

# 2012 Westerly Creek Auction Acquisition Guidelines

**What Do I Need To Do?** Get creative! Contact a local business, service provider, your best friend, grandma, or business associate (to name a few) and ask for a donation for the Westerly Creek auction that will be held on March 2, 2012. All donations are appreciated, and there is no minimum value on donations.

If you are not comfortable asking for a donation, consider using your expertise or other interests to create a good, service, or experience for donation.

## **What Do I Need to Provide if I Purchase or Create the Good, Service, or Experience to be Donated?**

- 1) Complete the donation form
- 2) Provide the good to be donated OR a gift certificate or gift card for the service or experience to be provided
- 3) The Auction Committee can print a gift certificate upon request
- 4) Deliver item 1) and 2) to the Westerly Creek front office by **December 15**

## **What Do I Need to Do if I Solicit the Good or Service to be Donated?**

- 1) Go to the PTA website and sign-up for the business that you intend on soliciting.  
[http://www.westerlycreekpta.com/WCE\\_Auction.html](http://www.westerlycreekpta.com/WCE_Auction.html)
- 2) Have the donor complete the donation form
- 3) Collect the good OR a gift certificate or gift card for the service to be provided
- 4) Collect any marketing collateral that the donor would like displayed at the auction, including business cards or fliers
- 5) Email the donor's .jpg logo and a URL for the donor's website to [wceauction@gmail.com](mailto:wceauction@gmail.com) if they would like recognition on the auction website or in the auction program
- 6) Deliver item 2), 3), and 4) to the Westerly Creek front office by **December 15**

## **What Do I Say When Contacting a Business?** Here are some points that may help:

- Provide your name and tell the business that you are representing the Westerly Creek PTA
- Give the individual some information on Westerly Creek such as it is a DPS school with grades ECE-5<sup>th</sup> and has over 600 students.
- Money raised at the auction is used for a variety purposes, including providing teacher's assistants for every class, Promethean Boards, books for the library, updated technology, and other classroom needs.
- The business benefits from the donation in several ways: the business will be listed as a donor on the night of the event and in the on-line catalog available for 2 weeks before the event. There will also be email blasts sent to the entire Stapleton community.

**Who Should I Contact with Questions or Concerns?** Please contact Shannon Long at 303-882-0412 or [Shannon.y.long@hotmail.com](mailto:Shannon.y.long@hotmail.com)

**Please Remember to Have Your Donations in by December 15  
See you at Pardi Gras!**