

ASIA PACIFIC REGION
WORLD ASSOCIATION
OF GIRL GUIDES
AND GIRL SCOUTS

Bid with Purpose

1-7 Jul 2023

Procedures and Guidelines for Auction Coordinators

of the Asia Pacific Regional Auction

June 2023



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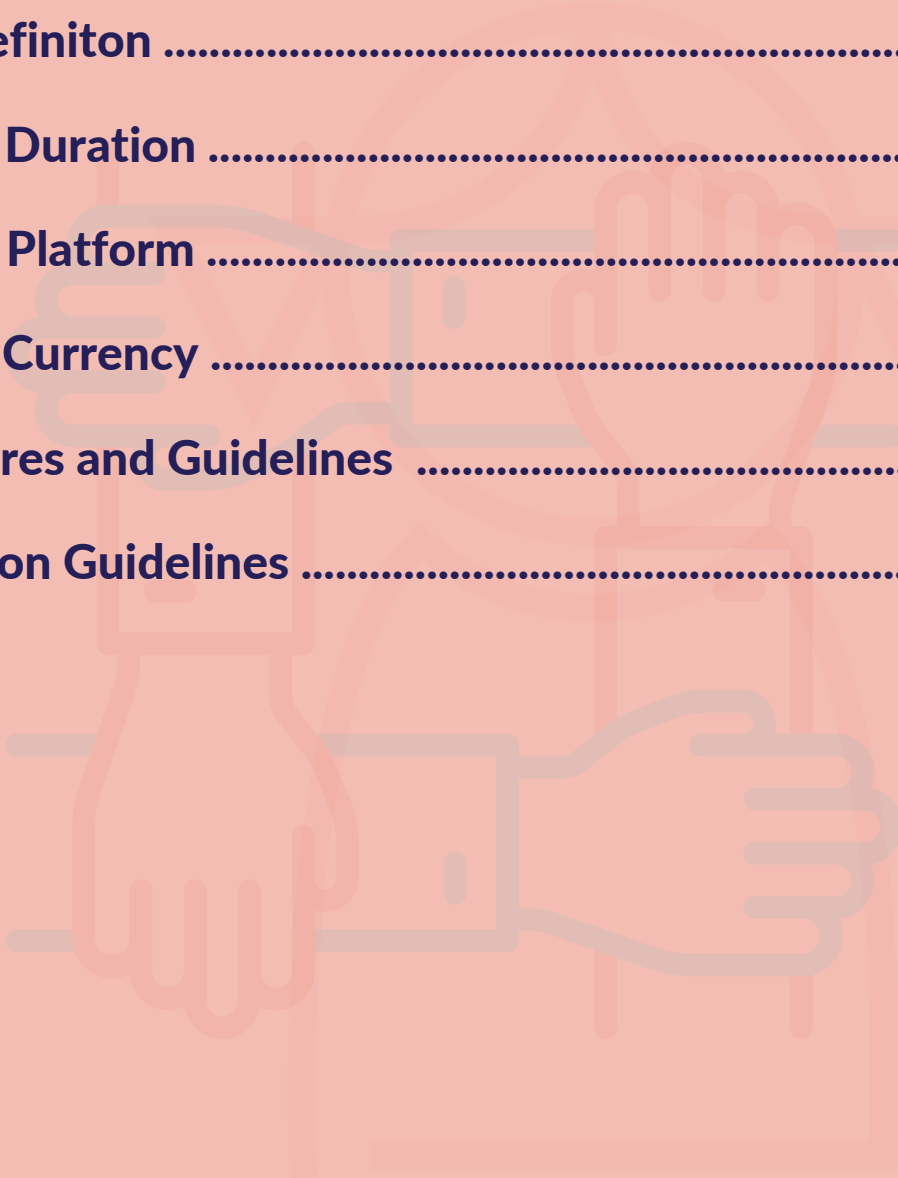
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Purpose of the Auction

This silent auction aims to support the delivery of the Regional Action Plan, with the profits from the sale shared between the seller (up to 50%) and the Asia Pacific Region or the seller can choose to contribute all to the Asia Pacific Region. The Regional Action Plan includes capacity building, relationships with member organisations, and membership growth strategies. The success of these initiatives will ultimately lead to a more vibrant and sustainable AP Region, allowing us to continue making significant progress towards achieving the goals and ensuring a bright future for our current and future members.

Auction coordinators offer assistance, guidance, and support to auction participants. They may provide clarifications on auction procedures, bidding rules, or technical aspects of the online auction platform. They act as a contact point for participants, ensuring a smooth and efficient auction experience.

If any issues arise during the auction, Auction Coordinators must consult with the Core Auction Team then can proceed the necessary processes to implement the final decision.



Term Definition

- 🔍 We will use the term "**auctioneer**" or "**seller**" to refer to an individual, organisation, or entity that offers items or services for sale in the auction.
- 🔍 We will use the term "**bidder**" or "**buyer**" to refer to an individual, organisation, or entity that participates in an auction by offering bids to purchase items or properties being auctioned.
- 🔍 We will use the term "**winner**" or "**winning bidder**" to refer to an individual, organisation, or entity that places the highest bid and is awarded the item or property being auctioned.
- 🔍 We will use the term "**Auction Coordinator**" to refer to the individual who is the point of contact and coordination for the participants, auctioneers, and bidders, particularly those who are from the nation where their MO is located.
However, if there is no designated Auction Coordinator for a nation, we humbly request that you assist anytime someone is in need throughout the auction.





Auction Duration



The auction starts on **July 1, 2023 (00:00 UTC)** and concludes on **July 7, 2023 (23:59 UTC)**.

We will announce the official auction results within one week after the auction ends.

The payment processes must be done by **15th of July 2023 (23:59 UTC)** if you are the winning bidder.



The ***Auction Coordinators*** are responsible for tracking and confirming the successful conclusion of the payment process between the auctioneer and the winning bidder.





Auction Platform

- The auction will be held at "<https://www.waggsaprauction.org/>".
- If you are an **Auction Coordinator** or an **auctioneer** (seller), you need to register through "**Sellers login**" on the website, and then we will go through the information after you have successfully registered.
Once you are given admin access, you may start monitoring (as Auction Coordinators) or uploading the products (as sellers).
- You must **also** register to be a **bidder** on the website through "**Buyers login**" even if you are an Auction Coordinator. Once a bidder has registered successfully and been approved, they can start bidding on goods once the auction begins.

To help the bidders, it is important to do this in order to view the goods from their point of view.





Auction Currency \$

- The display currency of the auction is the US dollar (USD, \$).
- The auctioneer (seller) and the bidder (buyer) can come to an agreement on paying in local currency at the exchange rate of that specific time when the winning bidder transfers the payment to the auctioneer.

It is important for bidders to keep this in mind when placing their bids and calculating their budgets.

- **Auction Coordinators** are in charge of collecting the total amount sold within the country and proceeding with transferal processes to the Asia Pacific Region. This includes exchanging currencies if the sales are made in local currency.





Procedures and Guidelines



Auction coordinators must be aware of the auction procedures and guidelines that have been published for the public.

The following are the procedures and guidelines for auctioneers and bidders to reference:



The auctioneer must upload *two* different, decent-quality photos of the product they are auctioning; each of them must be less than 2MB.



The product photos should be sharp and well-focused, allowing potential bidders to clearly see the item's details. Avoid blurry or distorted images.









Ensure that the item is well-lit, preferably with natural lighting or a balanced artificial light source. Avoid harsh shadows or overexposure that can obscure important details.



The colours in the photos should be as true to life as possible. Avoid excessive editing or filters that may misrepresent the item's actual appearance.








Procedures and Guidelines

-  Provide photos from different angles to give bidders a comprehensive view of the item. Capture shots from the front, back, sides, and any notable features or markings.
-  Include close-up photos of significant details, such as intricate designs, signatures, or any imperfections. This helps bidders assess the item's condition accurately.
-  Photograph all parts, components, or accessories that are included with the item. Ensure that nothing essential is missing from the photos.
-  If applicable, include a photo with a reference object or a measurement scale to help bidders estimate the item's size accurately.
-  The auctioneer is responsible for providing accurate descriptions and details of the items.
-  The auctioneer can put the details of the additional services they can offer in the product description if there are any.



Procedures and Guidelines

-  The auctioneer must include the reserve price (the minimum amount) of the product when uploading.
-  The bidder can contact the Auction Team for further details using the contact details provided on the website or ask question in the WhatsApp drop-in channel. (Link on the last page)
-  Once the auction ends, the winning bidder must directly contact the auctioneer for the checkout process.
-  The *auctioneer* is responsible for delivering the item(s) to the winning bidder. However, *the winning bidder* is responsible for the costs of shipment.
-  The **winning bidder** may choose to **pick it up** from the auctioneer or have it **delivered** by *paying the cost of shipping*.

If possible: The auctioneer may approach her MO for assistance in figuring out whether any delegates from her MO attending the 38th World Conference are willing to take the objects from their country with them so that the winning bidder can claim the goods there.



Procedures and Guidelines



The bidder is the sole person responsible for evaluating the item(s) before they bid.



If there is any issue, the planning team of the Asia Pacific Regional Auction has the final say.



The Auction Coordinators are expected to attend and contribute to the meetings. We welcome your questions, criticism, and recommendations.



Auction coordinators will promote this Silent Auction and encourage more people in and outside the region to become auctioneers and bidders.



Procedures and Guidelines



We encourage the Auction Coordinators to be active and responsive in the WhatsApp drop-in channel, especially during the auction.

WhatsApp drop-in channel link:

<https://chat.whatsapp.com/FWQn2OqUFYa7aYoHvxlyIJ>

WhatsApp drop-in channel QR code:





Promotion Guidelines

1. Quality Auction Item

When it comes to getting people excited about our online auction, we need great auction items to draw them in. The better our auction items, the better our fundraising will be.

What works best?

Autographed music and sports memorabilia, home accessories, fine dining and restaurant certificates, spa/self care, travel, and unique event experiences typically provide the highest return above fair market value in online auctions.

Since anyone can bid in our online auction, our items can appeal to a broader segment of the population than just Girl Guiding donors.

2. Strong Imagery and Descriptions

We need to make sure the images and descriptions we use show our items in the best possible light. The more appealing we can make it, the more likely someone will want to bid. This will also help when we're marketing our online auction on social media or asking volunteers to share. These images can catch people's attention and encourage them to participate.



Promotion Guidelines

3. Engage Your Donor Base

Use every available tool at our disposal to get the word out. Encourage MOs, board members, volunteers, family, friends, and donors to leverage their social and email networks to let people know about our online auction. This can grow our base significantly and it's free.

We should also encourage local businesses that donated items for the online auction to let their customers know as well. They'll get some credit for supporting us and can help tap into their customer base to participate.

4. Communicate Early and Often

Less is more does not apply here! Email our database beforehand to build interest, during the auction to keep them engaged, and as our auction is wrapping up to drive urgency. Once underway, multiple emails over the final 24 to 48 hours can help drive bidding higher.

Post top-performing items on social media and remember to talk not just about the item, but how taking part in the online auction supports our mission.



Promotion Guidelines

5. Leverage Social Media

Use a **mix of content** across platforms. As social media algorithms search for the most relevant content for their users, it considers the type of content that people have clicked on in the past. Some people click on videos while others are more likely to click on text and images. Use a mixture of posts.

Each platform has idiosyncrasies. Facebook users typically respond better to video posts. Instagram users like high-resolution photos. Twitter users click most often on text with images. Pinterest users prefer images and infographics.

For online auctions, it's easy to showcase different products that will be featured in separate posts or a slideshow. We might want to use a fact or two about our mission and then encourage people to bid. We can record a short video version or a live video walkthrough of our auction site.

One emerging trend on social media is Stories. Half a billion people use Instagram Stories daily, and Facebook's version isn't far behind. These appear on a bar right at the top of your feed, so they are highly visible.



Promotion Guidelines

Continue... Leverage Social Media

We can add stickers, overlays, and polls. One effective online auction marketing strategy is to add a countdown sticker that updates automatically to create a sense of urgency. We can use this leading up to the event and to let people know how much time is left to participate.

6. Effective Storytelling

There's one thread that should run through everything we do: storytelling.

An effective strategy would be to showcase MO's benefitting from the successful delivery of the AP Action Plan and let them tell the story of how it affected their MO. This can create a powerful emotional connection that reaches a passionate donor base. It's likely to get shared on social media by our MOs as well. When we're trying to get people to participate in our online auction, it's most effective to target the subconscious mind by triggering an emotional response.



General Data Protection Regulation

WAGGGS will use the personal information that you provide in accordance with applicable data protection laws to arrange your participation in the event.

By registering to the auction website, you are giving us the permission to record and use information provided to us in the registration site.

WAGGGS is registered as a data controller with the UK Information Commissioner's Office under registration number Z092177.

For further information about how we use personal information see our Privacy Policy – available at www.waggs.org/en/privacy-cookies/.





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