

A Night of Lucky Charms Synergy Annual Auction 2012

Saturday, March 17, 2012

Annunciation Cathedral

245 Valencia @14th

Donation Guide

Synergy Annual Auction is the most important fundraising event of the year. For it to be a success we need each and every family to do their part.

THANK YOU, in advance.

- Solicit at least **\$350 worth of donation items**,
- Sell **10 books of raffle tickets (\$5 each, \$20 a book)**, and
- Invite friends and family to attend, and buy two tickets to the auction at \$60 each. (Single parent families are responsible for one ticket.) Purchase tickets in advance. **After March 4, tickets will be \$75.** Buy your tickets early!

Read on for tips for soliciting great donation items to benefit our school. Together we can do this!

This year Synergy School will be holding an online auction with Bidding for Good for 19 days. The online auction will enable you to refer your friends and family to bid on items and help us reach a larger group of bidders.

How do I get a donation?

1. Ask merchants you frequent often. Ask them if they can donate an item, service, or gift certificate. Ask your community of friends, family, neighbors and business associates.
2. Ask in person. A good time to ask is when you've just purchased something from them.
3. Give them a 'Dear Manager' letter and a donation form. A sample is included in this packet. Additional forms can be downloaded directly from the website
4. Assist the merchant in completing the form. The Auction Donation Form must be completed and signed.
5. Send your donor a THANK YOU letter. Sample letter includes Synergy's Tax ID#, and will serve as their receipt. Include the estimated retail value of the donation.

What should I ask for?

Here are just a few suggestions of items that have done well in the past:

- Dinner gift certificates at your favorite restaurant
- Wine
- Vacation homes and travel destinations
- Retail gift certificates
- Tickets to an art museum, theatre, sports event or theme park

We cannot accept used items unless they are antique quality or vintage memorabilia.

Can I create my own donation? Absolutely!

Some of the most popular items at every auction are ones made by our own parent community:

- Plan a gourmet meal or event at your house for 2-4 other couples
- Take a group for a hike and picnic along your favorite trail
- Are you a photographer? Contractor? Have a garage band?
Offer your professional services for a few hours or an evening.
- Create a theme basket loaded with your favorite treats or specialty items:
'Home Spa', 'Make Your Own Sushi', 'Children's Books', 'A Day at the Park',
'Building Blocks'

Think you have a good idea but want to run it by someone first? Don't hesitate to call any of the Auction Committee members listed below.

Does the Auction have sponsors? Yes!

We are always looking for donors and businesses that can help sponsor the event. If you or someone you know would like to be a cash sponsor, ask them to help. Contact Development Director Liz McDonald at Synergy extension 731.

Note: Families who solicit a minimum of \$500.00 cash sponsorship are exempt from soliciting goods or services for the auction. Sponsorship forms are in your auction packet and on the website.

Donation Form Tips

Copy or print as many forms as you need. A hard copy is useful if you are soliciting donations in person, or to use in a mailing to potential donors. Note: If mailing out the Donation Form, include a letter and forms.

1. Fill in the Donation Form completely with a description, tell us if the item is a gift certificate or physical item and let us know if you need Synergy to create a gift certificate.
2. Print the completed form:
 - a. Donations forms **MUST** be attached to the physical donation item/certificate when you turn it in to the school.
 - b. Print additional copies if you want to keep them one for your records
3. Send the donor a Thank You letter. Please indicate in the letter the estimated value of the donation so they can receive their tax credit.

It is very helpful to provide a detailed description that makes the item sound appealing. Use complete sentences, strong adjectives and active verbs. Complete all important details and include any restrictions that might apply, especially with respect to tickets, classes or other time-sensitive donations.

If you have any problems, please contact the auction committee for help.

Questions? Just ask! We are here to help.

Auction Chair
MJ Hernandez maryjune@malayaskinstudio.com

Auction Coordinator
Jenna Schott jenna@synergyschool.org

Thank you for all the hard work that you do on behalf of Synergy School. Let's make this our most successful auction fundraiser yet!