



# FESTIVAL OF TREES<sup>®</sup>

Auction Host Training 2019

# Welcome

- Thank you for volunteering.
- Date: Tuesday, December 3, 2019
- Time: 4:00 p.m.
- During this semi-formal evening those who wish to support Primary Children's Hospital will bid and purchase auction items.
- All money raised at Festival of Trees goes to help children at Primary Children's Hospital.

# What you need to do to be an Auction Host

- Register online and complete a training.
- Be at Expo Center at 4:00 p.m. on Opening Night.
  - The doors will open to our guests at 5:00 p.m. We ask that you come early to find your assigned area and become familiar with the auction items.
- Parking and Weather
  - Parking can be a challenge and Utah weather is also very unpredictable that time of year so please be careful and allow time for both parking and weather conditions.
- Check in at Room 400
  - You will then receive an aisle assignment and an auction “cheat sheet” to help answer questions from guests.

# Requirements for Auction Hosts:

- You must be at least 18 years old
- Complete a training session.
- Dress Code: Remember to wear comfortable shoes.
  - Please use good judgement and present a professional, neat and well-groomed appearance that is appropriate to the nature of the event. Festival of Trees identification badges are to be worn at all times while working at the event. Clothing should be professional and in a manner that is presentable and appropriate. Unacceptable clothing includes jeans, shorts (of any kind), revealing clothing (e.g., low cut, sheer, tight fitting, anything that exposes the midriff or too short to be appropriate in a professional setting), sweatpants, sweatshirts, jerseys, hoodies, beach-type foot wear made from foam or rubber, t-shirts, or baseball hats. **Please remember that this event is a semi-formal evening and you may feel out of place if you are not dressed appropriately.**

# Bidding Process

- The bidding process is conducted through an online system called “Gesture”.
  - Bidding begins at 5:00 p.m. and closes at the following times:
    - Aisles A-D at 6:30
    - Aisles E-H at 7:00
    - Aisles I-M at 7:30
    - Aisles N-Q at 8:00 including Gingerbread and Nativities
- Guests will be informed via text before a section closes.
- Check-out begins at 8:00 p.m.
- Special Invitations and bidding instructions are sent to those who have purchased Opening Night tickets.
- Tickets for Opening Night can be purchased online at [www.festivaloftreesutah.org](http://www.festivaloftreesutah.org).

# Use Discretion

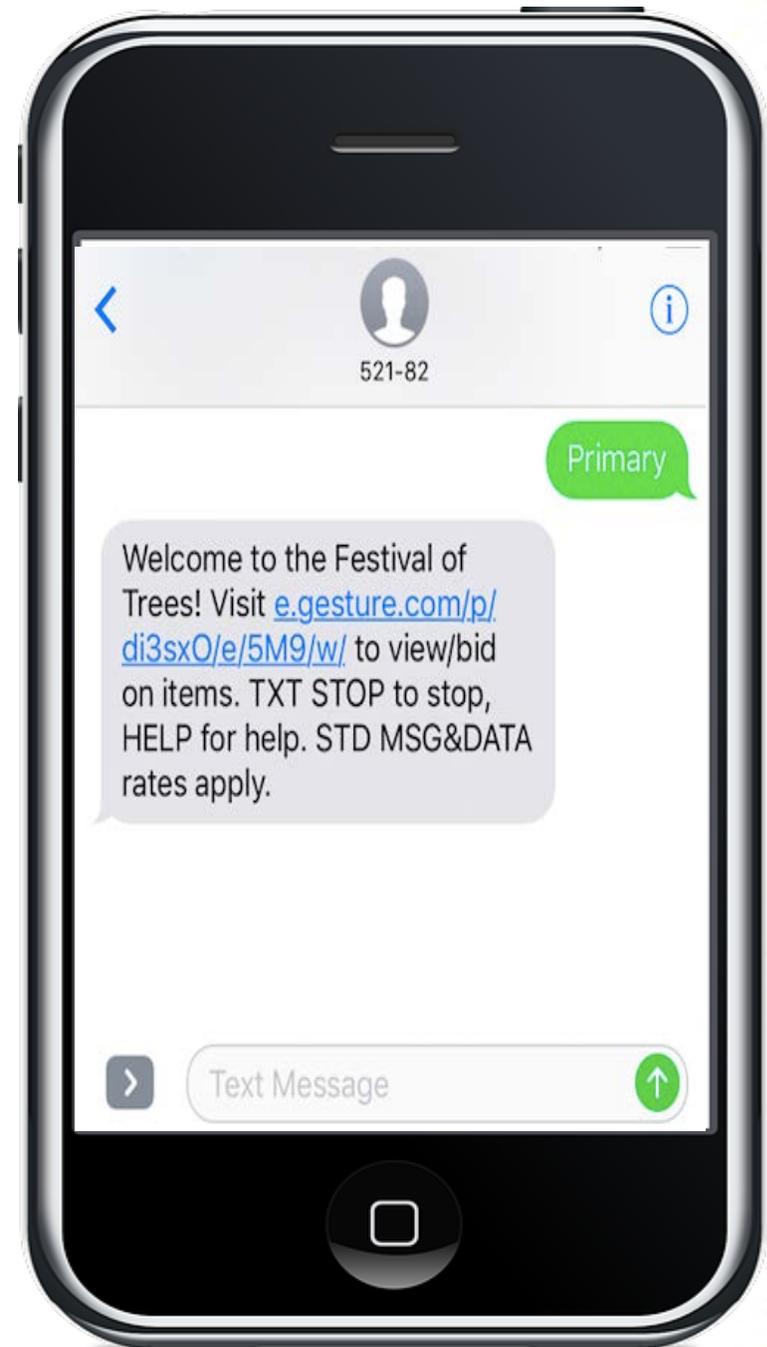
- Never say anything that would hinder the sale or discourage someone from bidding. Remember, everything is donated. You may not know if someone can hear a negative or derogatory comment regarding a donated item. Please keep your words positive and uplifting. You may be approached by a family who would like to purchase a tree that was dedicated to their child. The family may imply or say they hope no one else bids on the tree, so they might be able to purchase it. If these comments are directed at you, please kindly remind the family the purpose of the Festival of Trees is to raise as much money as possible in order to help the children at Primary Children's Hospital.

# Auction Hosts

- Interact with guests and make eye contact.
  - Welcome them and thank them for coming. Share the stories associated with the auction items you are assigned. The stories can be found on the back of the item sign. Discourage guests from picking up signs and turning them over to read the stories. We encourage YOU to tell the auction story.
- Familiarize yourself with auction items and introduce yourself to other volunteers.
- Festival of Trees no longer offers complimentary food options on Opening Night. Food options in the Sweet Shoppe, Scone Shop, and Elf Emporium are available for purchase on Opening Night.
- Please do not leave your area to shop or eat. Following your shift you are welcome to visit the shops.
- Eating is not allowed in the aisles.
- **We ask that cell phone use be limited to helping with the auction. Please do not use it for personal use, social media, or a way to entertain yourself while volunteering. It gives donors the impression you are not present and not interested in them.**
- If you would like to take part in the auction process as a buyer, please assign a proxy to do that for you such as a family member or friend.
- Many of the auction items come with other things such as chairs, benches, and other furniture. We ask that you do not sit on the donated furniture or use any other item included with the Tree.

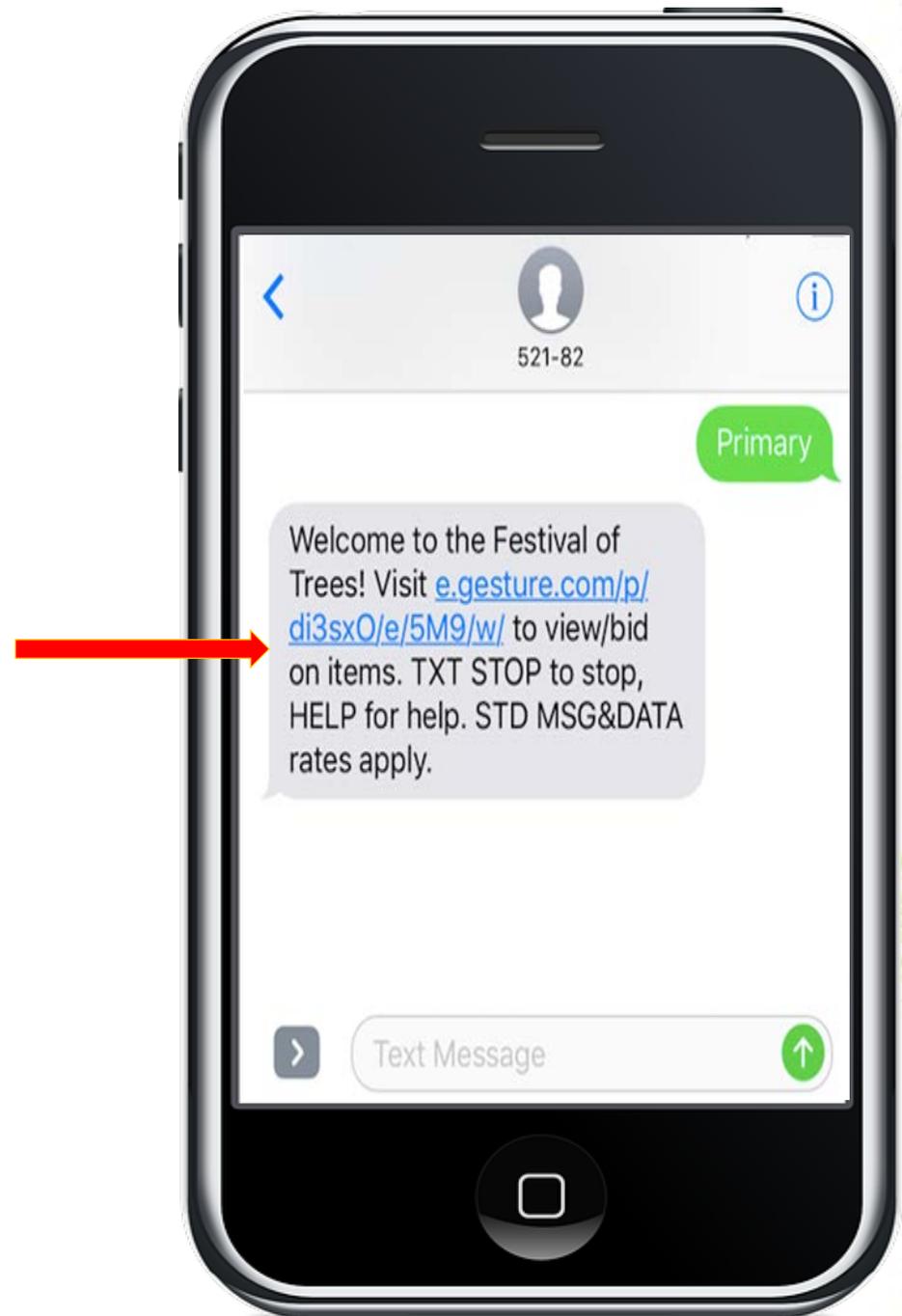
# Bidding

- Getting Started
  - First make sure the guest has registered.
  - As an Auction Host you can ask the guest, “Did you receive your Welcome Text for the auction?”
  - If the guest did not, instruct them to text the word “Primary” to the number 52182.
  - They will receive a response asking for their First and Last Name and their email address and credit card information. Upon responding to these prompts, they will then receive the welcome text:



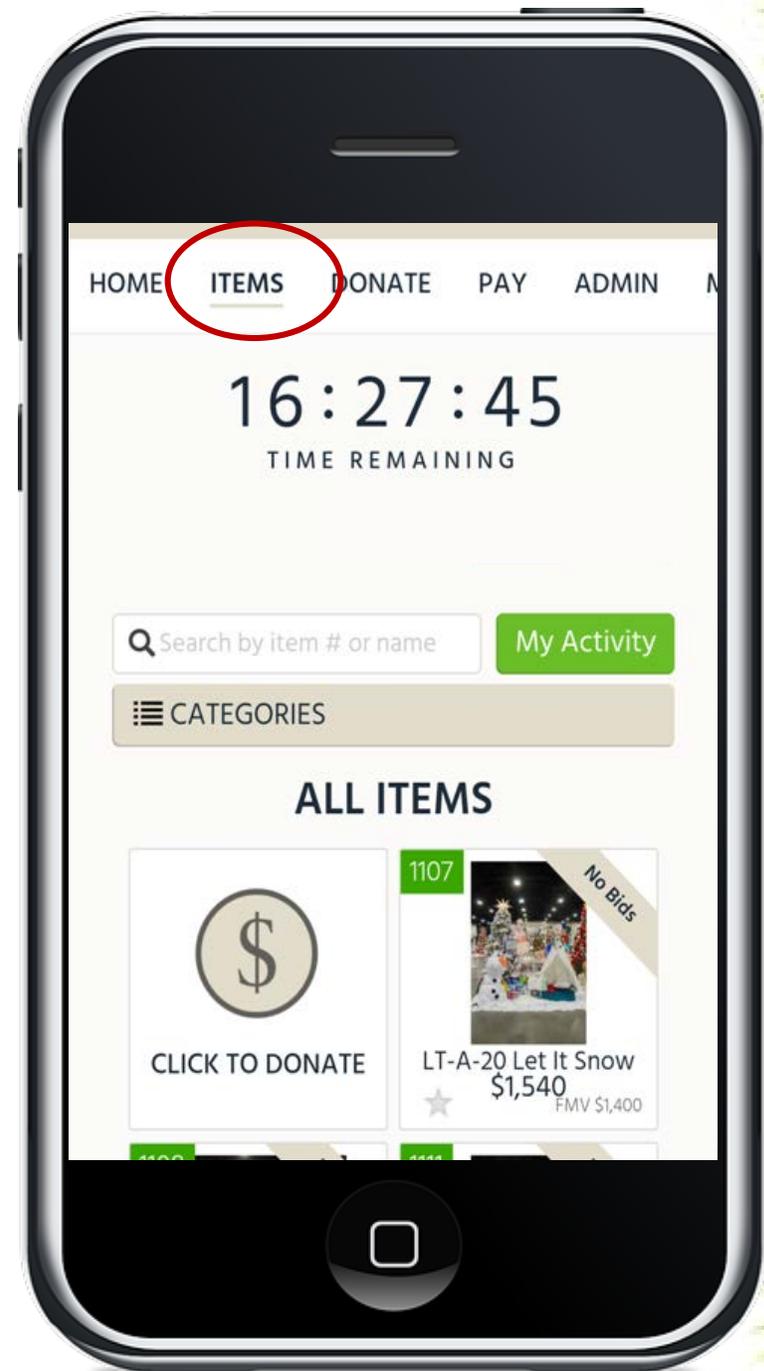
# Bidding

- Once they receive their Welcome text, instruct the guest to click the [blue link](#) in the welcome text and it will take them to their own personal bidding page.
- Bidders must enter credit card information before they can bid.

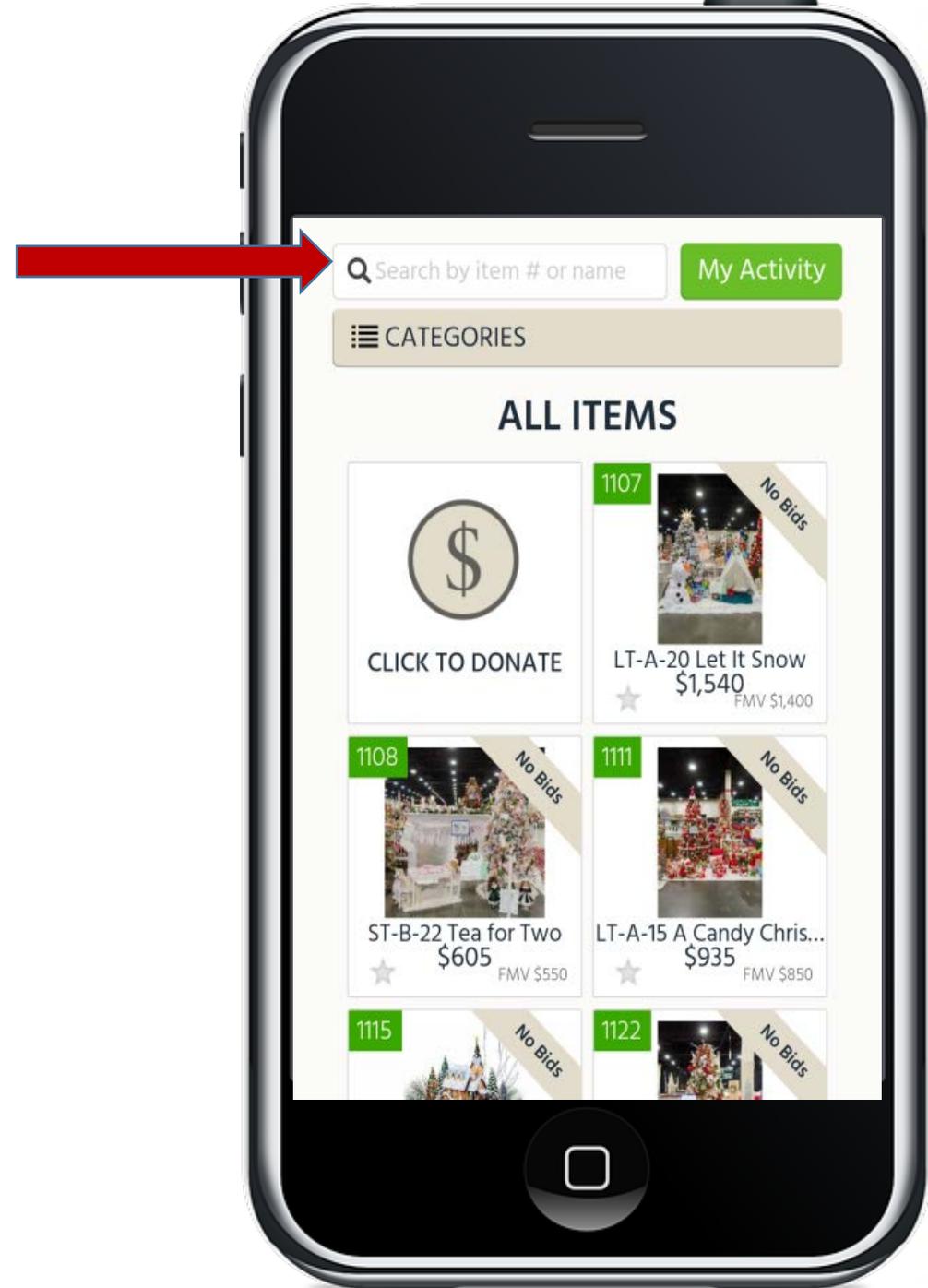


# Finding an Item

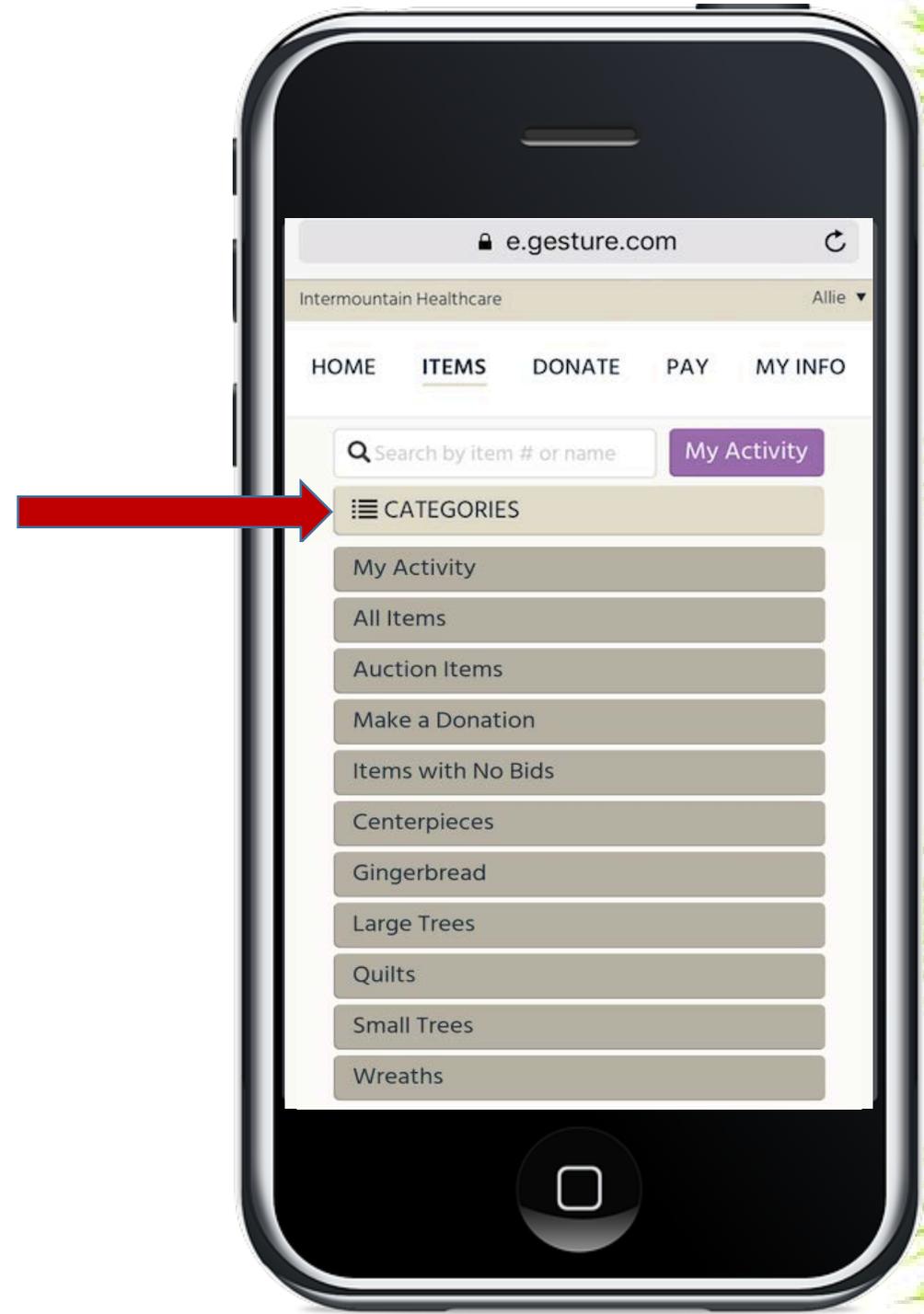
Once the guest is on their own personal bidding page have them select “Items” at the top of the screen.



Guests can search by item name, item number, or item location in the search bar.

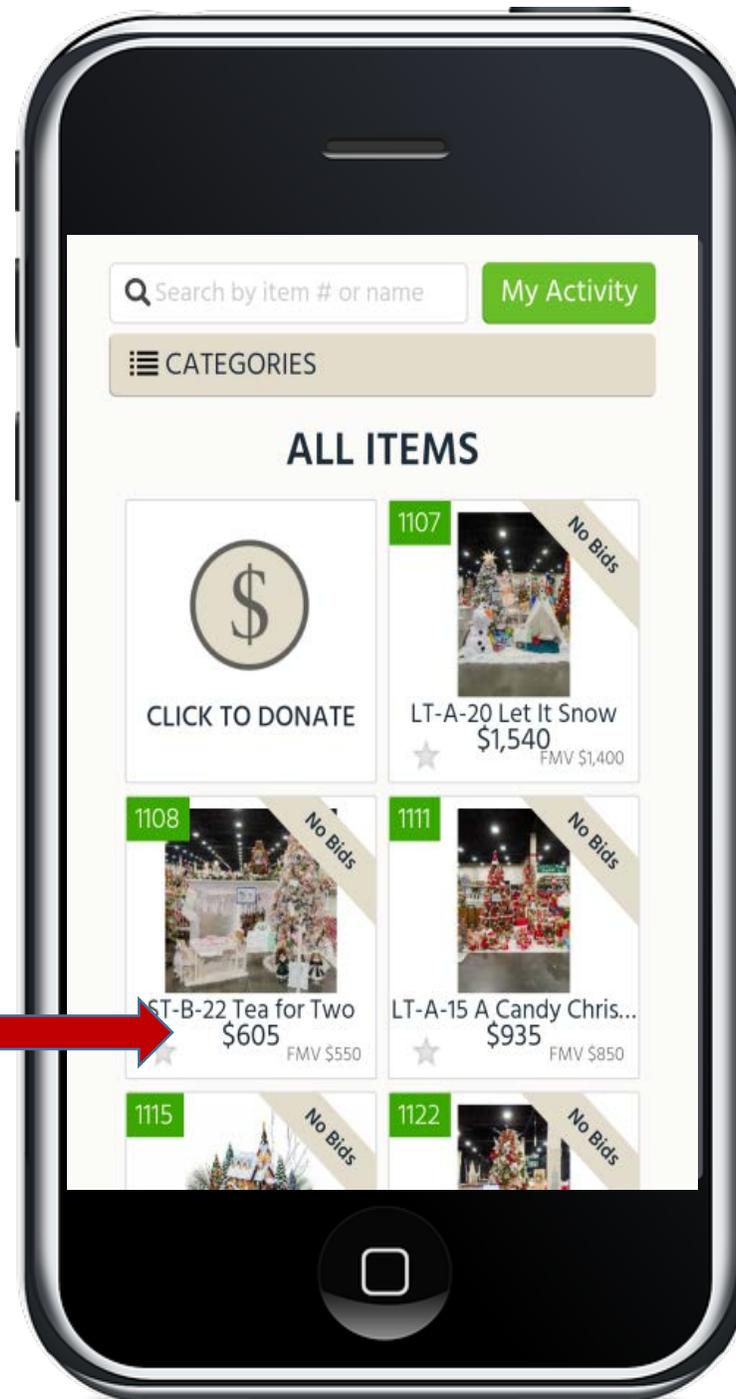


Or they can search by clicking categories and selecting one of the options. The options will be listed by Auction Department.



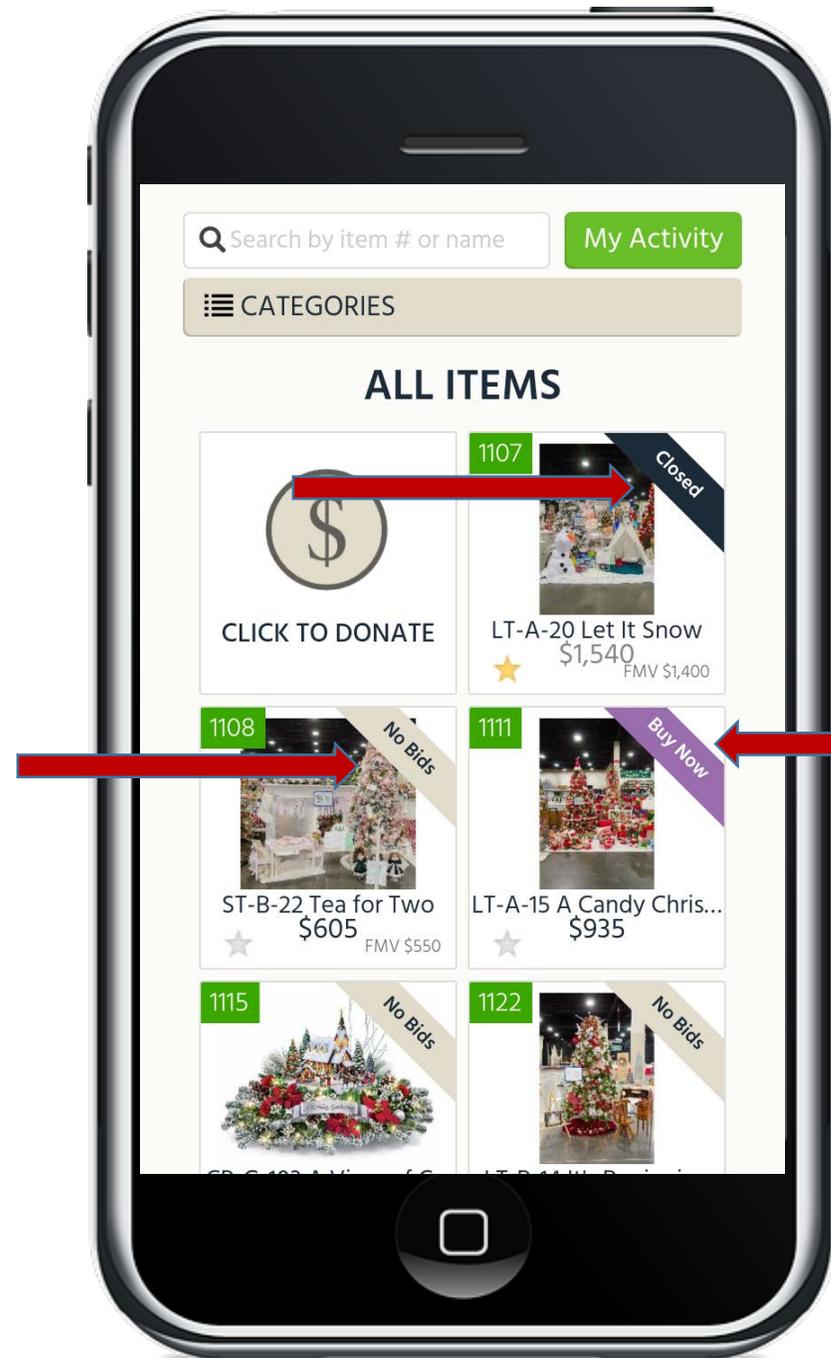
## Pro Tip:

The dollar amount shown signifies the starting bid price if no bids have been placed or the current bid price if bids have been placed.



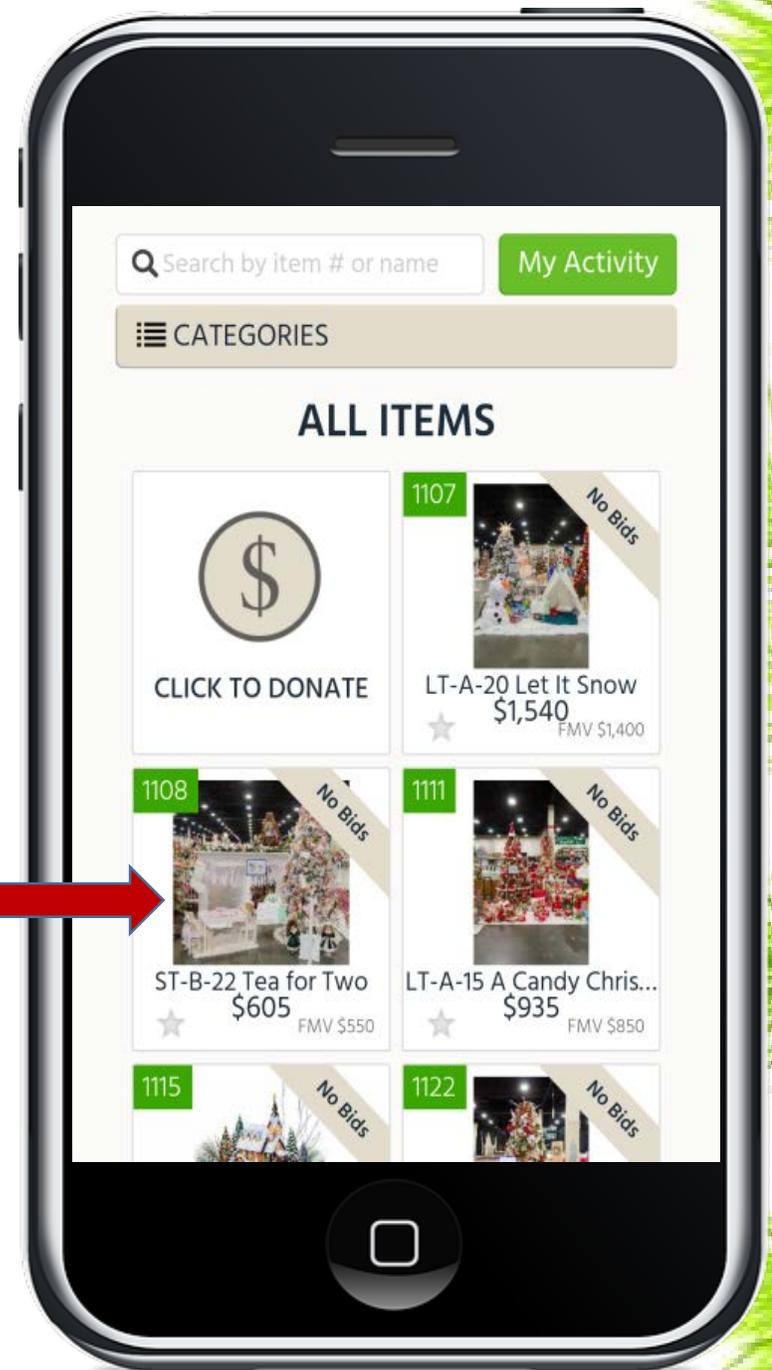
## Pro Tip:

Banners are used to highlight which items have no bids, are closed, or are available for purchase (buy now).

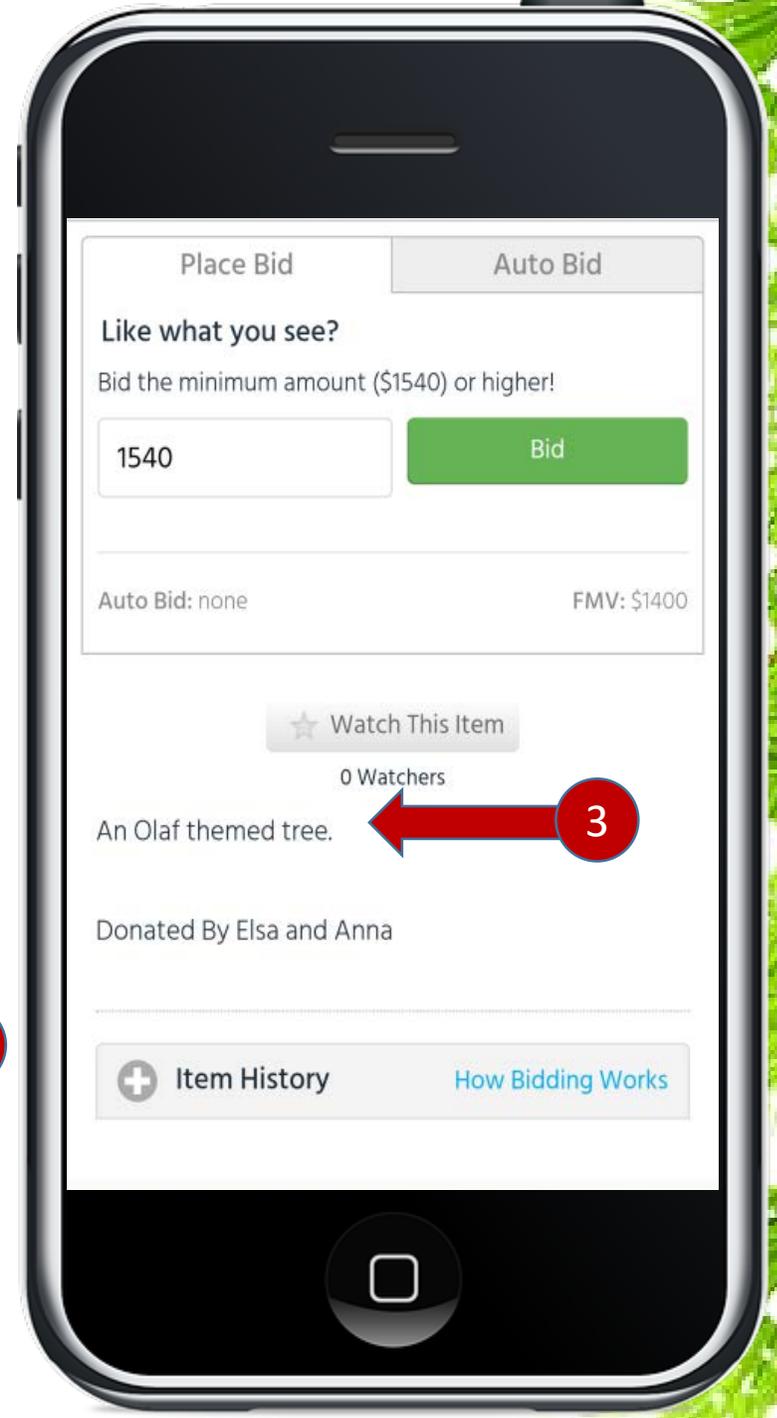
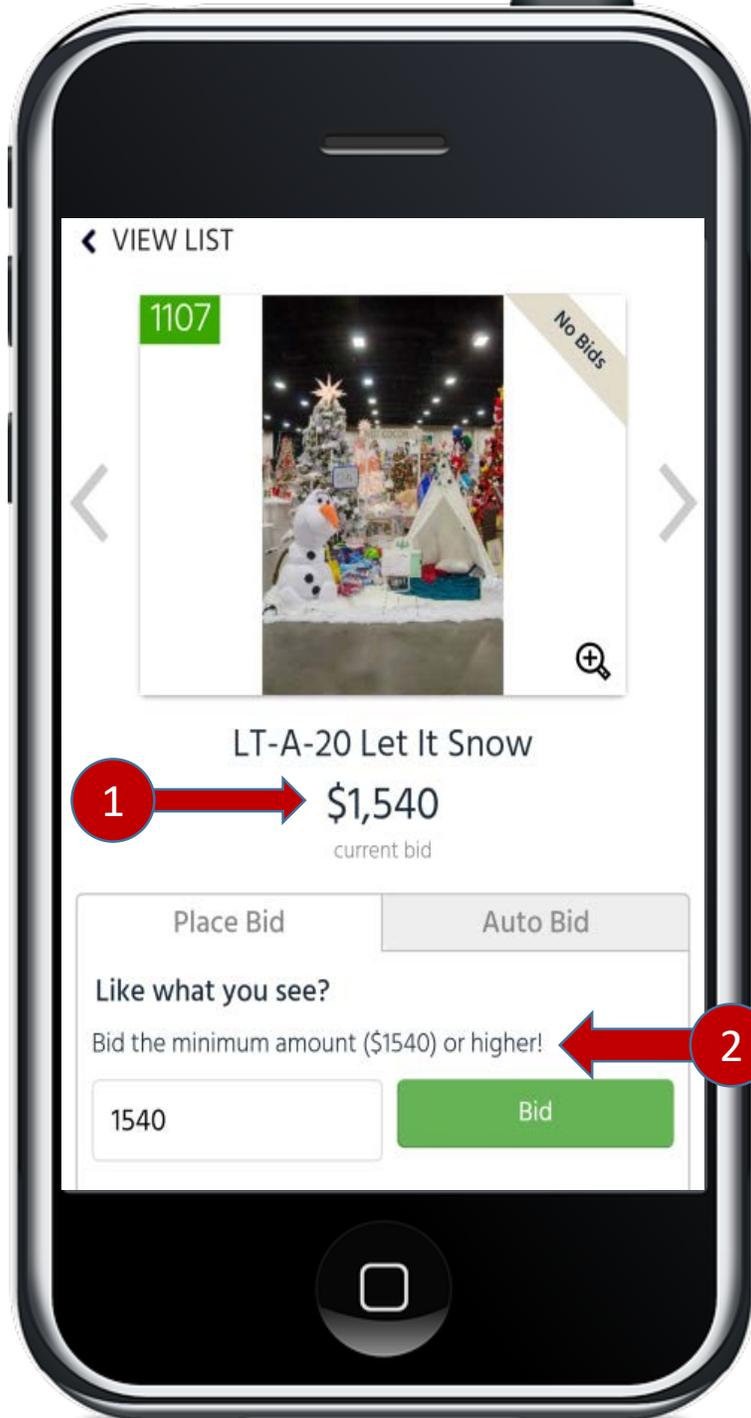


# How to Start Bidding

- Instruct the guest to click on an item they are interested in.

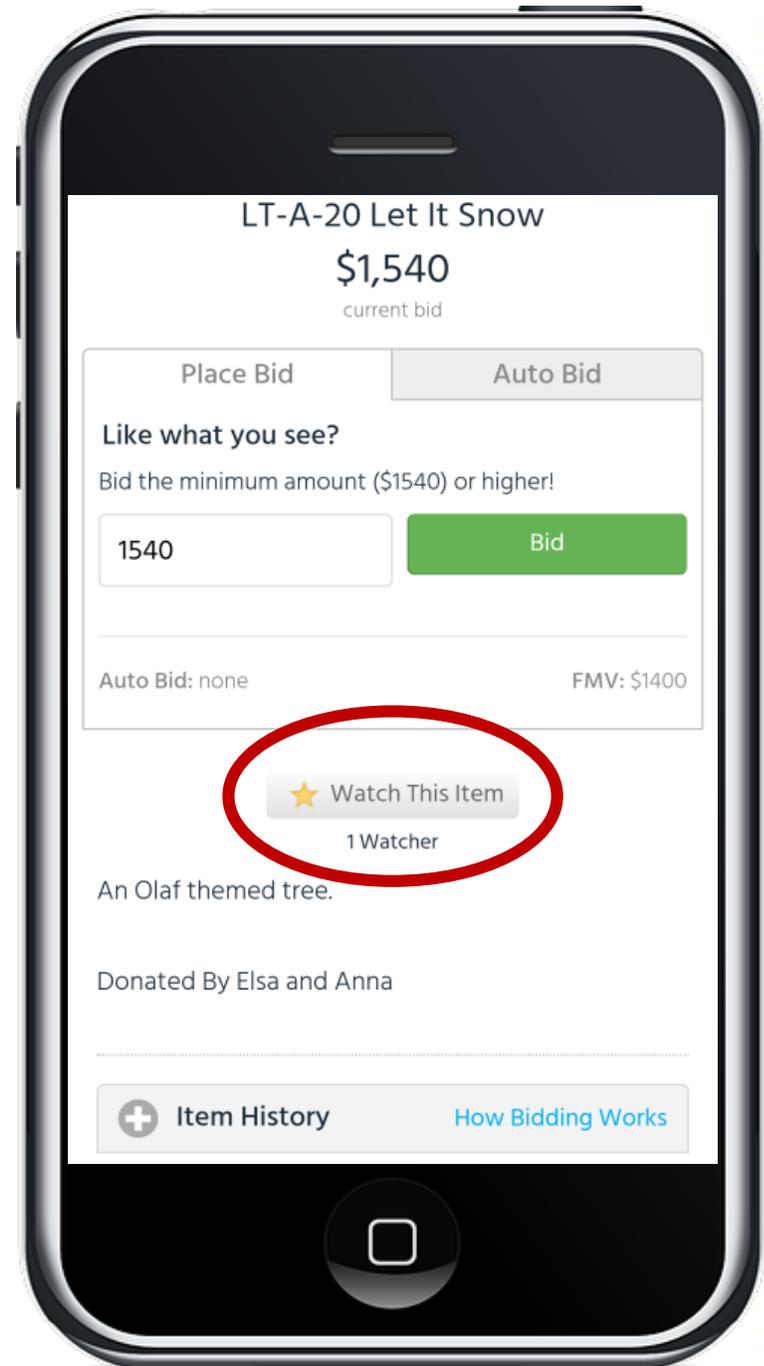


- Guests will be able to view further details about the item such as the description, current bid, and the minimum next bid.

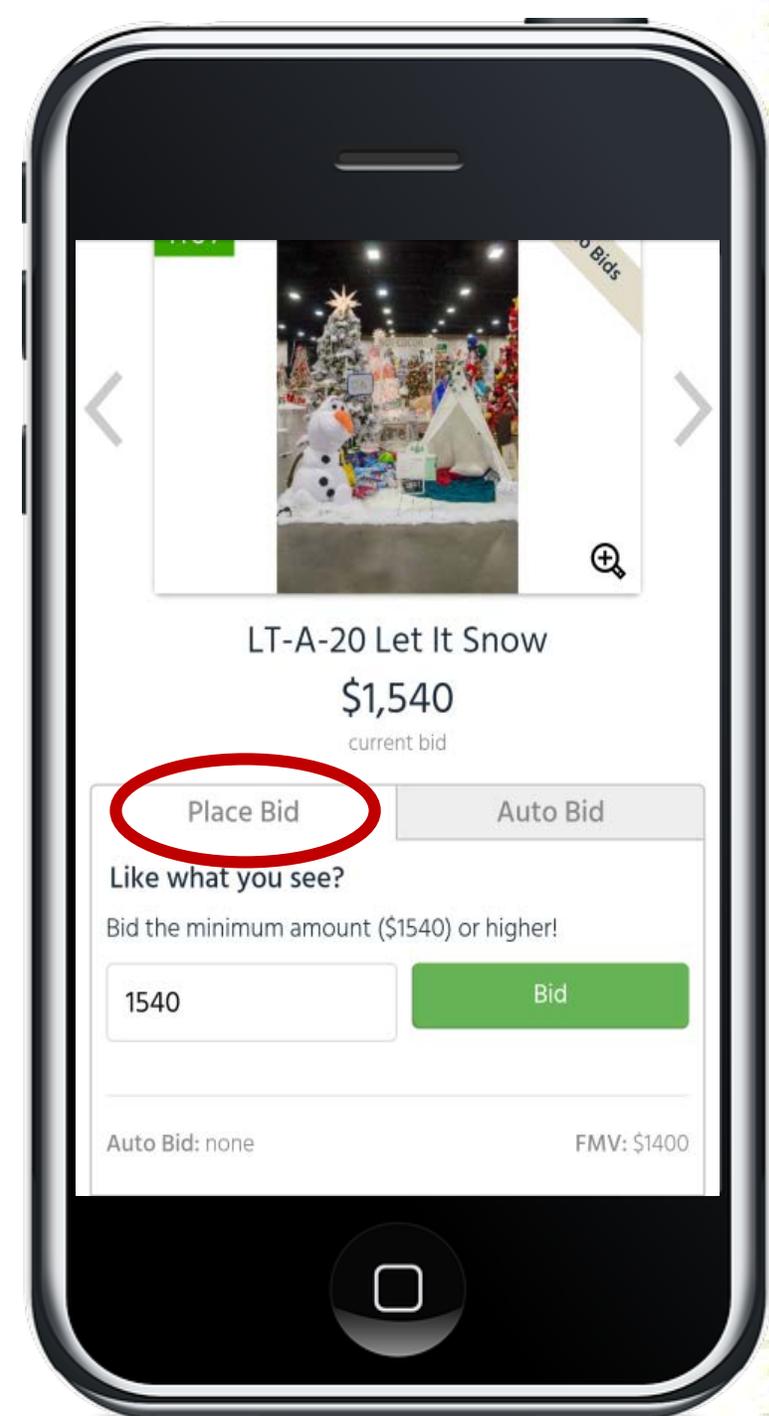


**Once on the item the guest will have three options:**

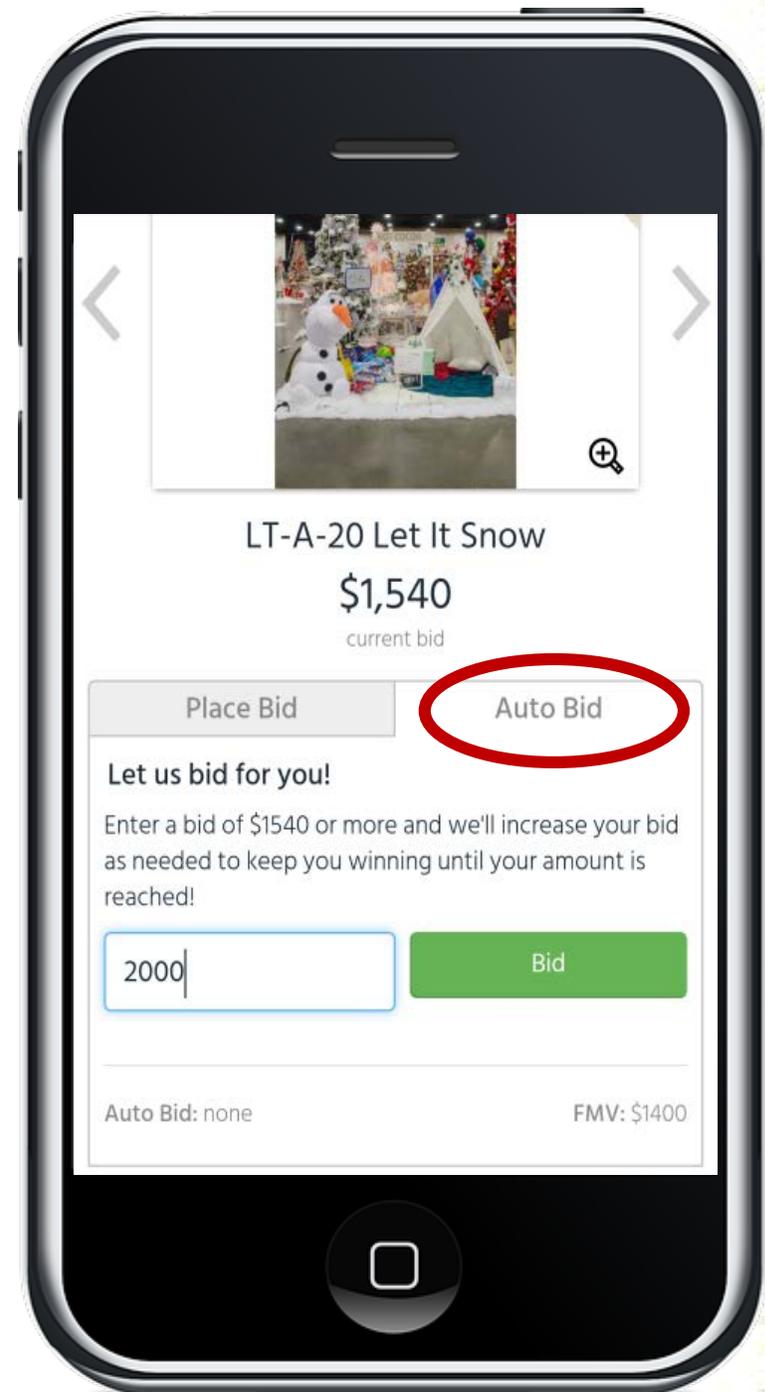
1. Select the button “Watch This Item” to continue to monitor the item but not place a bid. This will enable them to receive text message updates on this item and it will appear in their “my activity” category.



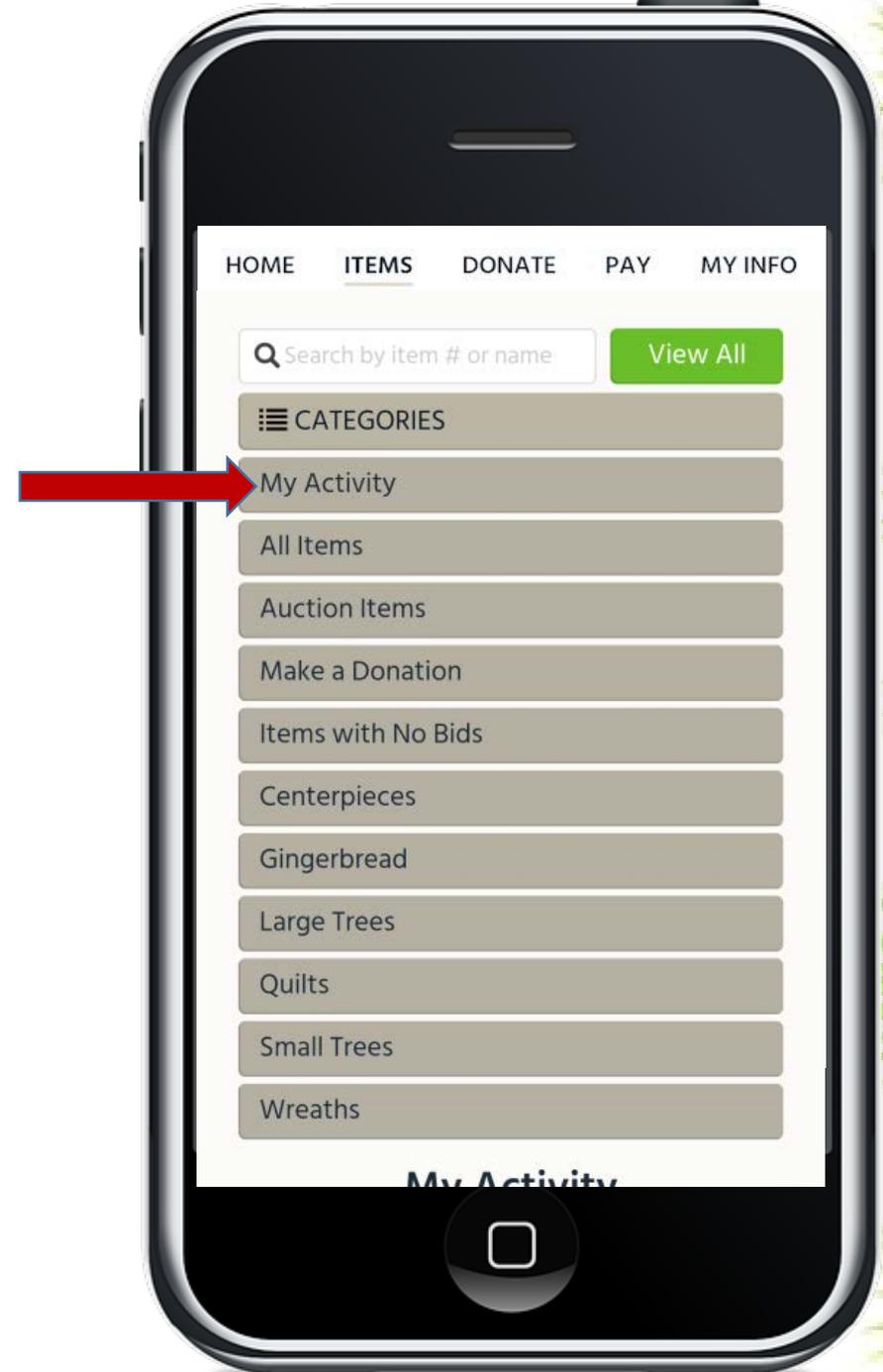
2. Select “Place Bid”  
to place a bid on  
the item at the next  
increment.



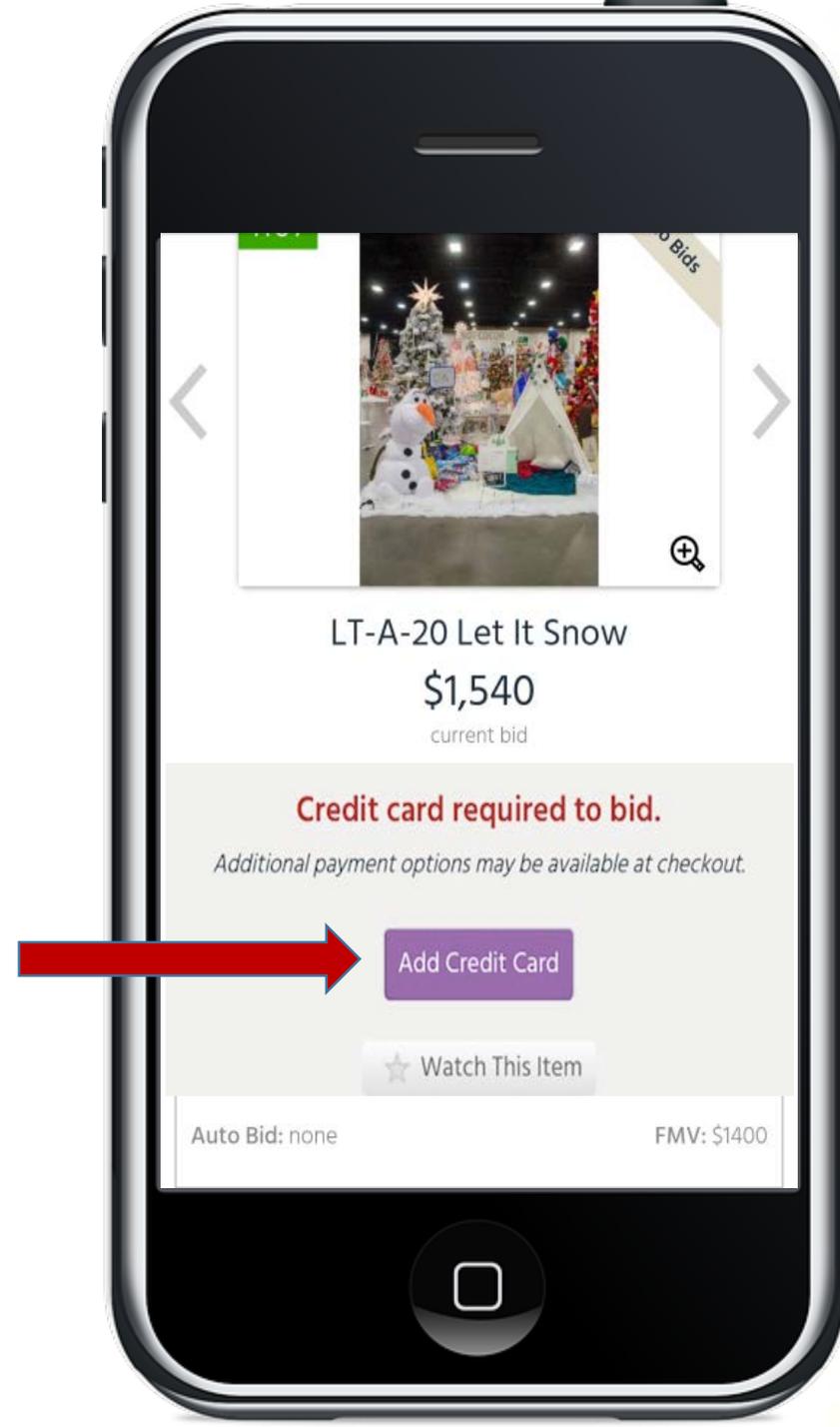
3. Select “Auto Bid” and enter a maximum bid amount to have the system place a bid automatically when they are outbid, up to the amount entered.



**Pro Tip:**  
The “My Activity”  
option can be  
selected to view all  
items the guest is  
winning, losing, or  
watching.

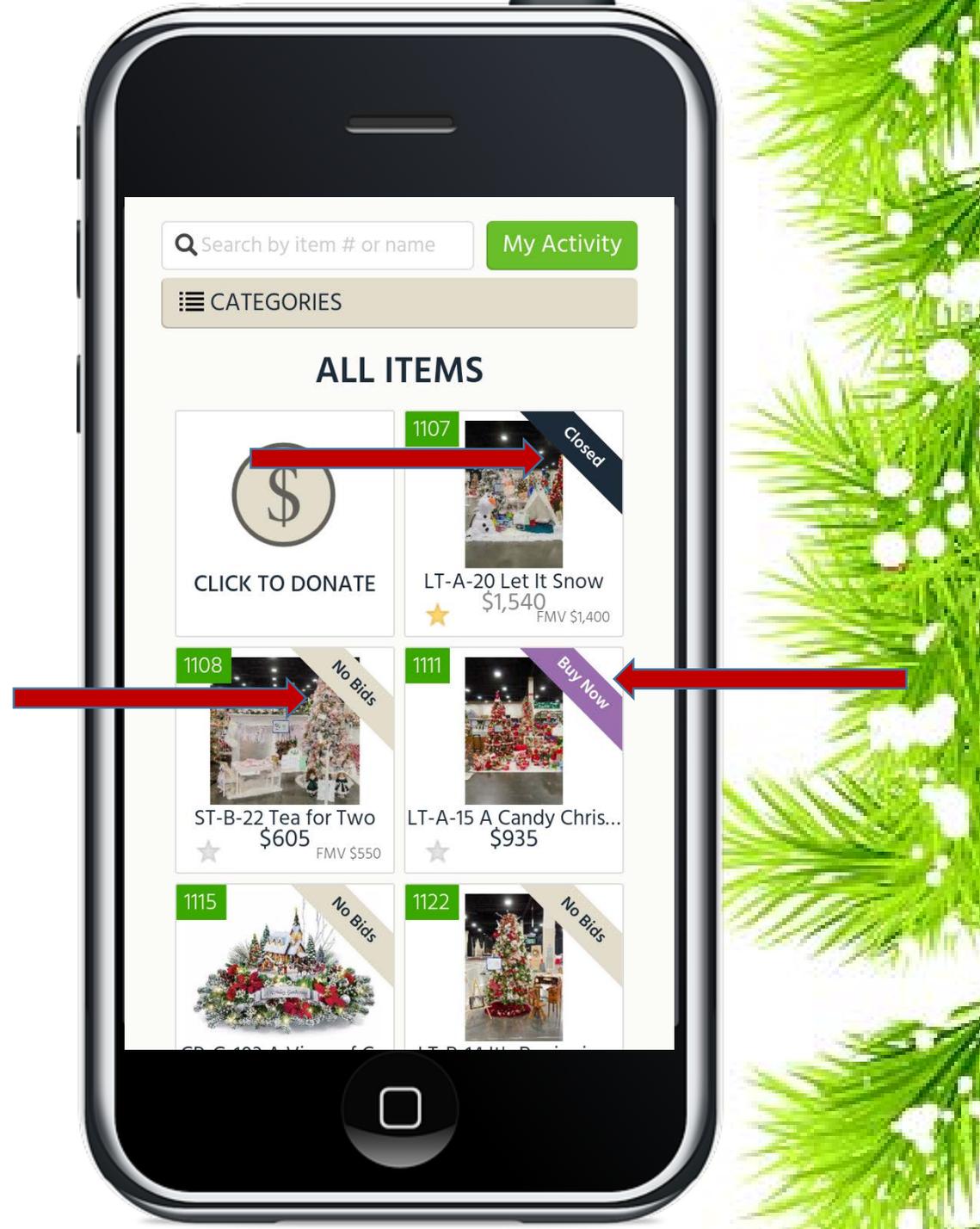


**If Guests do not add a credit card to their profile prior to the event or swipe one with a Gesture staff member, they will be required to input card information prior to being able to place a bid. If they need assistance, you may direct them to a Bidding Assistant (wearing white ribbons) .**



# Purchasing Items after Bid Close:

- When the Bid section closes, Guests can view items still for sale by looking under “Categories” and “Items still for sale”.
- They will be purchasing these items at a “Buy Now” price. This means the amount listed under the item will be the total cost of the item.



# Commonly Asked Questions:

## **Can Gesture bid for me?**

If a guest forgot their smartphone, the battery is dead, or they are uncomfortable online, please direct them to Board Members and Gesture staff to act as their personal shoppers.

## **How do they know if they have been outbid?**

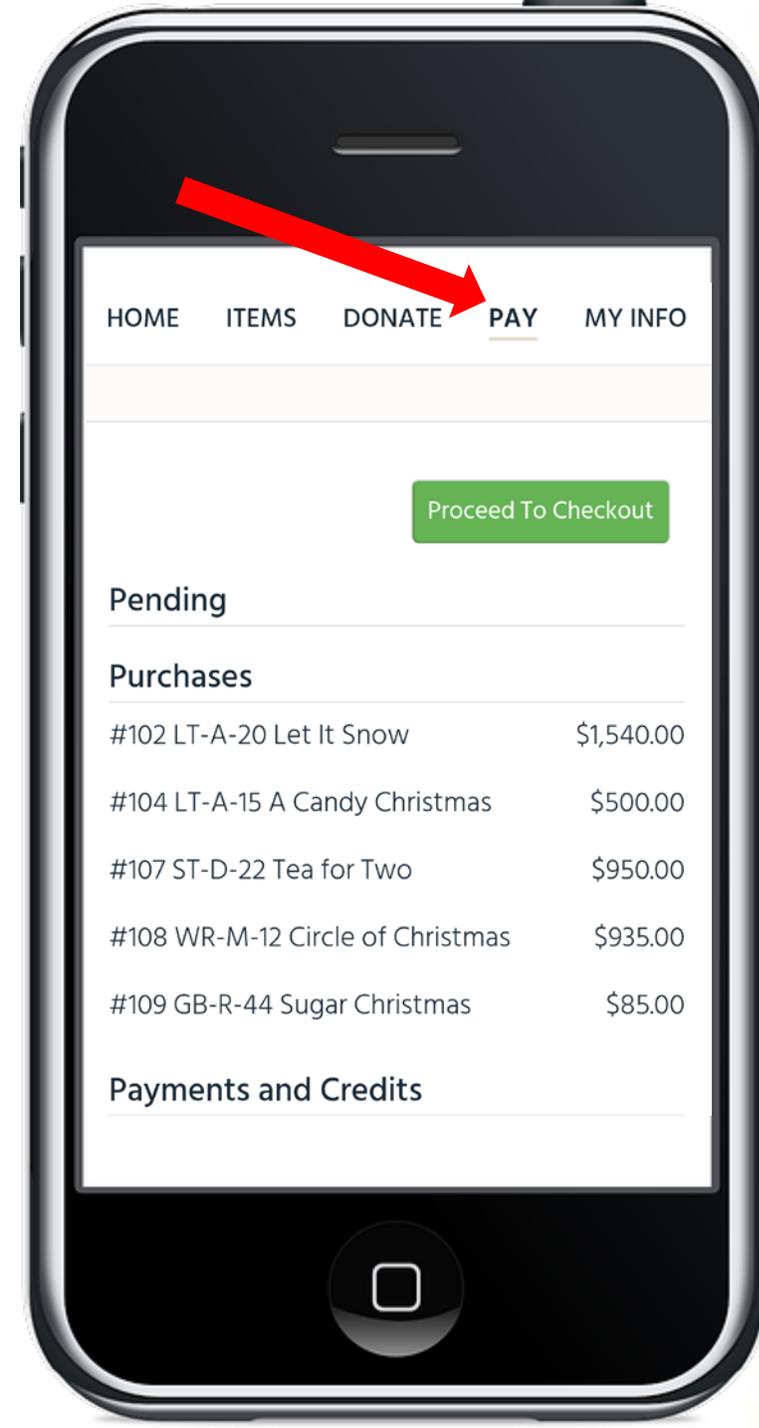
They will know they have been outbid the second it happens. They will receive a text message letting them know.

## **How do they know if they won?**

When the auction is over, they will receive a text message letting them know that they have won the item(s) they bid on. The message will include payment instructions.

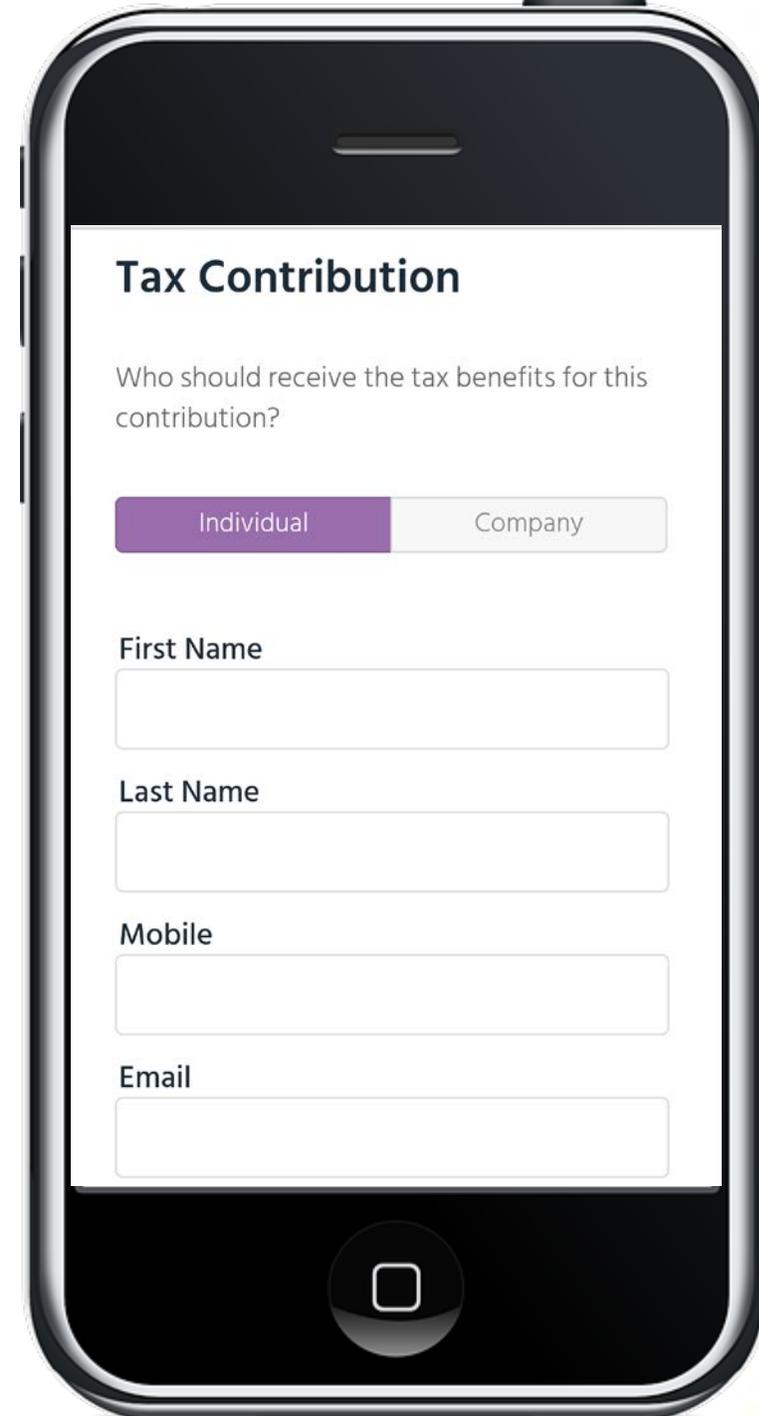
# View Purchase Summary

- After 8:00 p.m. buyers/winners will be able to check-out. To do this:
- Click on the “Pay” tab to view pending purchases
- Then click “Proceed to checkout”
- Buyers/winners can complete checkout on their own via their personal phone (whether they are in the building or not) or at the Invoice area by the North Stage.



# Tax Contribution

- Individual or Company can be selected based on who gets the tax benefits



**Tax Contribution**

Who should receive the tax benefits for this contribution?

Individual  Company

First Name

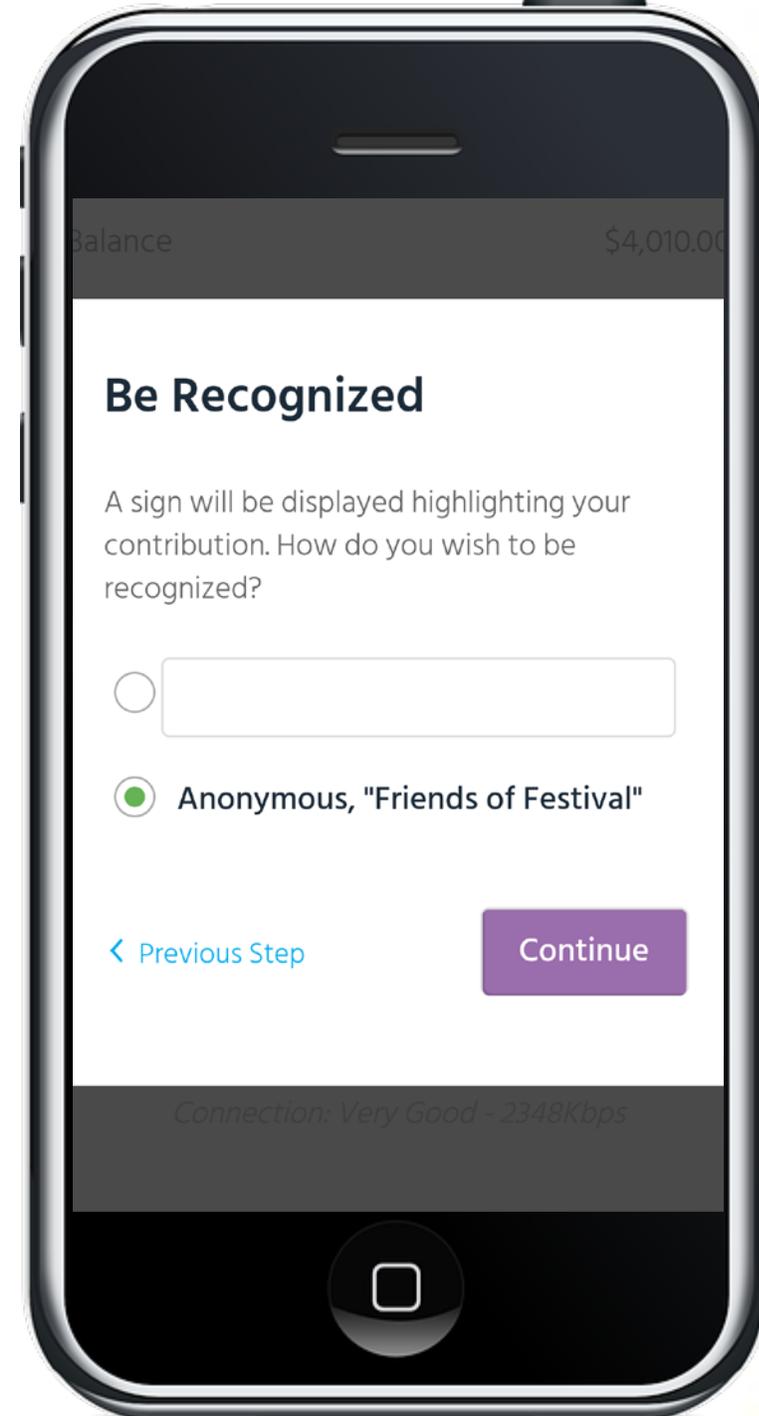
Last Name

Mobile

Email

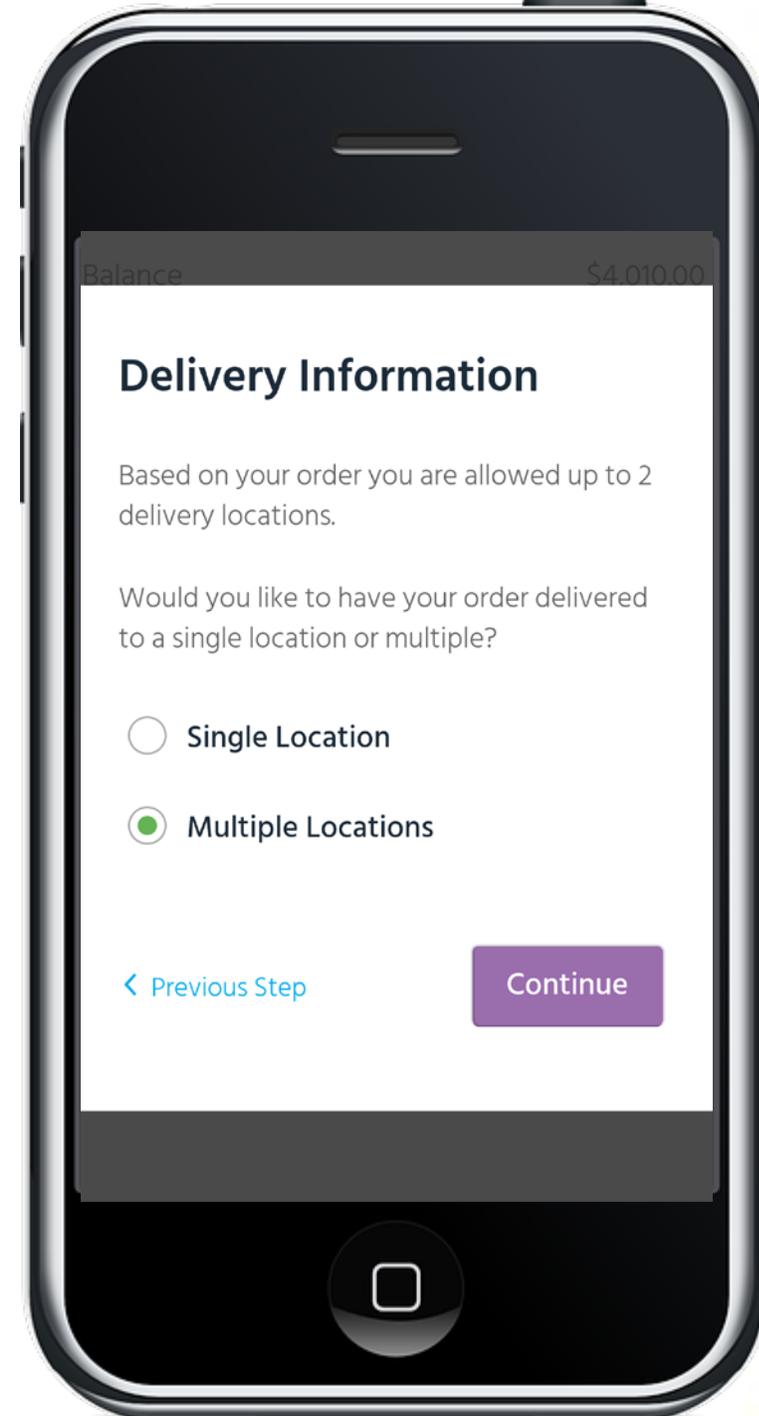
# Be Recognized

- A sign will be printed showing who the item was Purchased By.
- Guests can enter a name or remain anonymous (Friends of Festival)



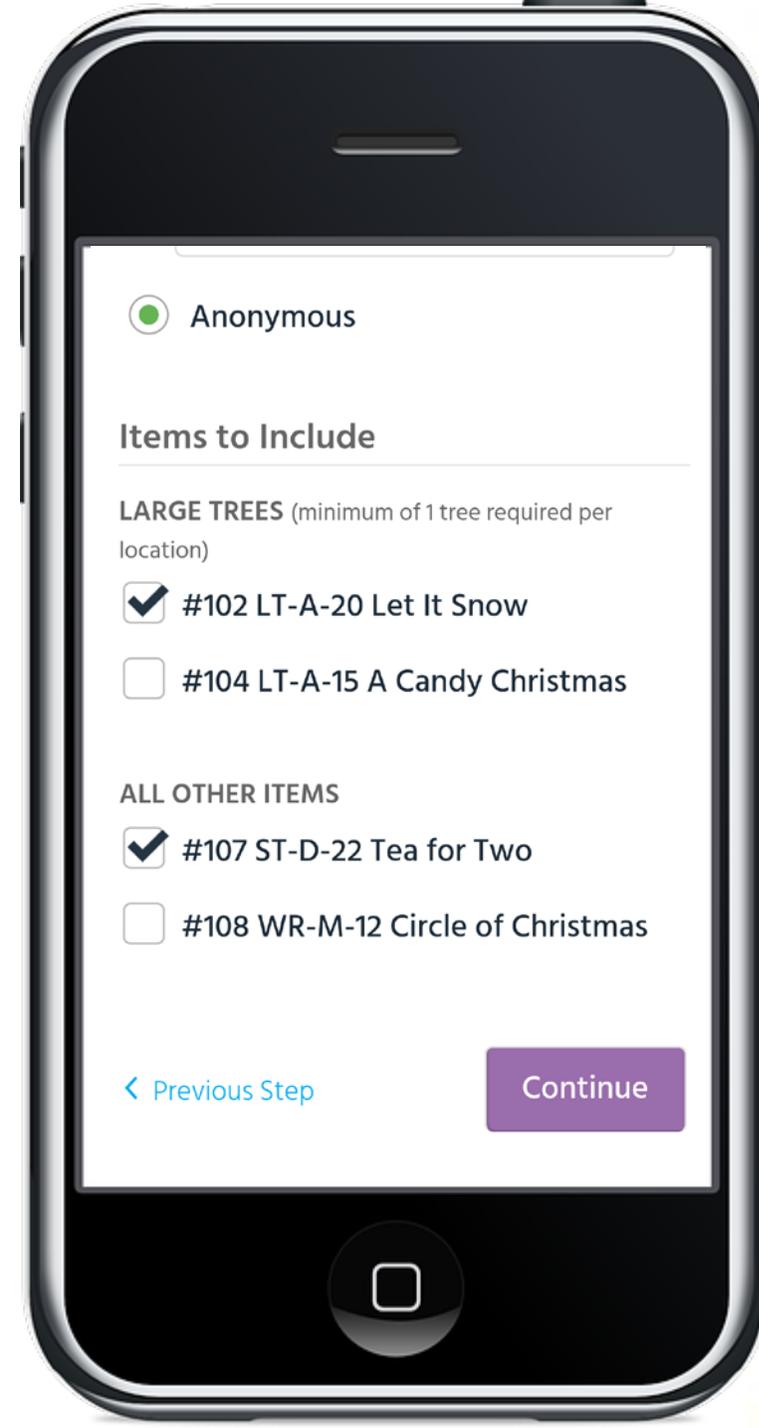
# Delivery Information

- If guests purchased any large trees or large playhouses they will fill in the Delivery form
- All items can go to the same locations or...
- Multiple locations can be entered if more than one large tree was purchased.



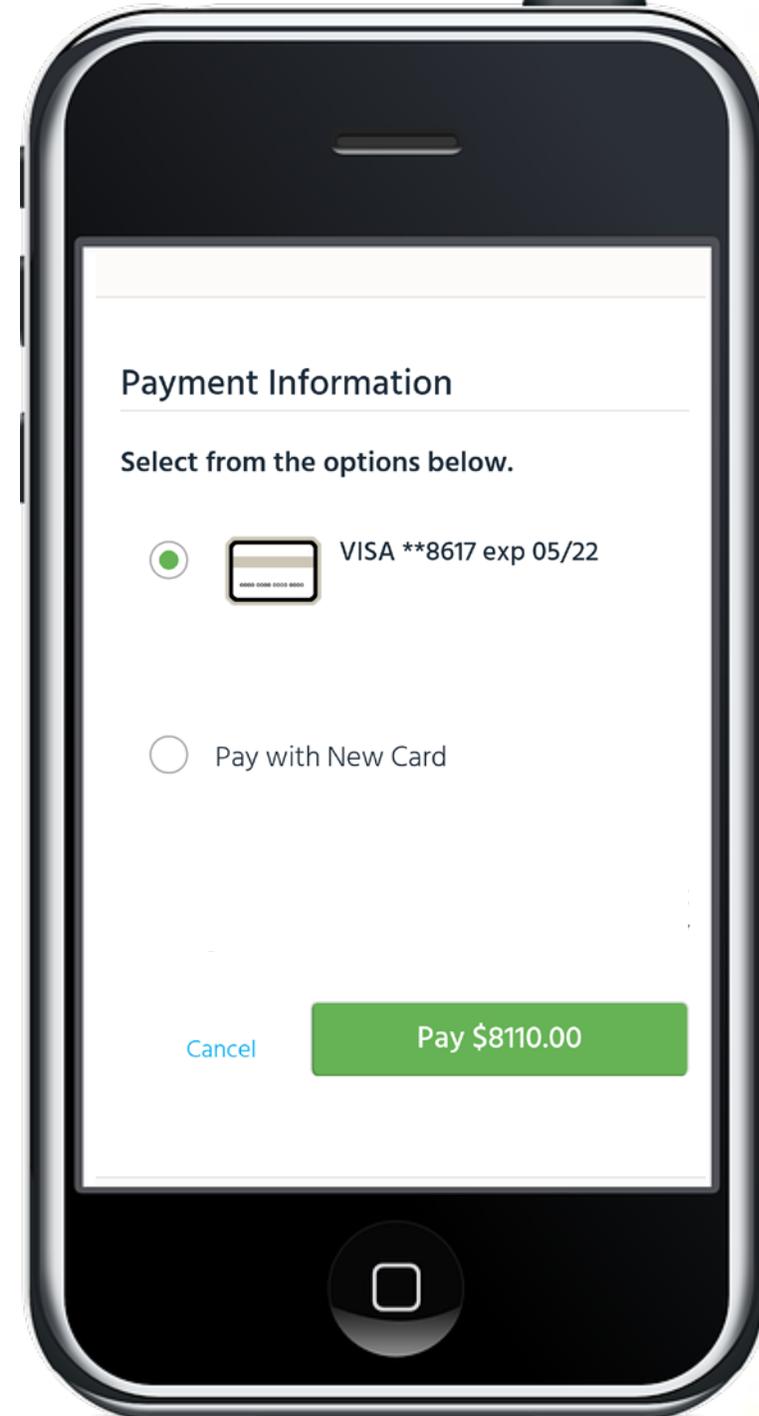
# Multiple Locations

- Fill in the contact and delivery address information
- Choose which items go to this location
- NOTE: Gingerbread items cannot be delivered and will not be selectable for delivery



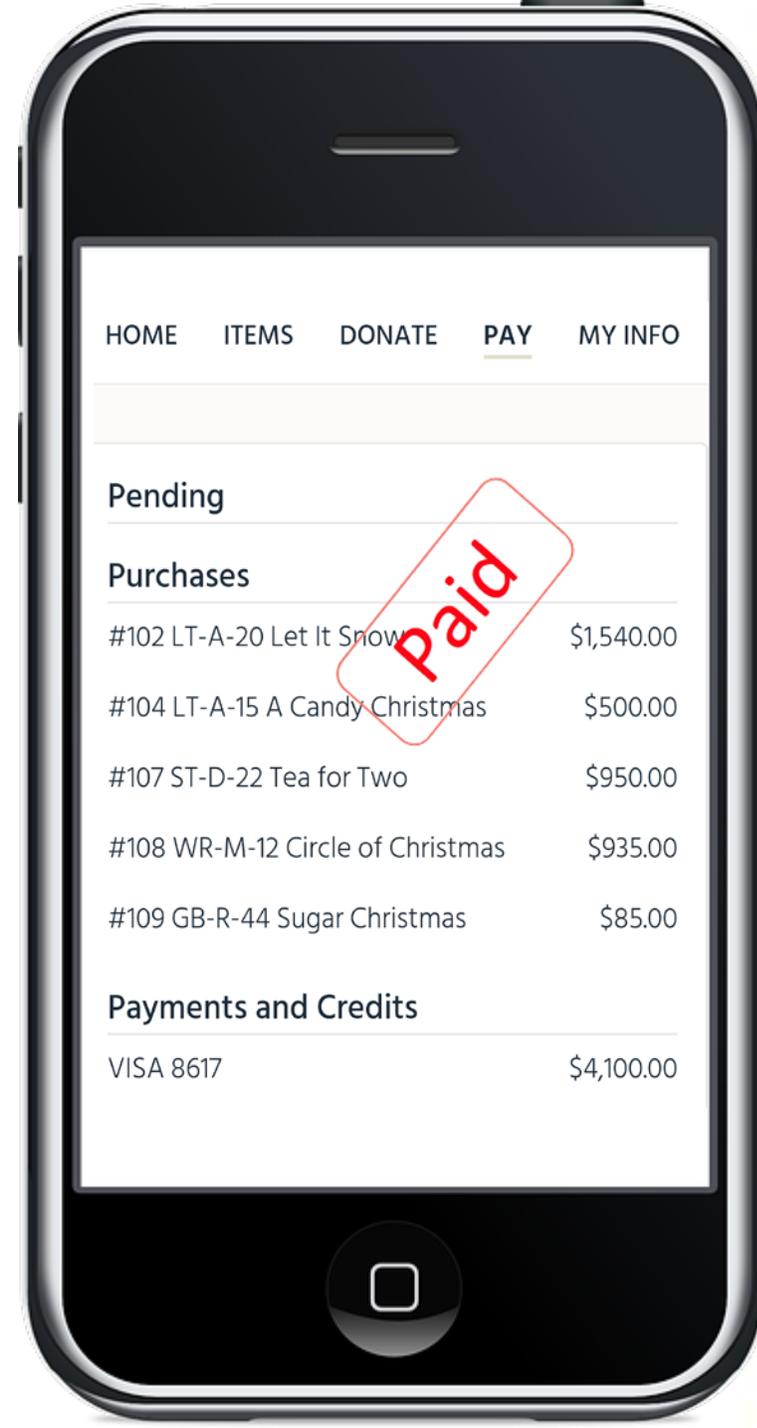
# Paying

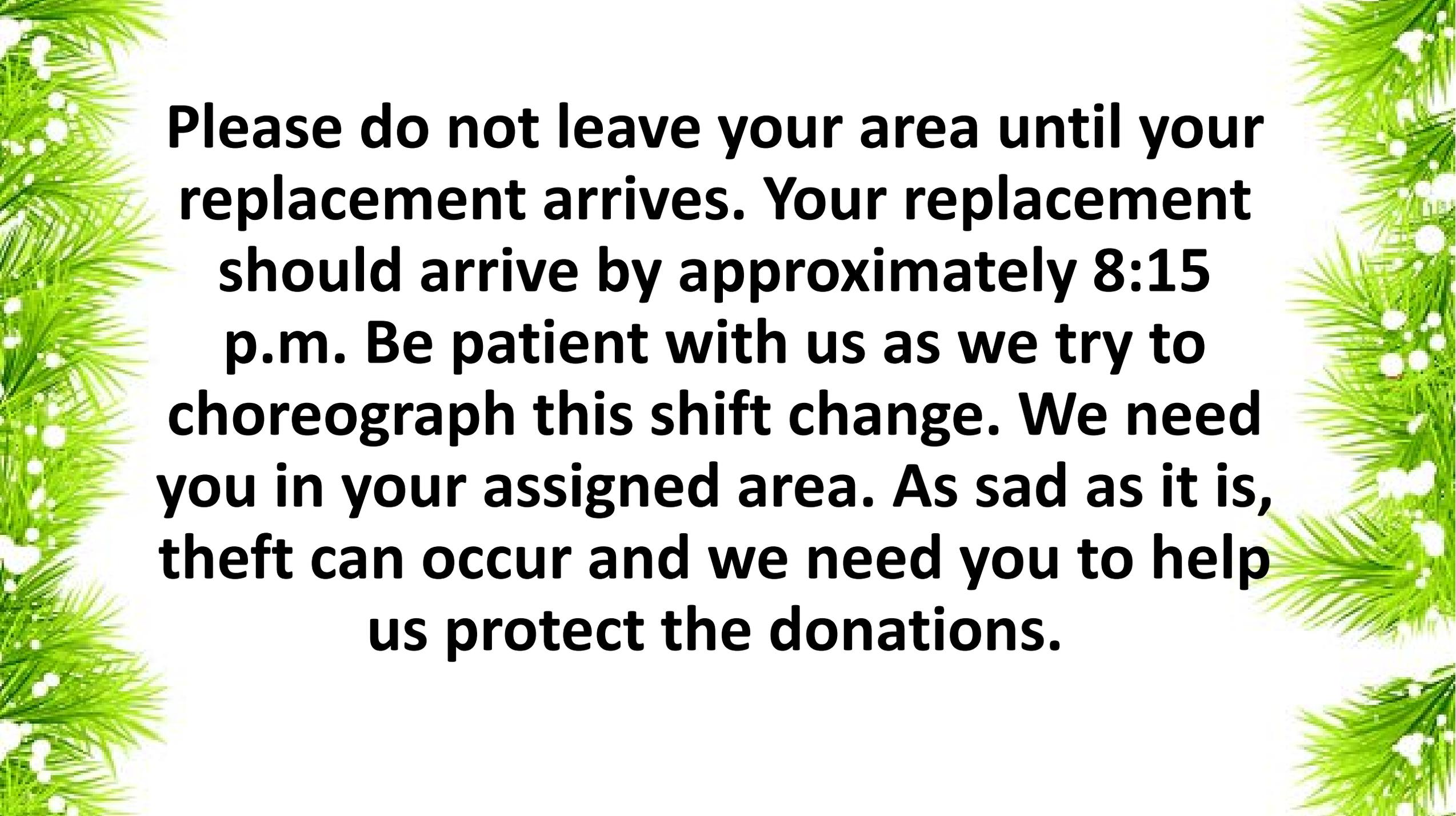
- Guests will be able to pay with the credit card they previously registered or enter a new card.
- If guests want to pay by cash or check they must go to the invoice area.



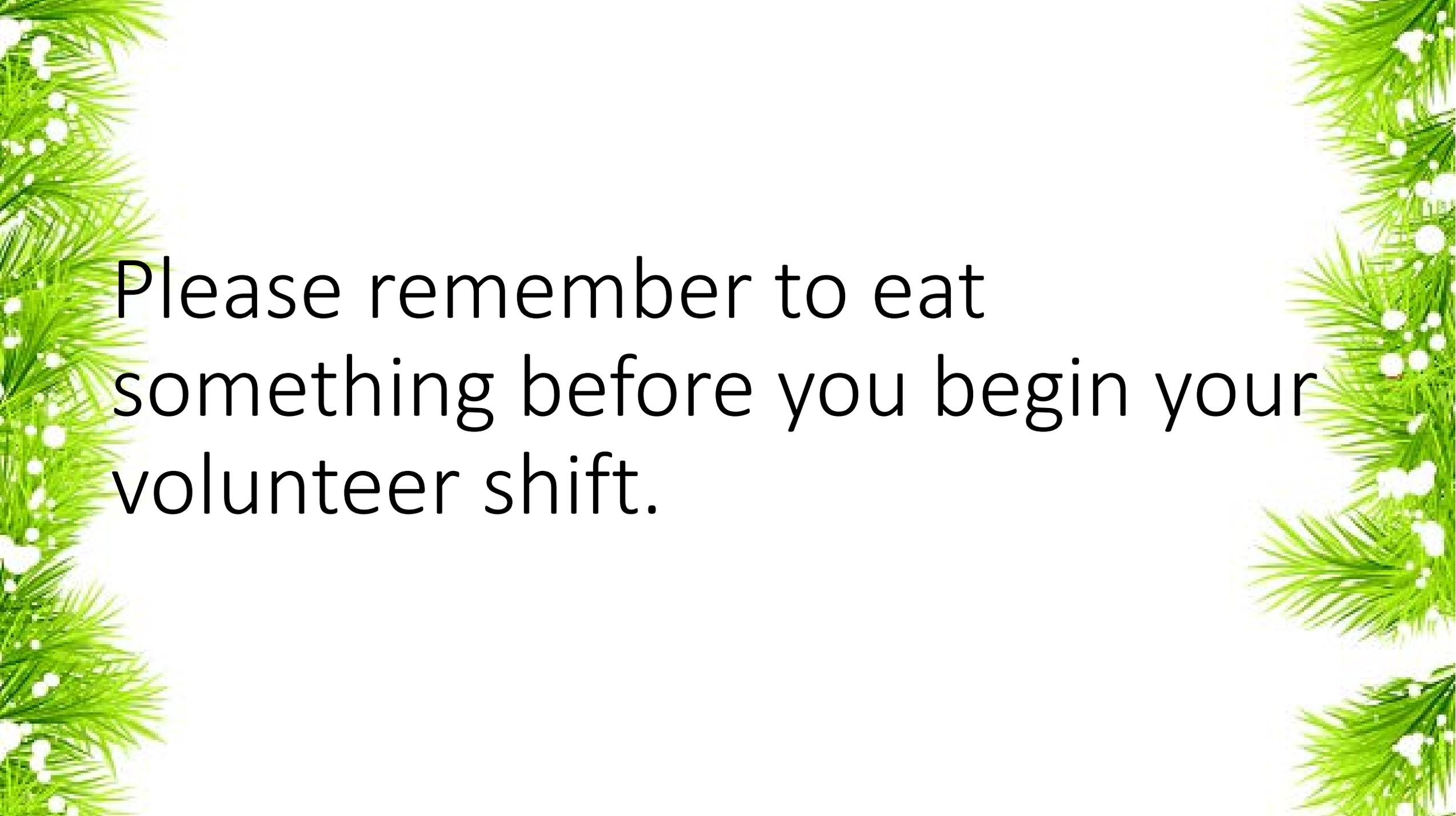
# Paid

- Invoice will then show as paid.
- A copy of the invoice will be emailed to the guest and will have additional instructions for pickup and/or delivery of items.

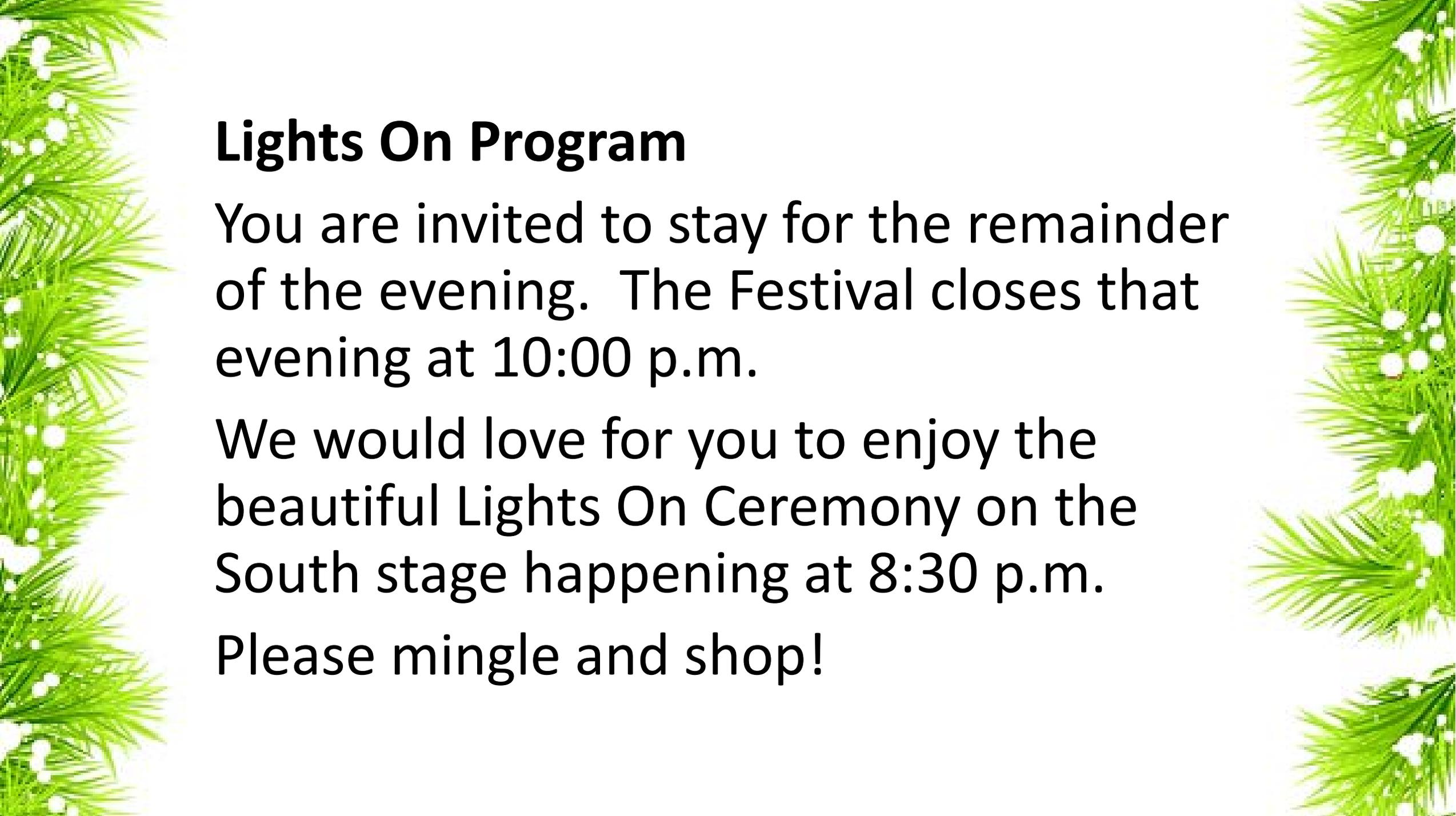




**Please do not leave your area until your replacement arrives. Your replacement should arrive by approximately 8:15 p.m. Be patient with us as we try to choreograph this shift change. We need you in your assigned area. As sad as it is, theft can occur and we need you to help us protect the donations.**



Please remember to eat something before you begin your volunteer shift.

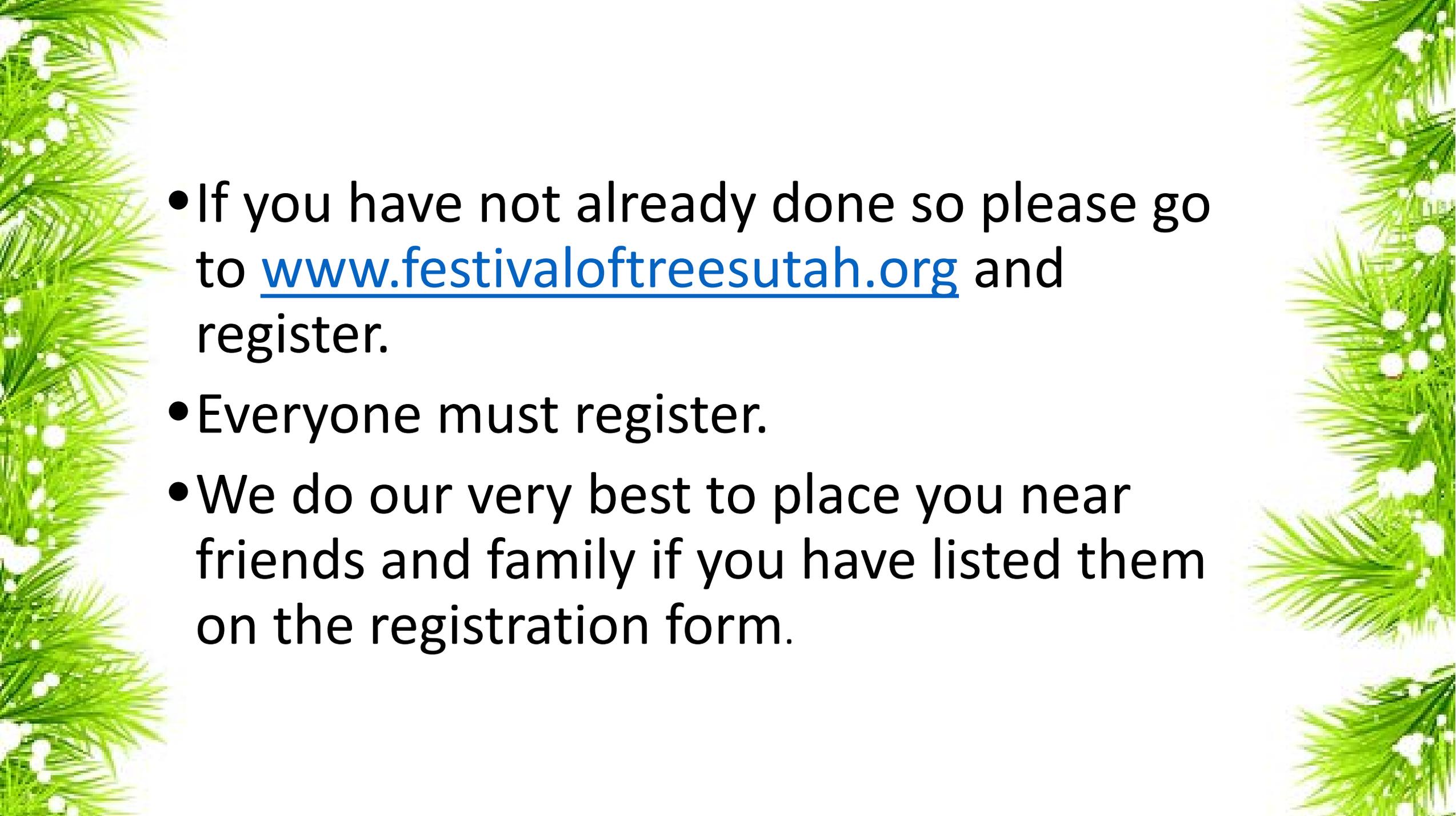


## **Lights On Program**

You are invited to stay for the remainder of the evening. The Festival closes that evening at 10:00 p.m.

We would love for you to enjoy the beautiful Lights On Ceremony on the South stage happening at 8:30 p.m.

Please mingle and shop!

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- If you have not already done so please go to [www.festivaloftreesutah.org](http://www.festivaloftreesutah.org) and register.
  - Everyone must register.
  - We do our very best to place you near friends and family if you have listed them on the registration form.



**Thank you!**

**Questions?**

**Please contact Heidi Zarbock at  
801-915-5324 or  
fotopeningnight@gmail.com**