



Community
auction services
Building community through fundraising.

Online-Bidding Software Versus Paper Bidding

This document represents my thoughts about online bidding, based on my 20 years experience. Having said that, I don't work with online auctions frequently, and understand that others may have very different opinions!

Benefits to Online Bidding:

- You can reach a wider audience. Those who don't attend the event can still bid.
- Checkout is easier. Since bids are made directly in the software, no one has to enter sales amounts to produce bills.
- You generally need fewer volunteers to run an online-bidding auction.

Limitations of Online Bidding:

- It's expensive. Costs will run in the thousands, not hundreds.
- It can be impersonal. There's a real community-building benefit to paper bidding that is lost when bidding is online. Picture a room with people interacting, talking about their bids as they try to win popular items. Now picture a room with everyone on their cell phone – which is more fun? Which enhances community-building?
- It is completely dependent on a very strong Internet connection with highly stable servers. There is no alternative if there's an outage.
- Some auction types are not possible in online-bidding software, such as some types of raffle, special appeals (where the amounts donated vary) and multiples of the same item.

EasyAuction™ uses the paper bidding method. Although all of the back-office work is done online, bidding at the event is not. Its niche is the smaller auction (hundreds rather than thousands of items and bidders) where there are at least a few volunteers available to help with data entry. Your payoff? Better results per item, an efficiently run auction and more fun for everyone!

I'm always available to talk about this and any auction topic!

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