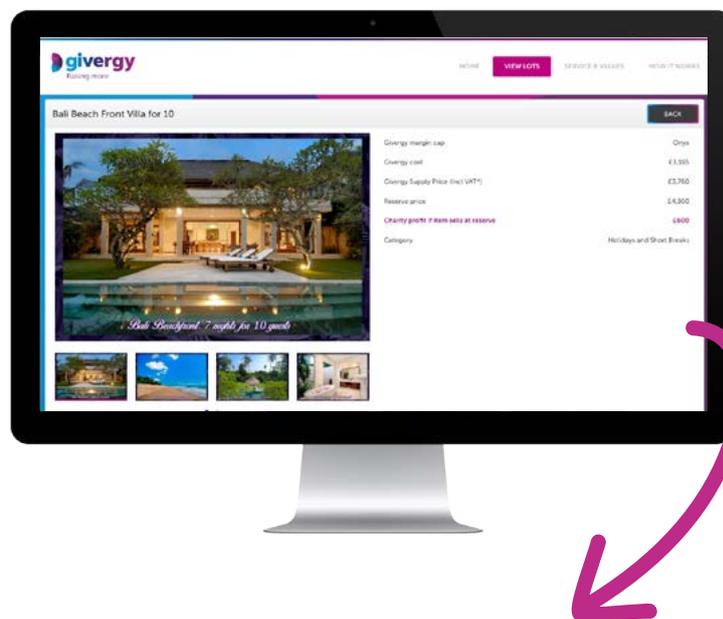
- **Item Title:** This is the most visible part of any auction item and you have a maximum of 45 characters to really make it stand out. To prevent bidders swiping to the next auction item available, ensure you try to include key details such as location, duration and number of guests.
- **Item Description:** Guests can become uninterested if they have to read paragraphs and paragraphs of text, so keep it as concise as possible. Remember – pictures paint a thousand words! That said, a description should be full, accurate and include all details needed for a guest to be fully informed on that item, leaving no room for uncertainty.

THE DO'S AND DON'TS

- **Do** take the reader on a journey. Start at the beginning of the experience and take them all the way to the end.
- **Do** include all the key details. If you say 'Two-night stay in a 5* star hotel' then include the name. Always think, if I was a guest at an event, does this description include everything I would like and need to know? Would I feel totally happy to bid on this without having to seek assistance (which isn't always available at larger events)?
- **Do** ensure that the final sentence always includes all the exclusions for this product – close out dates, seasonality, age restrictions. Please ensure to state if your package includes or excludes flights, accommodation, type of accommodation, food, drink, transfers, delivery outside of the UK Mainland etc.
- **Do** include measurements for your physical item as this is one of the top questions asked at events 'How big is that frame?'
- **Don't** make it too sales focused. The guest needs to be excited but not feel like you're trying to push it too hard. As they say, 'less is more'. Think less sales brochure, more 'Conde Nast'.
- **Don't** use full capitals in any part of the title or description. Instead it's all about creative wording.

AN EXAMPLE

Below is an example of an item that is well titled and described. We hope it helps you when constructing yours:



“ 7 Nights Bali Beachfront Mansion for 10 guests

Bali Beachfront Mansion for up to ten guests staying for 7 nights in one of Bali's best located, most luxurious villas. Incredible ocean views, whilst listening to sounds of crashing waves! 5 extra-large bedrooms all with luxury en-suite bathrooms (with bathtubs).

Set just metres from the sand, on 1,200sqm of lush gardens with private 15m infinity-edge pool and sun lounges. There is a complete staff of 5, including your own personal chef, housekeepers/maids, a gardener/pool man, a driver and luxury vehicle (on call for the duration of your stay, including airport transfers both ways), a security guard and the villa manager! Located on the beautiful Brawa Beach, a 10min walk or drive to the luxury restaurants and shops of Seminyak!

Take the entire table of 10 guests, or your extended family! Subject to availability with a 12-month travel validity. You have 3 months to make contact and secure your travel dates. Other terms/conditions apply.

Note: This voucher will be valid for 12 months.”

PHOTOGRAPHS



IT'S ALL IN THE FIRST IMPRESSION

Did you know that studies show that it takes us less than 7 seconds before our first impression has been made! So, can you imagine how quickly we decide this when skimming through multiple items on a tablet or mobile? We have therefore compiled some great image examples that make the best first impression each and every time.

Remember, you can have multiple images for your auction item which we highly recommend but be sure that the first is always the best!

If your item has multiple elements, try to capture these on the first image. Most guests will only look at the first image and if it's not enticing enough they simply move on!



If you only have one image make sure it is the best one! See this example using a dusk image with full lighting of the property which makes it look fantastic!

AN EXAMPLE

A good photo of a physical item is crucial to ensuring high sales levels! Please ensure it is high quality, taken straight on with no reflections or packaging visible.



THANK YOU!



We hope this helps you in achieving the perfect listing for your item(s). Any questions please don't hesitate to let us know.



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