



Using Bidding for Good

When holding a large event to raise funds for Alex's Lemonade Stand Foundation (ALSF), auctions are a fun and effective activity to include in the event. Bidding For Good enables you to setup and manage your auction. To use this site in a Northwestern Mutual compliant way, follow the directions below or click the action title hyperlink to access online help.

Request Access to Bidding for Good

1. Send a request to access Bidding For Good to jodinolte@northwesternmutual.com and include your network office name and number.
2. You will receive a confirmation email after you have been added as a team member to the Northwestern Mutual Bidding For Good account.
3. In the email, click Accept and setup your password for biddingforgood.com.

Note: *You will need to login using Panorama.*

Prior to Creating an Auction

To process credit card payments for auction items at the close of your auction using a credit card processor, you need to:

1. Create an account with one of the three payment processors available by following these instructions: <https://frontstream.zendesk.com/hc/en-us/articles/115005886043-How-to-select-a-Payment-Processor>.

Note: *Stripe is recommended.*

2. Create a password.
3. Connect your credit card processor account to your FBO for Alex's Lemonade Stand Foundation bank account.

Create New Auction

1. Go to www.biddingforgood.com and login.
2. In Bidding For Good, click Add Event.
3. Enter a unique name for your auction.
Note: *Start the name of your auction with your office's GA number. For example: "GA 003 Bowling Auction."*
4. Enter the date and time of the auction.
Note: *Be sure to select US time zone.*
5. Uncheck Yes, opt my items into the BiddingForGood Bidder Community.
Note: *You do not want your auction to appear on the main Bidding For Good website.*
6. Check Yes, I am having a Live Event and enter the date and time of the event.
Note: *If you do not check Live Event now, you will have to contact support to have it added later.*
7. In the Copy Over Features from Auction field, select Northwestern Mutual ALSF Template.
8. Click Create New Auction.
9. To ensure your auction has a unique URL, select the Event tab and then click Auction Name.
10. In the Auction URL edit box, enter a unique identifier and click Update.
11. To ensure payments are processed correctly, select the Event tab and click Payment Processor.
12. Confirm all credit card types are checked, and under Processing Method, click the processor with whom you have created an account.
13. Click Update Payment Settings.

Create your auction home page

1. Click Go To New Auction.
2. Confirm your auction name appears at the top of the web page.

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3. Click the Event tab.
4. In the Event tab, under Web Site, click Homepages.
5. In the Show Homepages for field, select the Northwestern Mutual ALSF Template homepage.
6. Click Copy to Current.
7. Click Edit and make text changes as appropriate.
8. Click Save.

Add Donors and Sponsors

1. Click the Donors tab.
2. Click Add Donor/Sponsor.
3. Enter Donor's information.
4. If you are adding a Sponsor, enter the sponsorship value and select a Contribution Type.
5. Click Create New Donor.
6. If you are adding more donors, click Create Another Donor.
7. If this is the last donor, click Done.
8. To have Sponsor appear on the auction's home page, go to Event/Website/Homepages and select sponsor from Call Out Box. Can have up to four appear on the homepage.

Add Auction Items

1. Click the Items tab.
2. Click Create Items.
3. Enter item details.

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4. **Important:** Select the correct bidding type:

- a. Online & Mobile - For items where all bidding takes place online. This bidding type is recommended for Online-Only auctions and for events that will use Mobile Bidding.
- b. Online to Bid Sheet* - For items that begin with online bidding and finish with offline bidding at a live event. For instance, an item has online bidding available, then online bidding ends, and then the item and its highest online bid goes to a live event where the bidding finishes on a paper Bid Sheet or at a live/gaveled auction.
- c. Live Event Only* - For items that are Preview Only. The item will only be available for bidding at a live event either with a bid sheet, live/gaveled auction or as a raffle item. No online bidding takes place on these items.
- d. Buy Now Only - Allows you to sell the item for a fixed price. You can also set a Quantity available for purchase. No bidding takes place on these items.

* These options will only appear if there's a live event associated with your auction. If these options don't appear, contact Client Services at support@biddingforgood.com so they can add Live Event Dates to your auction. In your email to support, please include the live event date and time.

5. Click Next.
6. If you want to add an image of the item, click Add Images.
7. Click browse to select the appropriate image and click Add Image.
8. If you want to identify the donor of the item, click Add Donors.
9. In the Search Donors field, enter the name of the donor and click Add to list.
10. Click Save Changes.
11. If you are adding more auction items, click Create Another Item.
12. If this is the last auction item, click Done.

Invite Guests to Your Auction

Guests must be registered in your auction to make online bids:

1. Inform your guests the auction is open for bidding by using the email template provided by the Northwestern Mutual Foundation.

Warning: Email must be sent using your *nm.com* (Outlook) email account.

If you have approved access to Hearsay, you can promote the auction on social media:

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2. Use the following post on Hearsay: “We are raising money for Alex’s Lemonade Stand Foundation to fight childhood cancer. Check out our online auction: [link]
Warning: Facebook events cannot be used.

Close Auction

When the auction is complete, you need to award items to the winning bidder:

1. Click the Close Out tab.
2. Under Close Your Auction, click Award Items.
3. Select Winner.
4. Enter the amount for which the item sold.
5. Click Award.
6. Click Process Payments and process the winner’s credit card.

If you did not setup credit card processing in Bidding For Good, you can process the winner’s payment on your ALSF fundraising page:

1. Go to [http://alsf.me/donate/\[your event ID\]](http://alsf.me/donate/[your event ID]).
2. Enter the winner’s credit card information and amount of the item.
3. A tax receipt will automatically be sent to the winner from Alex’s Lemonade Stand Foundation.

For general use questions, please see Online Help or contact [Bidding For Good Support](#).
For Northwestern Mutual specific questions, please contact [Jodi Nolte](#).