

ECE Krieger Spring Auction Committee Meeting
Tuesday, 10/15, 4:15-5:15

Auction Solicitation Tips

Just a few key tips to get you started in making solicitations for this year's auction...

- Take auction letters with you wherever you go – particularly during the holiday season;
- Contact businesses that you frequent (i.e., restaurants, salons, clothing/toy stores, etc.) and/or those that you would be interested in bidding on in the auction;
- Try to make the solicitation in person if possible (it's harder to say no to someone face-to-face) and ask to speak to the manager or other lead decision maker;
- If soliciting by email, try and contact the sales/marketing manager for the business;
- Remind those you solicit that you are a parent of a child at ECE as it helps to personalize the request for support;
- Share the goals and objectives of the auction and the Center in your solicitation;
- Remember to include the auction dates and deadlines in your solicitation;
- Don't be discouraged by a "no" reply – if you do get a "no" ask if they would be willing to be approached for next year's auction;
- Most businesses will allocate their budget for philanthropic donations by quarter (if not by calendar year) so it may help to ask them again after the first of the year if that is the case;
- Auction donation are mutually beneficial and can help a new or small business to outreach to new clients;
- Remember to document all of your solicitations on auction.kriegercenter.org and relay all the contacts you've made with ECE as it helps to build the database for future solicitations.