

# ONLINE AUCTION

STARTING APRIL 19-MAY 13

**SOLICIT**  
**DONATE**  
*BID*  
**CLICK**  
**BUY**

**THE BIGGEST FUNDRAISER OF 2010!**  
**WE'RE FACING THE WORST**  
**BUDGET CUTS YET..**

**EVERYBODY CAN HELP RAISE**  
**MONEY FOR OUR CHILDREN**

**HERE'S HOW...**

# CHECKLIST

STARTING APRIL 19-MAY 13

## WHAT TO GIVE A POTENTIAL DONOR

### HERE'S EVERYTHING YOU NEED (LOOK INSIDE!)

- SOLICITATION LETTER
- SOLICITATION FORM
- ENVELOPE ADDRESSED TO MTW
- POINT OUT THE SCHOOL WEBSITE

What odd items do people forget?

(PLEASE ask your donors to be as specific as possible about the following. The more clear the posting is on the website, the easier it is to “sell” the item and the fewer times we have to bother our generous donors)

Expiration dates of gift certificates/services

Blackout dates for hotels and vacations

Number of people allowed in rooms/on trips/at private parties

Age limitations on camps, classes and programs

## Why would anyone give to our auction?

You might feel squirrely about “asking for something.” Well, don’t, because there are lots of reasons businesses, corporations and individuals give:

- \* We are a not-for-profit/tax write-offs
- \* Part of the business’s “plan” or “mission” is giving
- \* They are lovers of their neighborhood/community
- \* They love children and believe in education
- \* It’s free publicity: Our link with their info is passed around to thousands of people
- \* Makes them look good (even if they aren’t bighearted—important in business)
- \* Our demographic is their demographic (summer camp, family vacations,)
- \* They are a beginning business trying to generate new and repeat customers

**WHOM SHOULD I APPROACH FOR A DONATION?**

**Think out of the box: You have access to more potential donors than you realize! Here are some examples, think of ideas that apply to YOU!**

**BUSINESSES YOU FREQUENT/SUPPORT:**

- \* Your child's karate studio
- \* Your day spa (massages and facials are BIG draws)
- \* The pizza joint you order from 3 nights a week
- \* The lunch place by your office that caters every meeting
- \* Your family's gym/health center
- \* The hotel where you always stay on vacation
- \* The hotel down the block from your apt. where you house your in-laws

**EXPERTS YOU KNOW:**

- \* Your vocal coach
- \* Your kids' Occupational Therapist
- \* Your personal shopper
- \* Your resume doctor
- \* The dog-walker who says "Hi" to everyone
- \* A babysitter or nanny (childcare is another biggie)
- \* Language lesson-giver (Spanish or Hebrew, anyone?)

**DON'T FORGET YOUR FRIENDS AND FAMILY:**

- \* Uncle Morty owns a bagel shop (give us a platter!)
- \* Your bro owns a bar (Private party for 10 with beer and wings?)
- \* Granny is a travel agent (She knows the cruise lines to call for donations)
- \* Your pal owns a moving company (How about a \$100 gift certificate?)
- \* The building director loves you (Can we have the party room free for a Tuesday night?)
- \* Your niece is a designer (A custom-made dress?)
- \* Your cousin teaches photography at NYU (a photo session for a family)

# What can YOU give?

- \* Three hours of piano music for a cocktail party
- \* Tickets to the show you're in
- \* Party platters if you own a restaurant
- \* A stay at your vacation home (A cabin in the Poconos / A chalet in Vail)
- \* A day of organizing someone's home (If you're Type A)
- \* Party planning (They spend the money, you do the work)

Don't forget, people often donate what might not easily get sold; it's a win/win. Publicity for them, at not much cost

- \* Week-night hotel stays
- \* Monday or Tuesday night restaurant visits
- \* Winter cabin stays
- \* August-session camp attendance
- \* Lunch vs dinner catering
- \* School-year vacation slots

# How do I go about asking?

The first time is the hardest... just think, you're doing it for a not-for-profit and not for yourself. Remember that all the gorgeous children in our school are benefiting— it will make you stand taller and be bolder than if you think you're asking for a favor or a handout. You're a hero, and you are performing an act of the highest charity: You're doing work and handing over the gain to someone faceless. That is compassion... the Donut Party you get from Holey Cream brings money to Midtown West which brings money to support a writing specialist who will help Child X who may be the next Obama, Angelou, Gandhi—or maybe just a happy, able, contributing member of society.

Don't forget that the donation letter and contribution form answer almost all of the questions. Hand them to a potential donor, or email an e-version. It proves we are not-for-profit, gives our website address, and tells our mission. These are tools legitimize you as a solicitor and to make the donor feel trust.

## Once you take the leap, there are a lot of ways to approach it:

- \* Do it face-to-face (Hi, Mario... would you donate dinner for two...)
- \* Mail it to your contacts (Add a personal letter reminding them who you are)
- \* Do a generic email (Write one "Cover Letter" to hotels, then go back and substitute in the name of each business as you change email addresses)
- \* Mention it to all your friends and family.
- \* Always carry the forms with you so when you run into a donor or pass by a business, you don't feel shy or unprepared

# Suggest Sponsorship

We can offer placement on our Platinum, Gold or Silver tables at the live auction, we can feature them on posters in the lobby, we can hand out items at the auction or place them in gift bags. We can publicly thank them at the well-attended auction party and suggest that our attendees support their businesses. We offer tax benefits and provide letters and proof of donations. ALL donors get recognized in our monthly newsletter.

## Sponsorship Guidelines:

### ***Silver – Donation of money or products/services to the Auction value of \$1,000 – \$2,500***

Silver Sponsor will receive the following recognition:

- \* Sponsor's logo will be posted on the front page of the on-line Auction site with National exposure
- \* ¼ page size advertisement in the MTW Auction 2010 Brochure
- \* Sponsor will be recognized in the MTW School Newsletter
- \* Recognition at the Silver-level -designated table at the Live Auction Party on April 23, 2010

### ***Gold – Donation of money or products/services to the Auction value of \$2,500-\$5,000***

Gold Sponsor will receive all the recognition of the Silver Sponsor and:

- \* Direct link from the Sponsor's logo to their website on the front page of the on-line Auction site with National exposure
- \* ½ page advertisement in the MTW Auction 2010 Brochure
- \* 2 complimentary tickets to the Live Auction Party on April 23, 2010
- \* Flyer distributed to the all PTA members promoting Sponsor's products/services during 2010–2011 school year
- \* Media advertising Sponsor's products/services in "Gift Bags" to be distributed to all attendees at Live Auction

### ***Platinum-Donation of money or products/services to the Auction value of \$5,000 +***

Platinum Sponsor will receive all the recognition of the Gold Sponsor and:

- \* Full year advertisement on MTW School website (at Fundraising Section) with a link to the Sponsor's website
- \* Full page advertisement in the MTW Auction 2010 Brochure
- \* 4 complimentary tickets to the Live Auction Party on April 23, 2010
- \* Verbal acknowledgment of the Sponsor at Live Auction Party on April 23, 2010
- \* 2 flyer advertisements to all PTA members promoting Sponsor's products/services during 2010–2011 school year
- \* Exclusive opportunity to distribute to all members of PTA through Fundraising Committee Sponsor's media

Okay  
so I got a  
donation

Now  
What?

If the donation is a physical item, bring it to school. If it's a gift certificate, you can attach a donor form and put it in the drop-down safe. (These are like cash). Be sure to attach the filled out donor form. It is crucial that we have the name, address, phone and email of the donor. This is in case we have questions about the donation and so we can contact them for a re-donation in the future.

Ideally, you will hand it to Elena van Schendel or Lynn Cohen. You can email them and they can meet you to pick items up. Again, please include a donor form with all info.

[stoupina@hotmail.com](mailto:stoupina@hotmail.com) Elena Van Schendel  
[lynncoco@aol.com](mailto:lynncoco@aol.com) Lynn Cohen

## Want to help out?

You can volunteer by:

- \*Teaching others how to solicit
- \*Uploading content onto the website (We'll teach you... Easy-peasy!)
- \*Reminding your friends at school that there is an auction
- \*Passing around the link to everyone on your email list
- \*Helping to pick up for physical items when the auction is over
- \*Helping photograph items to post on the site

*We are looking forward to working with all of you to make this the most profitable auction yet!*