



## **FSAE Foundation Auction FAQ**

### **1. What exactly is an "online auction?"**

An online auction is just like the onsite auction you've enjoyed for years. You create an account on our Online Auction website, and then start bidding on the items you're interested in – only the latest bidding price is online instead of on the hand-written sheet. Ever buy anything on EBay? It's the same idea.

### **2. When is the Online Auction?**

The Online Auction will open for bids on **Thursday, June 1 and close at 2 pm on Friday, June 9**. We are getting new items every day, so look through the great deals and fabulous hotel stays we've already collected from our generous Executive and Associate Members. You can also go ahead and create your account so you're ready when the auction opens on June 1!

### **3. Is there still going to be a Silent Auction at Annual Conference?**

Yes, there will be an onsite Silent Auction at the Annual Conference, July 12-14 at The Breakers Palm Beach.

### **4. How will items be designated for the Online or for the Silent Auction?**

The committee will designate which items will be sold online and onsite at the Silent Auction. Online Auction items will be indicated with an "O" and Silent Auction items will be indicated with an "S."

### **5. Since this is the Foundation's Auction, is my donation tax-deductable?**

All items are tax deductible to the fullest extent of the law. If you have questions about your donation or purchase, please contact a tax professional.

### **6. How will the Online Auction be marketed?**

We want as much participation in our online auction as possible, so marketing will be very important. We plan to mail a postcard to all FSAE members right before the online auction opens, as well as market through email and social media to both members and non-members. Your donation has the potential to reach hundreds more eyeballs, giving donors even more exposure! The Auction website includes photos and web links for all donations, so you can really show off your item!

### **7. Are there analytics of items viewed on the auction website?**

The site only tracks how many unique visits there are to the site, not views of individual items.

**8. Does Maestro market out our online auction to outside sources?**

No, the software company we're using to host the online auction does not do any additional marketing.

**9. Can I market the Online Auction to my friends, family & business contacts?**

Absolutely! In June we'll start our marketing campaign and you are more than welcome (encouraged really) to forward our marketing emails to your contacts so they can participate. We would also like you to share social media announcements with your Facebook friends and Twitter followers. Plus, we're making a handy link/icon you'll be able to put on your website to promote the Auction.

**10. How is the Minimum Bid set?**

The minimum bid is typically 1/3 of the value of the donation. The value is set by the donor. Donors can also suggest a minimum bid.

**11. How do I bid on items in the Online Auction?**

You must be a registered user to bid on items. By bidding, you are stating that you are ready and willing to purchase that item for your bid amount, plus any shipping charges disclosed in the listing. If you are outbid, or your bid does not meet the seller's reserve price, you are under no obligation to buy. But in all other cases, you are entering a contract with the seller to buy the item, and to deliver payment within the time period specified. If you can't pay, on time, don't bid! Your bids are final and non-retractable.

**12. Who can bid on items in the Online Auction?**

Anyone can bid on items. You do not have to be a member of FSAE, which means that more association executives and their staff members have access to your property/items even if they can't attend the conference. In addition, your brother, best friend, college roommate, colleagues, and Great Aunt Melba can bid on items in the Online Auction. This offers more marketing opportunities and greater exposure of all the donations. You never know who will end up with your donation, but it could be someone that you'd never expect to bring potential business to you and your company.

**13. I don't want to bid on the item; can I just buy it outright?**

Yes, choose the "Buy Now" option and it's yours.

**14. What do I do after the online auction closes?**

If you win the item that you are bidding on you will receive an e-mail notice indicating what you won at the close of the auction. All items won in the online auction will be shipped to the winner and charged to the credit card on file. Items will be shipped to the winner within 2 weeks of the close of the auction.

**15. How do I pay for what I win?**

All items purchased through the online auction must be purchased with a credit card.

**16. What is the shipping process, cost, etc.?**

All items won in the online auction will be shipped to the winner and charged to the credit card on file. Items will be shipped to the winner within 2 weeks of the close of the auction.

**Did we miss anything?**

If you feel we have missed something, or the explanation is not clear enough, please contact Hester Ndoja at [hester@fsae.org](mailto:hester@fsae.org), and we will email back promptly. Please include your specific questions or comments in the email, and if your questions are regarding a particular auction item, include the title of the item, or the item number in your email.

**[www.fsae.org/silentauction](http://www.fsae.org/silentauction)**