



Tips for Seeking Auction Items

In order for the event to be a success, we ask for help from our parent body on identifying and soliciting items and experiences to be included in the auction. Popular items from past benefits have included:

- **Concert tickets, Theater/Broadway Shows, Sports tickets, or other Special Event tickets or VIP experiences**
- **Vacation Getaways (weekend homes, time shares, airfare, cruises...)**
- **Unique and special Gift Certificates that can be used to create an experience or package (Restaurants, Spas, Retail Stores, etc.)**
- **Special Nights Out on the Town (Cooking classes, wine/beer tasting parties)**
- **Themed baskets or packages of related items**
- **Limited edition memorabilia or collectibles, or other new and unique merchandise like jewelry, purses, books and accessories**

We ask that you avoid soliciting items that are discounts, and focus on items that provide a full experience for the auction winners. The Benefit Committee will not accept percentage off coupons (i.e. 75% off a birthday party package), free items that require an additional purchase in order for the winner to have a full experience, or coupons or gift cards that don't allow the winner to utilize their winnings for a full item or experience.

How to Begin Soliciting Items

1. Brainstorm: Think of which businesses or individuals in your network that you could ask for a specific item or experience and compile a list.
2. Visit <http://westenddayschool.org/annualbenefit> for materials (a Letter to Share with Potential Donors (this can be personalized), the donation forms and an informational sheet about WEDS).
3. Call or visit to ask for the company's donation policy, get a name and confirm the address of where to send the letter. Make sure you get the correct spelling of the person's name. You might get lucky and get a donation right away, more likely if you make the ask in person. Otherwise, your next step is to send a personalized letter and the donation form.