

# Tips for Soliciting Auction Items

- **KNOW THE BUSINESS YOU ARE SOLICITING**
  - If it's not a business you frequent, do a little research on it before you go
  - Are you a board member of a place that can help us or do you know of someone's business that can donate?
- **BAND FACTS**
  - Annual Operating Budget is over \$275,000
  - **Highlander Band Boosters must raise 100% of the Operating Budget annually**
  - The band has around 150 students-from 8<sup>th</sup> grade to 12<sup>th</sup> grade.
- **SUMMARY OF 2017-18 SCHOOL YEAR. IT WAS A RECORD SETTING YEAR!**
  - Wind Symphony placed 4<sup>th</sup> in the State in the Honor Band Competition in 2017.
  - HP Percussion won the Percussive Arts Society Calls for Tapes in 2017.
  - The Highlander Band won its first Grand Championship at the Midlothian Marching Contest in 2017.
  - For the first time in history, the Highlander Band advanced to the State Marching Contest in 2017.
  - AND against all odds, the band PLACED at the State Marching Contest!
  - **Highlander Band Boosters must raise 100% of the Operating Budget annually**
  - A record 8 students made the Texas All State Band for the 2017-18 school year.
- **BE STRATEGIC**
  - Pick a time that will be beneficial to a conversation
    - If it's a restaurant, solicit during an off peak time-not during the dinner rush.
  - Ask to speak to a manager or owner
  - Inform businesses of the benefits of donating an auction item
    - Highlander Band Boosters is a 501(c)3. **All gifts are tax deductible!**
    - BBQ with the Band is November 2, 2018 and has an attendance of approximately 1500+ people. Excellent exposure for a business!
    - ALL businesses are listed and promoted on flyers that are distributed at the BBQ.
    - Special benefits for donations exceeding \$1000
  - If feasible, take your student with you—it's hard to say no to a KID who participates!
  - Or, double team with another band parent/friend!
- **REQUEST MATERIALS THAT WILL ENHANCE OUR AUCTION DISPLAY**
  - menus, brochures, gift certificates allow more visibility for the businesses at auction
- **REQUEST that Gift Certificates be valid from 10/01/18 to 10/01/19**
  - Not mandatory but strongly desired
  - All donations need to be turned in on **October 5, 2018!!!!**
- **GET CONTACT INFORMATION FOR FOLLOW UP...and FOLLOW UP!**
  - Ask for a good time to follow up... usually 1-2 weeks after initial request
- **PLEASE DO NOT TAKE IT PERSONALLY IF A BUSINESS TELLS YOU "NO"**
- **IF YOU HAVE ANY QUESTIONS PLEASE CALL, TEXT OR EMAIL MARGARITA COALE our Auction Chair.**