

**Goal: Every VH Family gets at least one item donated for the online auction.**

The online auction will reach the VH community, and the general public. Last year, almost half of the winning bidders were not from VH. To make our online auction a success, we really need every family at VH to help bring in an exciting item for the online auction. Our auction is ONLINE at [www.biddingforgood/](http://www.biddingforgood/)

Here are the options for bringing in a donation:

1. Approach your favorite businesses to donate items or services. (See Asking for a Donation below).
2. Donate a **service** yourself. Maybe you have a service business, or a service you can create such as pet-sitting, sewing lessons, yard work, or hosting a party for the community.
3. Donate an **item** yourself. Maybe you have an extra iPod or camera that never got unwrapped, or a vacation home or timeshare. Or, maybe you are a knitter, and have a gorgeous handmade sweater. Items must be NEW, and things that you think people will be excited to bid on.

**Asking for a Donation From a Business, Neighbor, Friend, Acquaintance, Colleague, Family**

On the Village Home website, there is an Auction Donor kit that includes a letter about Village Home and a donation form. The letter has all of the information about VH the donor needs, including our non-profit tax number. Don't feel shy, people with cool things to donate are approached all of the time. If they say no, just try the next person. (Keep reading for tips.)

1. Think about who you know. Do you have a neighbor or a friend who owns a business, or has a service to offer? Maybe your uncle? Your spouse? Your spouse's co-worker's wife? Or, an acquaintance from the dog park? **ASK THESE PEOPLE FOR DONATIONS.** These people will say YES, if you simply ask for a contribution for the auction. Donors actually feel GOOD about giving to causes for people they know personally, and they get a tax break to boot.
2. Approach your favorite stores, restaurants, service businesses and ask for a donation. Businesses love to give their loyal customers donations for good causes. They know that they get free exposure to great families and from that, new customers for them.
3. When talking with potential donors, keep in mind that they are not just giving something. They are also **GETTING** something. **YOU** are giving them:
  - a. exposure to thousands of people through the **online** auction (half of the purchasers are not affiliated with Village Home).
  - b. tax break (we are a non-profit corp)
  - c. good feeling for contributing to a positive learning community
  - d. customer loyalty from **YOU**
  - e. new customers from the auction
4. When you get a YES, here's what you do:
  - a. Fill out the form with the donor immediately. The form can be downloaded at (<http://my.villagehome.org/annuauction/>)
    - Write legibly.
    - Take the time to write a detailed description that will help us sell the item when we list it online.
    - Be sure the form is complete
  - b. If the donor wants their logo linked on the website, have them send a copy of their logo (jpg/pdf) via email to [auction@villagehome.org](mailto:auction@villagehome.org).
  - c. Bring the form with the item to the VH office as soon as possible. If pick-up is required for a perishable item, note it on the form.
  - d. Send the donor a personal, hand-written thank you note.