



January 2017

Dear Parents and Faculty,

April 2, 2017 will be a night to remember – a night of friends and conversation, good food, music and celebration as we join together for our annual auction and gala! This year we celebrate our community and enjoy a festive night in Spain!

Now is the time to pull out all the stops to sell program ads and solicit auction donations. **Please remember that funds raised from this evening bridge the gap between the tuition each family pays and the actual cost of operating the school.**

Your participation is very important, and we need everyone's help. **This year we are asking parents to obtain a minimum of one gift card with a minimum of \$20 value for a local or national business. Feel free to contribute more than one gift card if you wish.** You may also solicit program ads or auction items from businesses you patronize. We have attached two donation forms for your use and are always happy to supply more. **Please return ads (with checks) and donations by March 17, 2016.** While the date of the dinner & auction seems far off, putting it all together takes time!

Need suggestions? Do you or does someone you know:

- Have a second home?
- Have season tickets or box seats?
- Have an interest in cool cars, high-end gadgets or gizmos?
- Belong to a golf club?
- Provide high demand services like teeth whitening, interior design, vision surgery, will packages, photography?
- Have tickets to the opera, symphony, plays, or other special events?
- Do you have contacts in the travel, hotel, or food industries?
- Know any sports figures, celebrities, politicians, or have autographed items?
- Frequent restaurants, hotels, spas, specialty shops, hair stylists or interesting classes?
- Regularly use a caterer or limo?
- Access to a wine distributor or special wines?
- Use a gym or personal trainer?

**Program ads from businesses are a sure winner!** Businesses are always happy to place an ad (business card to a full page ad) where they gain visibility and good will from our community. Use the attached form letter or write personal notes.

**If you own or run a business or make purchasing decisions, don't forget to ask your suppliers for program ads.** They appreciate your business and would surely welcome the chance to strengthen ties by supporting your child's school.

Thank you for your help and generosity! On the reverse side please find guidelines and hints for soliciting auction items and services.

Sincerely yours,  
The Gala Committee

## GUIDELINES

### FOR SOLICITING AUCTION ITEMS AND SERVICES

Thank you in advance for your time and support. Before you proceed please read over the solicitation packet which includes a cover letter, donation contract, gift certificate and program ad sheet. As you will see there are several options for the participant. If you obtain a commitment, make sure to leave with the following:

- Completed and signed donation contract
- A business card
- Ad copy
- Literature, brochure, or photo to enhance the display
- A check written to Aleph Bet Jewish Day School

There are several different ways to solicit donations. For local businesses, it's always best to **visit personally**. Make a decision for each contact as to how you feel you would be most effective at securing a contribution. Choose from below:

**Visit the business.** Seek out the appropriate representative. Be direct about what you need. Think through your options ahead of time. Ask yourself what kind of auction item or gift certificate would be most attractive. Get suggestions from the business as to what product or service they feel will best be marketed.

**Program ads are important too!** The program booklet is a keepsake, and businesses that advertise gain valuable exposure and good will with our community. If you're in business yourself, don't forget your suppliers and others dependent upon your business.

**Mail solicitation letter; follow up with a phone call.** This is good for repeater businesses that already have been through the process, or for sending to people you know. Write a personalized hello or "do you think you could help us out" type of a salutation right on the letter. You may print out a cover letter to be more formal. Use the name of person you are addressing, such as the manager of the business you are soliciting.

**Do some research.** Resolve to secure an item or two sure to be a big hit. Call on a few businesses, asking questions as to how we can make it possible. Get to the appropriate contact by phone or e-mail. If you obtain a commitment over the phone, follow up by mailing a letter, or going in person to collect the contract, the item, and literature about the item.

Whatever the approach, it is most important to be **gracious, courteous, and grateful** to anyone helping our school!