

Greetings Pacific Primary Families...Your Auction '12 Packet is here!!!

We are so thrilled to have our new and returning families participate in our extraordinary annual auction. We are in the beginning stages and gearing up for the big day (March 3, 2012) and need your help to make it a success.

As you know, the auction is organized each year by Pacific Primary parents - it is truly a community event. And as Pacific Primary families, we have all pledged to participate in the auction in the following three ways.

Pacific Primary Family Responsibilities:

- Work on an Auction Committee
- Donate (or obtain the donation of) 3 Items to the Auction
- Contribute 2 Catalog Ads and 2 Teacher/Staff Greetings

This packet contains everything you need to know for auction donations, ads and greetings!

Our annual auction is highly anticipated by our community because it is a fun party, a chance to visit with old friends, and an event with a great cause! All the money raised supports our children through the Tuition Assistance Fund, which ensures economic diversity, and to fund our incredible Creative Arts Specialists and programs. There are so many ways that Pacific Primary helps our children bloom and this event is a way for all of us, as parents, to give back.

Please take time to review and complete this packet. We are really looking forward to another fantastic auction and celebrating with all of you!

If you have questions, please email us at: auction@pacificprimary.org or at our personal emails below.

The success of the auction depends on our parent community. We need 100% participation from every family in securing donations in a timely manner and working on an auction committee. We're delighted to be working with you and look forward celebrating with you at the Galleria at 101 Henry Adams Place on March 3rd!

Thank you for all your support!!!

Heike Hiss
(heike@eh21.com)
Auction Chair

Nancy Norris
(nancysusi@yahoo.com)
Co-Chair, Auction Fundraising

P. S. There are also event underwriting opportunities available. Please contact Brisen Brady from our Auction Solicitations Committee at brisen_brady@hotmail.com for more information.

Pacific Primary Auction '12

Donations Solicitations 101

Please Note: Each Pacific Primary family is responsible for contributing a minimum of 3 Items to the Auction. Completed Auction Donation Form (ADFs) – which we explain below – are due to the Sunroom **on or BEFORE January 9th, 2012**. Please bring your items with ADF attached to the OSS on the following days that the intake table will be open to receive your items: Dec 20 & 21, 2011 and Jan 5, 6 & 9, 2012.

1. Get the Goods

You can personally donate auction items, recruit friends and family to contribute donations, or request donations from the business community. We know that the challenge of asking for donations may seem daunting. However, with a little creativity and persistence, and perhaps your adorable child in tow, that neighborhood restaurant where you dine every Friday evening may donate a gift certificate and that uncle may agree to lend out his Tahoe house for the week.

What to Get...or make or give or do?

Try to think of what type of items you would be interested in bidding on in an auction. Chances are that others will be interested in those same items. And while you are doing your holiday shopping, ask the stores where you may have purchased some gifts if they would consider making a donation.

The following are just a few donations from past years that have been popular and we suggest that you review the Auction Categories and Suggestions for Donations page included in this package to help you come up with ideas!

Food & Wine:

- o A Moroccan Dinner Party for 10 in donor's home with a belly dancing lesson
- o A Gumbo Dinner Party for 12 in your home
- o A collection of secret family recipes
- o A gift certificate for dinner for 4 at Pasta Pomodoro
- o A wine tasting for 10 featuring wines from Argentina
- o Wine Club membership for 1 year
- o Special bottles and cases

Travel & Leisure:

- o A spa day for 2 at the Huntington Hotel's Nob Hill Spa
- o A Villa in Mexico that sleeps 8 people for 1 week
- o A guided walking tour in a San Francisco neighborhood

Children:

- o A pancake breakfast and park outing
- o A scavenger hunt in Golden Gate Park with lunch
- o A gingerbread house with handmade decorating party for 6
- o A handmade mitten and hat set

How to Get It?

a. Solicitation Script & Tips

We've included a sample script for in-person solicitations as well as tips for phone and email solicitations. As you ask for donations, you will want to revise the script to fit your own style.

b. Solicitation Letter

We have included a solicitation letter that you can copy to give or send to potential donors. An electronic version of this letter, which you can personalize, will be emailed to you shortly.

2. Complete the Auction Donation Form (ADFs)

An Auction Donation Form (ADF) must be filled out for each donation that you contribute. Three ADFs are included in this packet. Additional ADFs will be available in both sunrooms.

When filling out the ADF, please give very specific details on the donations, as this is the information that will be used in the catalog.

VERY IMPORTANT: Be sure to list ANY and ALL restrictions that apply to your donation. For example: 'Must be used within 1 year of the date on the certificate' OR 'Winning bidder must contact donor within 2 weeks after the Auction to discuss potential dates/games for which tickets apply' OR 'Birthday Fishing Trip applies to summer months only'.

ALSO VERY IMPORTANT: Please include the VALUE of your donation on the form. You may say "priceless" if the value is unknown and it is a unique donation.

3. Deliver Item – with the ADF – to School

The intake table at the OSS will be open for you to deliver your items with ADF attached on the following days: December 19 and 20, 2010, and January 2 through 6, 2012.

Completed ADFs with items are due in the Sunroom **on or BEFORE January 9, 2012.**

NOTE: You are responsible for the delivery of the items that you solicit to the school (or in some cases directly to the event).

4. Done

Whew.

Pacific Primary Auction '12 Donations Solicitation Scripts

A few pointers:

- The auction committee has sent letters to donors that have contributed in the past. We will post this list of donors in the sunroom. If you reach out to these donors, please politely reference the letter and gratefully acknowledge their past donation(s) during your conversation.
PLEASE: Take a moment to **let Nancy Norris (nancysusi@yahoo.com) or Brisen Brady (brisen_brady@gmail.com) know which of these businesses you have approached and their responses.** To the best of our ability, we will provide weekly updates to the list in the sunroom with this information.
- Approach businesses where you are a regular customer (your favorite neighborhood restaurants, your longtime salon, etc.). Places where you spend money will be more inclined to be generous to you!
- Many businesses, even small storefronts, have a charitable donations budget, strategy and staff member responsible for managing donations. Rarely will a request catch a business "off guard." They may say no, but no business will be surprised or offended by a polite request.
- When providing examples of donations, start big and work your way down!
- Let businesses know that supporting our auction is essentially free advertising. We have a strong parent and staff community that can lure customers.
- If stopping in person, which is optimal, bring your child. It helps for businesses to see who directly benefits from the donation.
- Personalize the script – include what *you* value about Pacific Primary as well as why you think auction guests are a strong potential customer base for *this* particular business.
- Complete as much of the ADF as you can – i.e., make this as easy as possible for the donors.
- Provide businesses with stamped return envelopes when they aren't able to give you a completed ADF and item when you visit them. (The school does not supply these.)

Finally, GOOD LUCK and HAVE FUN WITH THIS! The success of this auction solely relies upon our parent community and these donations are the key to our success!

In-Person Donations Solicitations Script (How to ask a business to donate an item to our Auction in-person)

This is a guide to be used for in-person solicitation efforts in conjunction with the Solicitations Letter & Auction Donor Form that you can leave behind with the business or, better yet, fill out while you are there and return to the school. An electronic version of the letter, which you can personalize, will be emailed to you shortly.

Hi, may I speak with a manager?

When you have the right person:

Hello _____, my name is _____ and on behalf of Pacific Primary Preschool I'd like to invite you to donate to our annual auction to be held on March 3, 2012. The money raised from your donation pays for tuition assistance for those families who can't afford preschool, and our creative arts programs. These are the core parts of what make Pacific Primary unique and diverse. Our school is founded on the principles of love, peace, diversity and fairness. All things that make this city great, and what makes for great future customers!

This local event netted over \$140,000 from donations last year and it was all made possible because of businesses like yours! (Provide examples of similar businesses and donations from previous years; if you are talking to a restaurant you can mention private parties, catering, dinner for four, or gift certificates). Additionally, Pacific Primary is a non-profit so your donation is fully tax-deductible.

(This script can and should be shortened based on the attention and interest level of the business person.)

If they say yes (Yipee!):

That's fantastic! Thank you.

Often the business person will say what they plan to donate when they first say "yes." If this isn't the case, suggest items that are of high value and that you think would be popular at the auction.

It is best to have the completed ADF and donated item before leaving the business. Work with the donor to complete the ADF.

Or, if you leave without the ADF and item, clarify with the donor how the item, completed ADF, and any marketing materials the donor wants to include for display purposes (brochure, photographs, etc.) will be delivered to the school – either they will mail them or you will pick them up.

If they say no (Bummer!):

Thanks for your time. Here is a letter that describes our school & auction and our contact information in case you find that you would like to donate.

Phone Solicitations Tips

(How to ask a business to donate an item to our auction by phone.)

Please see the above language for talking with a manager. Please make a note of your conversation and the name of the manager so you can follow up as appropriate and necessary. Some businesses may request a fax ADF or an email. Please follow up promptly and thank them for their consideration!

Email Solicitations Tips

(How to ask a business to donate an item to our auction by email.)

An electronic version of the solicitation letter, which you can personalize, will be emailed to you shortly. When emailing businesses please use your personalized letter as the body of your message, and scan and attach the ADF.

Be sure to follow up with a phone call.

Pacific Primary Auction '12 Catalog Ads & Greetings Information

Each Pacific Primary family is responsible for contributing a minimum of 2 ads and 2 staff greetings to be published in the Auction Catalog. One purpose of the catalog is to salute the Pacific Primary Staff and thank all those who make it such a special community. Another purpose is to raise money. In the past, parents, grandparents and extended family have placed greetings and ads to support the school and their loved ones.

Minimum of 2 ads and 2 greetings per family due on January 9, 2011.

Catalog Ads (form attached):

The auction catalog is a great way to share information about a business or service to the Pacific Primary Community. Previous ads published in the catalog have been business cards and/or descriptions of business services placed by parents, family or friends. Some ads celebrate a child's growth at school or are a simple greeting of love and appreciation from the family. Ads are available from business card size to full-page spreads and can be personalized with your own photographs and artwork.

Catalog Greetings (form attached):

The Catalog Committee will design the thank-you messages (group greetings) to various staff members and you can include the names of parents/friends/family who have sponsored the greeting. Group greetings are \$15 each and the staff loves to see your appreciation and recognition in the catalog.

Pacific Primary Auction '12 Company Sponsorship Opportunities

If you work at a business, or have a connection with a business that may be interested in supporting Pacific Primary and ensuring access to deserving preschoolers and their families, please forward them our Company Underwriting Letter and Benefits Form, available on the website at <http://pacificprimary.org/news-events/auction-2/>. (That's where they were last year. Could we add them to this packet?)

All companies who underwrite the event will be listed in the Program Book, posted on the website, listed in the newsletter, and publicized at the event. Some sponsorship levels also include complimentary tickets.

- \$100.00** Optional Business Card ad in Auction program (dimensions 2" x 3.5")*
Acknowledgement in Auction Catalog, Website, Newsletter, and Event Signage
- \$250.00** Includes Two Tickets to the Auction
Optional Quarter-page ad in Auction program (dimensions 3.625" w x 5.125" h)*
Acknowledgement in Auction Catalog, Website, Newsletter, and Event Signage
- \$500.00** Includes Four Tickets to the Auction
Optional Half-page ad in Auction program (dimensions 5.125" w x 7.5" h)*
Acknowledgement in Auction Catalog, Website, Newsletter, and Event Signage
- \$1,000.00** Includes Six Tickets to the Auction
Optional Full-page ad in Auction program (dimensions 7.5" w x 10.325" h)*
Acknowledgement in Auction Catalog, Website, Newsletter, and Event Signage
- \$2,500.00** Includes Ten Tickets to the Auction
Optional Full-page ad in Auction program (dimensions 7.5" w x 10.325" h)*
Acknowledgement in Auction Catalog, Website, Newsletter, and Event Signage

If you have any questions, please contact Brisen Brady, Co-Chair Solicitations & Underwriting at brisen_brady@hotmail.com.