

# text2bid

## Setup and Use

MaestroSoft, Inc.  
1750 112th Avenue NE, Suite A200, Bellevue, WA 98004  
425.688.0809 / 800.438.6498 • Fax: 425.688.0999  
[www.maestrosoft.com](http://www.maestrosoft.com)

# Contents

Text2Bid checklist	.....	3
Preparing guests before event	.....	4
Uploading items before the event	.....	5
Customizing Text2Bid	.....	6
<b>At the Event</b>		
Display Boards	.....	7
Kiosks	.....	8
Registration	.....	9
Closing Bidding	.....	10
Downloading bids	.....	11
<b>Printable Guides</b>		
Admin Cheat Sheet	.....	12
Volunteer/Helper Cheat Sheet	.....	13

# Checklist

**Text2Bid is automation for your silent auction, plain and simple.**

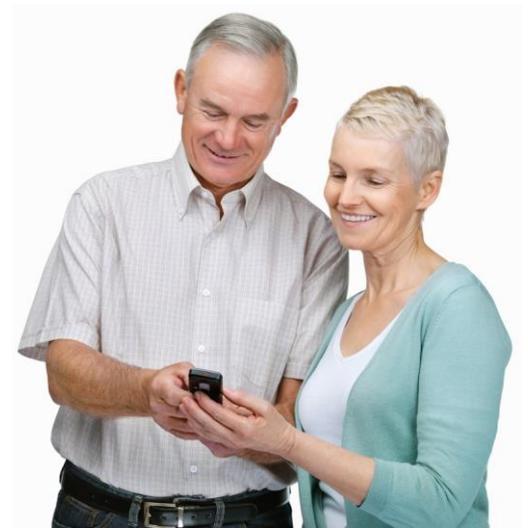
This guide walks you through every step so you can enjoy a successful Text2Bid experience for both you *and* your guests.

## Know the basics

- Text2Bid is used instead of paper bid sheets.
- Guests bid using their own phones or at bidding kiosks.
- Bidders are notified by text message when they win items.
- Winning bids download into MaestroAuction (MA).

## Check these off as you work your way through setup

- Register event date and complete paperwork
- Receive welcome email from Text2Bid
- Finish up entering items into MA or MaestroAuction Online (MAO)
- Number catalog
- Upload items to Text2Bid
- Edit bid steps and “buy it now” prices as desired
- Set start and finish times
- Update colors and logos
- Print help cards from MA
- Setup display boards
- Setup kiosks
- Relax, while Text2Bid runs your silent auction



# Preparing Guests

## Before the event, don't over-complicate things.

Remind your guests to bring their phones with them - that's all you have to do. We want to make sure they're not leaving them at home or in the car!

 *Text2Bid is designed to be easy and intuitive for all users. Sending out "how-to" instructions before the event is unnecessary and can do more harm than good.*

 **Do not** give your keyword and shortcode to bidders before the auction unless you have worked with us directly prior to your event.

## Here are some phrases to borrow for your announcements:

- "The silent auction is on your phone this year"
- "Remember to bring your cell phones, you'll be using them to bid"
- "Don't be left out! Be sure to bring your phone!"



# Uploading Items

**Before the event, Text2Bid is set up using your item information.**

MaestroAuction takes all of the items you've already entered, and walks you through the quick process of setting up Text2Bid. We recommend that you do this the day before the auction, so all last-minute donations have time to be added.

## Here's how to set up Text2Bid with your items:

- Open MaestroAuction on your computer.
- On the main menu, click **Text2Bid** on the top tool bar.
- Go to the **Upload Items to Text2Bid** tab.
- Follow the on-screen directions to upload your items!

### **IMPORTANT:**

*For MAO users, make sure that you have completed your final download before setting up Text2Bid. You want to make*



*Review your items before uploading to make sure that your (optional) custom bid increments (minimum bids, raises, etc.) are already to your liking before uploading. If you do nothing, they'll calculate using our recommended 14 steps. You can fine tune these steps later in the Text2Bid Auction Manager.*



*The Text2Bid "Login Name" and "Password" is emailed to you from the Text2Bid team. It is not your MAO or MA password.*



*Any last minute items can be entered directly into the Text2Bid system later.*

MaestroAuction Online customers may upload items directly from their site using the Mobile Bidding tab on their Admin Tools page.

Text2Bid only customers may add items directly by logging into their site then selecting Before Event > Important Settings and adding the corresponding type of item. Items may also be uploaded directly from an Excel template. More information is available at [maestrohelp.com](http://maestrohelp.com).

# Customizing Text2Bid

Customize your logos, colors, and other settings.

After you've uploaded your items to Text2Bid, log in to the **Text2Bid Auction Manager** using the Login Name and Password from your Text2Bid welcome email. The Auction Manager is used to customize your settings before the event, and it's also used later at the event.

1. Go to: <http://text2bid.net>
2. Click the "Log In" link on the top-right part of the home page



## Step One: Before Event > Upload Pictures

Use this page to upload any logos or item pictures you wish to use with Text2Bid. This page allows you to add pictures to your Text2Bid library. After you've uploaded pictures, you'll be able to select them on item and settings pages during the next steps.



## Step Two: Before Event > Set Logos and Sponsors

On this page, the Auction Name will be the name that displays on leader boards and kiosks. Select your Event Logo and your Sponsor's Logo from the list. *(if they're not in the list, then make sure not to skip step one above)*



## Step Three: Before Event > Set Display Colors

Select the font and background color for the Leader Board displays.



## Step Four: Before Event > Manage Auctions and Auction Timing

Use the on-screen instructions to set the start and closing times for your silent auction sections. If you plan to have different closing times for your Text2Bid items, make sure they're in different **Auction Types** in MaestroAuction *before* uploading them.



## Step Five: Before Event > List Items

Set up "No Limit" items. By default, all of your items will be set up with 14 steps and have a "buy it now" price. If you want the item to have unlimited bidding, edit the item using the edit button and set the Item Type to "No Limit".

**The Text2Bid Team will provide help if you have any advanced questions.**  
**Email questions to: [support@text2bid.net](mailto:support@text2bid.net)**

# Display Boards

**Display boards inform your bidders of activity, and update automatically.**

A display board is simply a laptop computer attached to a projector, HDTV, or large monitor. The computer(s) used can be Mac or PC. There are different styles to choose from, and each style has four different size options depending on the projector you're using.

## Create a Display Board:

1. Attach your laptop to your projector, HDTV, or monitor.
2. Go to: <http://text2bid.net>
3. Click the **Log In** link on the top-right part of the home page.
4. Click **During Auction**.
5. Click on any leader/item board to see it instantly.
6. Press the **F11** key to put the web browser in full screen mode.
7. Press the **Esc** key to see a list of display options.



*Display Boards require an internet connection.*



*Before the event, make sure your computers have their Windows/Mac updates run and are not set to go to sleep after periods of inactivity.*

The screenshot shows an Item Board for 'The History of Coffee'. It features a large image of coffee beans in a sack. Text on the board includes: 'text2bid maestrosoft', 'Fall Gala', 'Provided by arveva', 'Item: A101', 'High Bid: \$0', 'Bidder: ---', 'State: CLOSED', and 'The History of Coffee'.

The **Item Board** displays items one at a time, and will showcase your item pictures at full resolution.

**Choose from:**

**Item Board Style 1 - SVGA (800 x 600)**

**Item Board Style 1 - XGA (1024 x 768)**

**Item Board Style 1 - WXGA (1280 x 1024)**

**Item Board Style 2 - SVGA Only**

The screenshot shows a Leader Board with a table of items. It includes a 'Sign In' button and a 'POOR' logo. The table has columns for Item, Name, High Bid, Bidder, and State.

Item	Name	High Bid	Bidder	State
A102	One Dozen Long-Stemmed Red Roses	\$0	---	CLOSED
A103	Yakima Valley Wines, Pinot Noir, DeLille Cellars, 1999,	\$0	---	CLOSED
A104	Complete Left-Handed Golf Club Set	\$0	---	CLOSED
A105	Set of 8 Gold Chargers	\$0	---	CLOSED
A106	Dinner for 2 at EAT! Restaurant	\$0	---	CLOSED

The **Leader Board** displays a scrolling list of items. While viewing this screen, press the **Esc** key to view more options.

**Choose from:**

**Leader Board - SVGA (800 x 600)**

**Leader Board - XGA (1024 x 768)**

**Leader Board - WXGA (1280 x 1024)**

**Leader Board - HD (1920 x 1080)**

# Bidding Kiosks

**Bidding Kiosks allow for bidding without cell phones.**

A kiosk functions as a “safety net” for your bidders. A kiosk can be any computer or device that is able to display a full web page, such as a Mac or PC computer or internet enabled devices such as iPads and Kindle Fires. A kiosk is used only when cell phone bidding is not possible for a guest. Kiosk-only bidders cannot receive outbid notifications. Most auctions are served well with only 3-5 kiosks.

## Create a Kiosk:

1. Go to: **[http://text2bid.net/go/\[your keyword\]](http://text2bid.net/go/[your keyword])**  
*(If your keyword was “AUCTION”, your kiosk address would be <http://text2bid.net/go/auction>)*
2. Your bidders enter in their **Bid Number** and **First Name** to bid.



*If a bidder forgets to sign out of a kiosk, it will automatically sign out after 30 seconds of inactivity.*



*Kiosks require an internet connection.*

# Registration

At the door, guests register their phones with the Text2Bid system.

Bidder numbers are pre-assigned by MaestroAuction in the View Attendees screen. The Text2Bid registration process detailed below will attach their phone to their pre-assigned bid number. This is accomplished by the bidder entering their bid number into their phone.

## Registering a Phone:

- The bidder texts your **KEYWORD** to a **SHORT CODE**, and the bidder immediately receives a welcome message with instructions and a hyper link.
- If the bidder is using a **smart phone**, the bidder taps the link and enters their bid number.

### Help Cards

In the Text2Bid screen in MA, use the buttons for **Instruction Cards** to generate help cards for your event. Use Avery 5722 Business Cards.

Make sure the **KEYWORD** and **SHORT CODE** match the information provided by the Text2Bid team.

	
<b>text MAESTRO to 71760</b>	
<b>Smart Phone:</b>	1) Tap the link sent back to you 2) Enter your bidder number 3) Bid using the T2B Website
<b>Standard Phone:</b>	1) Reply with your bidder number 2) Text the Item Number to bid
<b>Bidder #:</b> <u>  101  </u> <b>Table #:</b> <u>  17  </u>	

(Example help card)

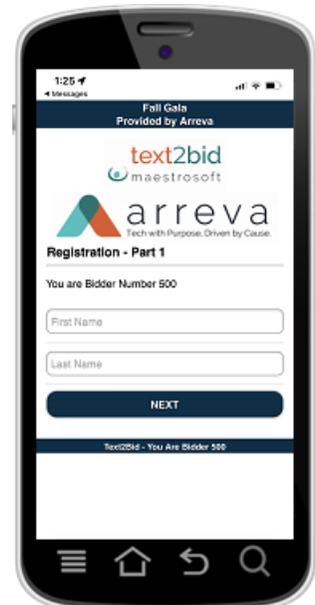
My Keyword:

---

My Short Code:

---

You'll receive your short code and custom keyword no later than 7 days before the auction. Once you receive them, write them down so they become part of this handbook.



Phone Registration

# Closing Bidding

**The last minute bidding. The mad dash to the finish line. This is the easy part.**

Since we set our closing times already (page 6), Text2Bid is handling **all** of this for you. Items with last minute bids are “held open” for more bidding, and winning bidders receive text messages.

## Here's what to expect:



### Extending the Auction (optional)

If for some reason you need to extend the closing time of the auction, you can use the Extend Auction feature. Reference the Cheat Sheet if you need to move closing times forward.



### Soft Closing Popular Items

Make sure your guests know about soft closing. Items that receive last minute bids will automatically be “held open” until bidding ceases. It only takes a few minutes for all items to close.



### Winning Bid Notifications

As soon as items close, Text2Bid will begin sending out winning bidder texts.



### Auction Closes

As soon as all items have closed, the winning bids may be download into MaestroAuction (page 11).

# Downloading Bids

**MaestroAuction downloads all winning bids, cash donations, and store purchases.**

You can download info from Text2Bid unlimited times to run reports, check auction progress, or perhaps check out a guest early. Typically, you only need to download once - right after your silent auction closes.

## Downloading Bids 1-2-3

1. On the main menu of MA, click **Text2Bid** on the top tool bar.
2. Verify your Keyword, Name, and Password are entered.
3. Click **Download Winning Bids from Text2Bid**.



*The computer used for downloading bids requires an internet connection.*



*The only possible scenario that could go wrong during this step is discovering your internet connection is down. Before the event, choose someone on your auction team that has a cell phone able to share WiFi internet, and is familiar with how to use it. If you lose your primary internet connection, use their phone's internet as a backup plan.*

# Admin Cheat Sheet

One person on your auction team should be designated as the **Text2Bid Troubleshooter**, and they should be provided with **this** cheat sheet. We don't expect you to need *all* the info on this sheet, but it's good to be prepared!



Most scenarios below reference the Text2Bid Auction Manager. The Auction Manager is a web site you login to at **http://text2bid.net** - write your Text2Bid Login Credentials here so you have them handy during the event:

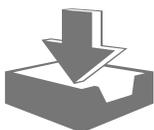
Username: \_\_\_\_\_ Password: \_\_\_\_\_

## Troubleshooting

Task/Issue	Solution
<b>The phone returns a short code error</b>	Text2Bid has a back-up number to use in these instances. Have the bidder text <b>YOUR KEYWORD</b> to <b>845-262-2243</b> .
<b>Change a bid number</b>	In the Text2Bid Manager, go to <b>During Event</b> , then <b>List Bidders</b> . Click the Edit button. 
<b>Reverse a Bid</b>	In the Text2Bid Auction Manager, go to <b>During Event</b> , then <b>View Leading Bids</b> . Click the Undo button. 
<b>Review Bid History</b>	To view the "digital bid sheet" go to <b>During Event</b> , then <b>View Leading Bids</b> . Click the magnifying glass. 
<b>Extend the Auction</b>	In the Text2Bid Auction Manager, click on During Event, then click Extend Auction. Choose the entire auction or just one section, and enter the desired number of minutes.

## Downloading Bids

1. On the main menu of MA, click **Text2Bid** on the top tool bar.
2. Verify your Keyword, Name, and Password are entered.
3. Click **Download Winning Bids from Text2Bid**.



*If you discover your internet connection is down, locate a person on your auction team that has a cell phone able to share WiFi internet and use their phone's internet to download.*

# Helper Cheat Sheet

Some common questions when helping bidders use Text2Bid

**The phone returns a short code error.**

Text2Bid has a back-up number to use in these instances. Have the bidder text **YOUR KEYWORD** to **845-262-2243**.

**I forgot my phone.**

Direct the bidder to a kiosk. The bidder enters their bid number and first name. Kiosks look and feel like smart phone screens.

**What if I entered the wrong bid number into my phone?**

Direct the bidder to the Text2Bid troubleshooter. The troubleshooter will use the Text2Bid Auction Manager to adjust the bidder's number.

**What if my phone dies?**

They will use a Text2Bid kiosk to place bids.

**The auction is over, why is my item "held open"?**

If an item receives a bid at the last minute, the item stays open to allow for extra bidding. The item will close once the bidding for that item has stopped for 60 sec.

**How can I undo my bid?**

Direct the bidder to the Text2Bid troubleshooter, they will use the T2B Auction Manager to reverse the bid.