

## **Making Sense of So Many Ways to Donate to the Auction**

The auction is key in sustaining reasonable tuition increases, as well as providing financing for capital improvement projects, teacher education and the financial aid program. To this end, MSB raises funds and acquires auction items in four ways:

- 1) Donations procured by MSB families
- 2) Cash contributions via underwriting and sponsorships
- 3) Contributions from businesses and MSB families and friends
- 4) Advertising

### **1) Donations Procured by MSB Families:**

Involving parents in the process of bringing in auction items has proven very helpful in the past. Requests for donations can be made as you naturally frequent businesses. We have found that most businesses are excited to make contributions partly because of your patronage and partly because of the exposure they gain to our community. As you think about soliciting businesses, there are some resources available:

**Auction Donation Form** – This form is required for each individual auction item. Please fill it out and return it to the school along with each of the items you procure.

**Sample Scripts** – If you're not sure how to approach a business for a donation, this script is handy with phrases you might use and places you might consider making a request.

**Auction Wishlist** – Not sure what kind of items to ask for? The wishlist details the things that tend to sell well or that we are particularly interested in acquiring. Any and all contributions are helpful -- use your imagination!

*We ask that every family participate by procuring **2 items** and bringing them to the school (along with an Auction Donation Form for each item) no later than **January 27, 2012**.*

### **2) Underwriting and Sponsorships:**

Underwriting contributions are cash donations directly applied to the cost of the auction. "Friends of MSB Underwriting" is an excellent way to support the auction and assure maximum profits on auction night. Sponsorship packages are a unique way to contribute to the auction while enjoying benefits such as advertising and recognition on auction night. If you are interested in contributing as an underwriter and/or sponsor, please fill out the sponsorship/underwriting form and return it to the school by **January 6, 2012**.

### **3) Contributions from Businesses:**

In addition to what the parents procure, many businesses make donations. A letter went out in early October asking businesses who have donated in the past to contribute again. Our able procurement team works to follow-up with these businesses and approaches additional businesses for items. Help with this team is always welcome!

### **4) Advertising:**

If you're an MSB family with a business, consider buying an advertisement. If you don't own a business, chances are you patronize one that is a potential donor. Our talented Advertising team approaches businesses for placing ads, however, families are welcome to place ads and/or seek advertisers as well. If you are interested in advertising, please fill out the advertising form and return it to the school by **January 6, 2012**.

*Each form described on this page is available on the website **msb.org** under the **Auction** tab*