

NEES Online Auction: Guide to Solicitation

Ways to solicit:

- Keep a stack of letters in your car, and bring one in when you eat out, get your haircut, take your kid to lessons, grab a coffee, etc.
- Use social media! Go to local business's Facebook pages and post or message asking for donations
- Use email/phone to contact the businesses you frequent, or ones you think would have good donations. Make the ask via email or phone, and promise to follow up in person. Often, a person will commit to a donation via email or phone, so all you have to do in person is pick it up.
- Contact online businesses you love and use.

Keep in mind:

- Many businesses expect to give to auctions and are expecting to be asked
- This is a marketing opportunity for them
- If you give them good business, they will be happy to do it to make you, a good customer, pleased

Sample script (to be adapted to messages, phone or email):

"Hi! My son/daughter's school is having an online auction in March and I was hoping you would like to donate. Since the auction is online, your donation will be seen by literally thousands of people. I think a _____ or a _____ would be really exciting donations."

If they say yes, say thank you and make arrangements for pick up or find out if they will mail it to NEES. If they say they need to think about it: "Great – I'll give you a call or stop back in a week or so to check in." If they say no, "OK, thanks for considering and maybe you'll participate next year."

Things to solicit:

Items people will spend money on anyway:

- Gift cards (food, retail, fitness, beauty, groceries, anything!)
- Summer camps
- Kids lessons and classes
- Kids clothing and toys
- Memberships or tickets to museums, plays, music, etc
- Family photography
- Interior decorating or painting
- Party or event planning services
- Organizing services
- Kid party spaces/services
- Eye glasses, orthodontics, etc

Items people may want try out or splurge on:

- Fitness classes
- Designer clothes or jewelry for kids or adults
- Vacation homes
- Massage and beauty treatments
- Personal training or sports training
- Personal styling or shopping
- Art
- Technology
- Wine/beer/alcohol tours and nice bottles
- Sports memorabilia
- Sports tickets

Exclusive experience that cannot be bought elsewhere:

- Behind the scenes opportunities and tours
- Kitchen tables in restaurants
- Lunch/golf/coffee with a celebrity (can even be a celebrity within our school community only)
- Reserved seats
- Tickets to a sold out event
- Private access or hours
- Parties for kids or adults hosted by NEES families or just for NEES families
- Golf, tennis etc at private club

Anything YOU love!