



Top 10 TIPS to a Successful Auction Donation Collection

- - - - -
- 1 NETWORK with your FAMILIES**
Everyone knows someone connected to something!
A small business owner, a manager of a restaurant, a lawyer/dentist/chiro/electrician, etc...
 - 2 PRESENT OUR CAUSE** everywhere you spend money between now & March
While you are paying a bill, ask if the business supports local fundraising efforts
& the best way to communicate our event with them... this opens the door at an opportune time!
 - 3 CARRY the DONOR FORM** with you in the car/purse
You never know when you may have an opportunity to ask for a donation
 - 4 BE CREATIVE** when you ask for a donation
Ask the donor what is the easiest way for them to give.
 - 5 Be Sure to TALK with the DECISION MAKER**
Make a call, send an email -- talk with the RIGHT person so you don't waste your time
 - 6 Tell potential donors about the 500 DCES families in MMR -- great ADVERTISING OPPORTUNITY!**
The website posting, event communication, word of mouth, etc...
Donating is an investment in their business - community support is recognized/rewarded by our parents
The closer your donor is to DCES, the more I emphasize this point!
 - 7 Remind them DONATING is a WIN-WIN scenario**
A small donation \$25-\$50 could get a new customer in their door and then...repeat business!!!
 - 8 KEEP NOTES** as you make your requests -- some will be instant YES's, some will take follow-up
Notes help us get more efficient each year -- who are great supporters, who not to go to again
 - 9 Don't be shy-FOLLOW-UP!**
We are asking for people to support our school system... be persistent, it's for our kids!
If you need help...ideas to approach or next steps, please contact us...anytime!
Debbie Blaes 602.321.4125 dblaes@cox.net or Jan Posin 480.628.9473 jkposin@cox.net
 - 10 Say THANK YOU** from all of us at DCES...
...in person, in email, please let them know how much our community appreciates their support!