**Pennypack Farm – Localicious Silent Auction**

**Schedule**

ASAP, by August 23 – Letter mailed/hand delivered /Initial contact

Pick up or receive items in mail – arrange to drop at farm or with Heather.

August 23-Sept. 8 – Follow up phone calls

Sept. 15 – Items received

Sept. 27 – Localicious Event

Items Tracked by Debbie: PennypackFarm.Auction@gmail.com

Large list of people to renew, but we are always looking for new businesses!

**Best Bets and Ideas:**

Places where you go a lot – favorite neighborhood restaurants, services you use, stores you visit.

Local businesses – big chain store managers often don’t have the authority to make donations.

Friends/neighbors who have a business

**Restaurants/Food** – all types: restaurants, wine, chocolate, etc. (gift certificate/goodies for a basket)

**Services** – salons, florists, dry cleaners, mechanics, etc. (gift certificate for service)

**Entertainment/Cultural orgs/Unique experiences** – mini golf/bowling, concerts, theaters, museums, memberships of other non-profits, classes, sports tickets, hot air balloons, fun stuff

**Health** – Yoga, gym, massages, etc.

**Hand-crafts**/artwork, etc.

**Travel** – vacation homes down the shore, cabins in the Poconos, time shares in warm places

**Outdoor** – Gardening/Farm/Athletic stuff

**How to solicit in person:** Go at a not super-busy time. Take materials: Letter, Brochure, Form. Look around with interest (always great if you can buy something!). Ask to speak with owner/manager.

Sample Script:

* Hi, I’m \_\_\_\_\_\_\_\_. I live here/come here often/really enjoy \_\_\_\_\_\_\_\_\_\_\_ about your business.
* I’m on the auction committee for Pennypack Farm & Education Center’s annual fundraiser.
* PFEC is a local, organic farm that offers a CSA, educational programs for kids, and donates to local food banks. Our mission is all about local, sustainable food.
* (Give them a brochure with form.)
* We’re hosting our annual Localicious event in September. We will have over 200 people at the event, and this is a great way to advertise.
* Would you donate an item or gift certificate for our auction?
* (If you have a specific item in mind, ask for it!) Or: Buy an ad or sponsor the event.
* WAIT. After you have asked the question, don’t be the first to speak!!

**Concerns**

* “I can’t donate much.” – That’s ok! We will combine your gift certificate with other items to make a bundle (i.e. Date Night: restaurant gift certificate, florist gift cert, dry cleaning gift cert)
* Logistics – we can pick up items if they need, or create a gift certificate if they don’t have one.

**Promotion of Donations**

E-newsletter to members/Web preview

Event Program listing

Display at auction

**Nitty Gritty/Tracking Items**

Donor needs to fill out donation form: item, value, signature

They will receive a tax letter for their files