

DMA's Annual Charity Auction Family Handbook and FAQs

We hope to raise \$10,000 to fund the programs that make Downtown Montessori such an enriching place for our children. The auction also makes for an entertaining event for parents, staff, family, friends and community members. You and your guests will have the chance to bid on hundreds of one-of-a-kind items and good deals on merchandise donated by local merchants. This year's event will offer a silent auction, an exciting live auction, and expanded cash & carry area. A delectable spread of food and drinks will also be available.

We need your help! We ask that each family contribute three items #1-a bottle of wine for the wine pull, #2-a new or gently used item, and #3-a donation from a business you frequent or know. We hope that this Family Handbook and FAQs will be a helpful resource. You can also find the information on our Website www.downtownmontessori.com or on the bulletin board outside the office. Other questions? Contact John Ryan at auction@downtownmontessori.com.

Auction Details: **DMA Annual Charity Auction** **Saturday, May 8th, 2010 6-9pm** **The Marian Center for Non-Profits** **3195 S. Superior St. Milwaukee, WI** **(just south of Oklahoma on the Lake)**

Silent Bidding starts at 6pm. Live Auction at 7pm.

Free and open to the Public. \$5 donation for Bid Registration.

**Pre-Register by April 30th at Auction@Downtownmontessori.com
to receive a complimentary Auction catalog the night of the event!**

If you have any other questions please email the Auction Team at Auction@downtownmontessori.com.

Please also regularly check the website and bulletin board for updates. Thank you!

John Ryan -- Auction Team Chair

Heather Ryan -- Auction Team Co-Chair

Rhonda Burger -- Acquisition Team

Matthew & Rhonda Burger -- Past Auction Chairmen

HOW YOU CAN HELP:

❖ **Solicit Donations from Your Favorite Local Merchants** (tangible or intangible items to be sold at Auction). Personalize Donor Letters, Donor Forms and Sponsor Forms and talk to your local and/or favorite businesses. Contact Rhonda Burger at rhonda_burger@hotmail.com to tell her who you have solicited so that the business is not contacted more than once. Rhonda can also provide parents with a list of prospective businesses to contact. *For more details and specific instructions regarding donation solicitation see the attached FAQs and the Donor and Sponsorship/Advertisement Forms.* Make sure you give all business both a donor form and a sponsor form as they may do both!

Items You Can Solicit:

- Gift certificates to local merchants
- Food items
- Children's items
- Personal/Beauty Services
- Professional Services: painting, housework, car repair
- Gift certificates to restaurants, from casual to five-star
- Weekend getaway items: hotels, transportation, etc.

Please check the solicitation list posted on the Bulletin Board and website for a list of businesses that we have already solicited and their donation status.

❖ **Solicit Sponsors** (businesses who partner with our community to help make the Auction possible) This is a way for local merchants who do not have services or goods that are readily “donatable” to support our school. Being a sponsor gives them lots of visibility into our school’s community – it is a great marketing tool for them, and we get to benefit! *See the attached FAQs and Sponsor/Ad Form for more details. If there are any businesses you think would be good to specifically target for sponsorship, please contact Rhonda Burger and she can guide you as well as update you on who we have solicited already.*

❖ **Sell Ad-space** (for program and marketing materials) This is another, less expensive way for local merchants support our school. They can advertise in the program we will hand out at the Auction. *See the attached FAQs and the Sponsor/Ad Form for more details.*

❖ **Join an Auction Committee, Work at the Auction**

Check Bulletin Board and website for up to date needs. Check out the different ways you can volunteer on the *Committees* document in the Auction Forms section of the website.

❖ **Encourage friends and acquaintances to register to bid and to attend the event!**

❖ **Create an Auction Item You/Your Family Can Contribute:** Some of the best Auction items every year come from Downtown Montessori’s Own! Be creative! Here are some ideas from past years:

Travel: Vacation homes, ski cabins, frequent flyer miles, spas, resorts, get-aways

Dinners/House Parties: Tequila-tasting party, Mediterranean Feast, Swedish Soiree

Gift Baskets: Make baskets with a theme

Art by Kids: Items made by our kids at school, eg. Jackson Pollack painting, quilts, handprint lampshade, etc.

Ask your teachers how you can help.

Outings: boating, sailing, fishing, museum passes, children’s day outings

Lessons/Crafts: Drum or guitar lessons, knitting lessons, music classes for kids, have you got a hobby or skill you can teach?

Wine Pull: Donate bottles of wine

Professional Services: Computer service/repair, architectural or interior design consultation, babysitting, legal services

Sports/Cultural Events and Tickets: Brewer’s or Packer’s tickets, Opera tickets, can you arrange a private tour of something fascinating or exciting?

AUCTION CATALOG

We will be posting the catalogue at the school starting in late March. You will be able to peruse it at your leisure and even create a wish list that you can take to the auction. Even if you cannot attend, you can always appoint a proxy bidder to bid on your behalf!

The Auction will be a festive night of fun and fundraising with the Downtown Montessori Community. See you there!

www.downtownmontessori.com

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Frequently Asked Questions (FAQ)

HOW DO I CONTACT THE AUCTION COMMITTEE?

auction@downtownmontessori.com

ARE YOU WONDERING WHY WE HAVE TO START PLANNING AND SOLICITING THIS EARLY IF THE AUCTION ISN'T UNTIL May 2010?

It takes a lot of time for parent volunteers to gather all the donations needed to raise the amount of money our school needs this year. We would like to raise \$10,000 this year at the Auction; therefore we need to bring in over \$40,000 worth of donations!

HOW DO I SOLICIT?

Visit stores/business and ask for a manager. Talk directly to a manager if possible or ask that forms be given to the person in charge of charitable donations. See *Auction Forms* on website for an example script for soliciting donations. Email businesses with forms attached. See *Auction Forms* on website for a sample cover email.

WHAT DO I GIVE TO PEOPLE I SOLICIT?

For every business you solicit you should provide the following items:

- (1) Donor Letter – Contains the necessary info for tax deductions.
- (2) Donor Form – Allow donor and DMA to track standard auction donations, both tangible and services.
- (3) Sponsor/Ad Form – This is in case they want to be a sponsor and/or place an Ad.
- (4) A stamped envelope, addressed To: Downtown Montessori for easy remittance of donations. (Optional)

You can find these documents on the Bulletin Board by the DMA office, under the *Auction Forms* section of the website.

WHAT DO I DO WITH FORMS I HAVE FOR INTANGIBLE (services) ITEMS (GIFT CERTIFICATES)?

Please place any gift certificates for intangibles (services) along with the filled-out donation form in the office.

WHAT DO I DO WITH TANGIBLE ITEMS I WANT TO DONATE OR I RECEIVED FROM OTHERS TO DONATE?

Please place all auction items in the office with the donation forms filled-out and attached. If you have larger items please contact John Ryan for pickup 414-403-8414.

WHO HAVE WE SOLICITED TO DATE?

Please see listing that is on Bulletin Board as well on the web: www.downtownmontessori.com.

WHAT DO I DO IF I HAVE A PERSONAL CONNECTION AT A BUSINESS THAT WE HAVE ALREADY SOLICITED?

Follow-up with them! Acknowledge that they probably already got a letter but that you wanted to follow-up to see if they had had a chance to fill it out. Make sure to have another handy in case they have misplaced it or have never received it.

I HAVE SOME IDEAS TO SHARE ABOUT THE AUCTION BUT DO NOT HAVE TIME TO COME TO THE MEETINGS – WHAT CAN I DO?

Send an email to auction@downtownmontessori.com or drop us a note in the DMA office. We want to hear from you! All suggestions will be taken into consideration and we want everyone to have a forum where they can speak up. Anonymous feedback is also welcome.

WHO CAN COME ATTEND THE EVENT?

It is free and open to the public. We do advertise locally so we hope to get community members not affiliated with DMA to attend. So invite everyone you know to attend the event.

I'VE NEVER ATTENDED AN AUCTION, WHAT CAN I EXPECT?

You will fill out the registration form and pick up your bid number at the registration table. There is a \$5 donation bidder registration. This number can be used for an entire family; it is not a fee per individual. If you have registered early by sending a pledge to auktion@downtownmontessori.com, you will only have to pay your \$5 and pick up your Auction Catalog (only offered to pre-registered participants), Next you will look at all the items up for bid at Auction. Silent Auction items will have a bid sheet which you are welcome to bid at anytime that table is open, all you need to do is print out your name, bid number and amount of your bid. Silent Auction tables are open at 6pm and close at various times throughout the evening (even during the live auction portion of the event). The Live Auction starts at 7pm and each item will come up for auction separately and here is your chance to hold up your bid number when you like the item. When you win an item, you will pay for it at the check out station before you leave. It is your responsibility to pick up any won items.

DO I HAVE TO STAY ALL NIGHT?

You are not required to stay all night. Registration is open from 6-8pm and Checkout starts at 8pm. So if you do want to bid, you must arrive prior to 8pm. Things will be going up for auction as soon as 6:30, so if you are late you might miss some opportunities. Also, you won't be able to check out prior to 15 minutes after the last item you have won comes up for auction (it takes awhile to input winning bids into the computer to print out receipts).

WHAT ELSE WILL BE HAPPENING?

We will also be having a wine pull and a grab bag sale.

IS CHILDCARE AVAILABLE AT THE AUCTION?

Since alcohol will be sold in the lobby, we do not promote this as a family event. Childcare will not be available, but children are more than welcome as long as they are properly supervised. Some children have enjoyed previous events to see the items that they have helped create up for auction. While other children get bored easily because there are no activities specifically designed for them. We will employ some students from the upper classes to help in various areas the night of the Auction.

WILL FOOD BE AVAILABLE?

In previous years we have offered light snacks and a cash bake sale. A bar will also be available in the lobby for all persons of legal drinking age.