

What is Sealed Bidding?

Sealed bidding could be the answer to your fundraising prayers! This method involves only showing the number of bids placed on an item, as opposed to the highest bid, helping to increase audience participation and encourage competitive bidding.

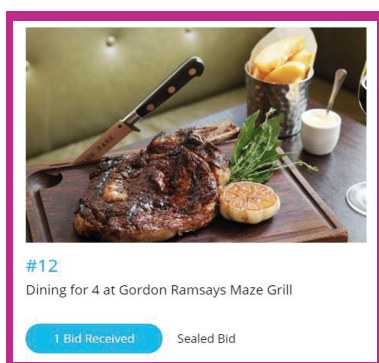
Throughout the evening our system will display the number of bids received on an item, but guests won't be aware who the highest bidder is. When a guest sees a lot of interest in an item they have also bid on, it encourages them to 'up' their bid, which they can do as many times as they want to!

Sealed bidding is particularly powerful when you have access to several of the same auction item (which is always the case when you include items from Givergy). Through a fully transparent and ethical process, we're able to easily sell the 'same' item to, for example, the top three bidders at the end of the event, meaning that your charity profit is instantly tripled.



Why does sealed bidding raise more

- Our results show that guests participation increases by **9%** when using sealed bidding at your event
- On average we have found that the charity profit is increased by up to **166%** when using sealed bidding on your event
- When using sealed bidding & standard incremental bidding at the same event, items sold via sealed bidding raise **11%** more than items sold via standard incremental bidding

Tablet & Fundraising Website example



Leaderboard example

| | | | | |
|-----|--|-----------------|-----------------|---|
| #15 | Private Dining for 12 at The Landau | 3 Bids Received | Sealed Bid Item |  |
| #16 | 2019 Royal Ascot experience for 2 people | £1,100 | John Hamilton |  |