



### Procurement Tips:

- ❖ **Avoid busy times.**
- ❖ **Introduce yourself** asking for the Owner/General Manager, explaining **you're a volunteer and your purpose.**
- ❖ Explain you are **“offering an opportunity to be part of a Major Event”** and then give examples of other donations.
- ❖ Ask for a donation, **suggesting something substantial promoting their business** with a comfortable value.
- ❖ Try to “smoke out” (identify) objections; **suggest benefits to their business offsetting objections.**
- ❖ Offer to **take their donation on the spot or make a date** to come back.
- ❖ Offer to **include a visual aid “advertising” their business** - especially important for gift certificates – the best business *WOW* effect.

### What will the donor get?

- ❖ A tax write-off.
- ❖ Exposure to over 250 people who attend the event.
- ❖ Listing in the Auction Program
  - Sturgis Parents Association website
  - Thank you ad in the Cape Cod Times

### Additional Tips:

- ❖ All donations should be full donations- preferably no exclusions.
- ❖ Descriptions of items/services should be clear/concise (any restrictions or blackout times notes)
- ❖ Frequent objections and solution:
  - Their donation needs to be applied at less busy times so, offer the off-season or off-hours.
  - Their item needs value enhancement, so it can be combined to make it part of any “experience” people love.
  - Their donation needs a better presentation, so include material things, -unusual, -unique or -exclusive.
  - Their donation will be location specific, so share other location donor names.

### Ideas:

- Book store: Certificate with one display book
- Restaurant: A year’s worth of Certificates, one per month, presented in an album with menus; or with a shirt and glasses or some exclusive brand sauces
- Author: who will use the bidder’s name in his next novel;
- Special Location: Behind the scenes tours and lunch;
- Re-gifted presents – crystal items display especially well, unused gift certificates, duplicate unused small appliances or electronics;
- Salon or Spa: Certificate in a basket with products;
- Market: certificate in an inexpensive gift basket: Lobster Pot with crackers and napkins; or Fruit Basket with paring knife; or Italian colander with ingredients and wine; **ETC**
- Sports: memorabilia, tickets, signed items, or “meet and greet;”
- “A day”: golf with club lunch and cart fee too; or
- Sailing lessons;
- Kayaking excursion;
- Pool memberships;
- Bird watcher walk with birdhouse or feeder and food



Item #: \_\_\_\_\_

## AUCTION ITEM DONATION FORM

**Date:** \_\_\_\_\_ **Business Contact:** \_\_\_\_\_

**Business Name:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Street:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Item Description:** \_\_\_\_\_

**Item Estimated Value:** \_\_\_\_\_ **Business Card Included Y ~ N**

**Item Details** (include restrictions, expiration dates, etc.):  
\_\_\_\_\_  
\_\_\_\_\_

**Please Provide** (circle one):      Item      Photo      Brochure      Gift Card/  
Certificate

**Item Current Location:** \_\_\_\_\_

**Transported by:** \_\_\_\_\_ **When:** \_\_\_\_\_

**Delivered to:** \_\_\_\_\_ **When:** \_\_\_\_\_

**How would you like your listing to appear in promotional materials?**  
\_\_\_\_\_  
\_\_\_\_\_

**Donation provided by** \_\_\_\_\_



Dear Friends of Sturgis,

Volunteers from the Sturgis Charter Public Schools are visiting local businesses seeking donations for our Annual Benefit Auction held in March, the Sturgis Parents Association's main fundraiser each year. We are a tuition-free Public Charter High School serving students, grades 9-12, throughout Cape Cod and Southeastern Massachusetts. While many high schools focus on placement and standardized tests with passing scores or minimum course and/or grade requirements Sturgis employs an "IB for All" philosophy. The "IB" program is a Baccalaureate program benefitting all students by providing them the opportunity to graduate with **both** a High School and Diploma and college credits equivalent to Freshman year at many colleges- nationally and internationally accredited.

In an effort to continue serving the students of Sturgis through funds raised by the Sturgis Parents Association, we ask you to please consider donating an item, service, experience, or gift certificate to be acquired by patrons at our Auction. Your donation is a tax-deductible, community advertisement providing socially responsible connections to the Cape, Islands, and Southeastern Mass community supporters of Sturgis and the "IB for ALL" higher education.

#### **AUCTION INFORMATION**

**EVENT DATE: Saturday, March 3, 2012**

**LOCATION: Resort and Conference Center,**

**EVENT TIME: 6:00pm to 10:00pm**

**West-end Rotary, Hyannis**

**EXPECTED ATTENDEES: 250+**

#### **AUCTION DETAILS:**

**Entertainment Showcase**

**Live and Silent Auction**

**Special Guests**

**Mixing with Like Minded people**

**Raffles**

**Selections of Hot & Cold Hors d'oeuvres**

**Games**

**Cash Bar**

#### **AS AN AUCTION DONOR, YOUR BUSINESS WILL BE LISTED IN THE FOLLOWING:**

- ~ Sturgis Parents Association Auction Event Program
- ~ Sturgis Parents Association website
- ~ Thank you ad in the Cape Cod Times
- ~ And you will receive the acknowledgement and gratitude from 600 Sturgis families and their extended community

Sturgis Parents Association is a non-profit 501(c)(3) organization. Donations are deductible for federal income tax purposes to the extent permitted by federal law. Your donation will benefit program enhancements and special activities for all students at Sturgis East and Sturgis West Public Charter Schools.

**Sturgis Parents Association tax ID number is 04-3512929.**

#### **For information or questions, please contact:**

- ~ Sean Randall, (508) 272-2544, [seanbrandall@comcast.net](mailto:seanbrandall@comcast.net)
- ~ Deborah Reade-Kochka, (774) 212 1954, [scps.auction@gmail.com](mailto:scps.auction@gmail.com)

Thank you!