

Tips for Successful Auction Solicitations

Personal contact is the best way to approach prospective donors. Most of us do not like to "cold call," but you'll be surprised to discover how many contacts you have without realizing it. Remember how many times you have been asked to contribute, buy a raffle ticket, or make a donation. Think about:

- Businesses, restaurants, service providers you frequent
- Family members and their occupations
- Colleagues at work and their hobbies or associations

As you approach businesses, entertainment venues and restaurants for donations, point out the many advantages of donating to the Auction:

- Their donation will become part of an online catalog that will be viewed by hundreds of interested and potential customers for weeks before the live event.
- Website links, logos and photos of establishments will appear in our online catalog allowing bidders to click through to explore services, menus, calendars, and specials.
- Winners of gift certificates become new customers and often spend much more than the value of the certificate.
- Lake Country families support the businesses that support the school!

Keep auction donation forms in your car to take to your favorite stores, restaurants, and others businesses. You can get forms and business letters from the office or download them at www.lakecountryschool.org (then click on *Auction 2012*). Or skip the paper; donations can also be made online at the same website!