



PROCUREMENT TIPS, IDEAS, SCRIPT & FAQ'S

“The Masquerade – Connecting for Inclusion”

APL's 2021 Virtual Auction – February 1 through February 6, 2021

Online

The Silent Auction will run from February 1 through February 5. The Live Auction will be broadcast on Saturday, February 6.

In response to these challenging times, APL will hold its auction virtually during the first week of February 2021. It will still consist of a “silent” items being bid on. This will happen in the week leading up to the live event on Saturday, Feb. 6th. During that live broadcast, there will be a live feed streaming that will include a request for charitable support and the auctioning of “live” items – typically more expensive or elaborate items.

PROCUREMENT is requesting the donation of items, gift cards, services or other non-cash (in-kind) items that are then bid on at the APL Auction. The person asking for the donation from a business or organization is the “procurer” - that’s you! The business or org is the “donor.” Each year, procurement of live & silent items for APL’s Annual Auction ensures the event’s success. We hope you can join us in making this year an unforgettable auction!

TIPS:

Tip #1: Have the PDF version of the procurement letter and form handy to e-mail potential donors – and in some cases, it may work to have some printed out to physically give to them. Let’s make sure everyone in the Seattle community and surrounding areas is aware of the APL Auction and has an opportunity to donate! (And/Or: Keep the shortcut to the shared Google Drive handy for these documents.).

Tip #2: Approach businesses where you already spend money. Although much of these typical activities may be happening online or under controlled circumstances, think about where you are ordering food, shopping, attending classes & events, etc., ask to talk to the manager or owner, and let them know how much you’ve enjoyed your experience. Then, ask them if they would consider donating and the item or service ... or if they have an established request process for donating in-kind (non-cash) gifts. Tell them a little about APL, offer to send them a procurement form, or find out if there is an established process (these are commonly set up online). With your status as a customer, the owner is more likely to donate.



Tip #3: Remember to emphasize the purpose of the auction. Prospective donors like to know where their donation is going and that it will have an impact. If you are able to speak candidly with a potential donor about APL, you will get their attention. Perhaps you have a personal story on how APL has significantly impacted your child and your family's life

(see *script* for wording ideas).

Tip #4: Make it easy: be specific! If you ask them for a *specific item or service*, it is often easier for them to say 'yes', than 'no'. "Can you donate that Kindle?" "Our guests love to bid on wine – can you donate a bottle?" "How about a \$100 gift certificate?" "Will you consider donating five hours of your professional expertise (architect, electrician, auto mechanic)?"

Tip #5: Follow up personally. If you send a procurement form to a potential donor but haven't heard back, stop by the store (if that's workable) or give them a quick call to see if they have any questions about the procurement form. We lead busy lives, and a little 'prompt' may return the donation to the top of their to-do list!

Tip #6: Meet the deadlines. In order for an item to be included in the online catalog, the procurement form needs to be turned in at the very latest **by January 8, 2021 (the week school resumes after Winter Break)**. Shoot for submitting requests from the end of October through early December. But try to get as much requested as you can before the week of Thanksgiving. That should allow for responses on most requests before mid-December. ***If we need to follow up after Winter Break is over, we can – but there will be a lull in activity during Winter Break, and when we get back to school there will be less than a month left before the event. We need to have most items confirmed so we can enter as many confirmed items as possible into the online catalog and finalize other materials for the Auction.***

Tip #7: Think creatively and have fun. Most businesses have budgets set aside for donations, as well as a special interest in helping the local community. This will NOT be the first time that these business owners have heard this request. And most people are more than happy to make a donation.

I will also note – plenty of businesses are donating to auctions during the pandemic.

This is a great opportunity to educate people in our community about the wonderful things that happen at APL. Be proud of asking people to join with us to support such a worthy cause. Every donated item makes a difference!

IDEAS: Where I Can Start

Ask friends and family:

Perhaps you have been singing the praises of APL to your friends and family for a while and they've told you "That's great! Let me know if there's anything I can do to help!" Now is the time to take them up on their offer. Do you know someone with Seahawks/Mariner's/Sounders/Storm season tickets who might make them available for when the social distancing restricting lifts? Do you know someone who owns a business? Someone who has a special talent or hobby (gardening, baking, floral arranging)? Someone who has specialized skills or services (house painting, personal trainer, piano teacher, Pilates instructor)? Ask them if they will consider making a donation - everyone has something to give.

Go shopping:

You are an important patron to each merchant you support and they will respond to your request. Donations to auctions are an effective marketing tool for many businesses, and most are familiar with

the process, even having a 'standard' donation item. If you are a business owner, you may want to ask for a donation from the major suppliers to your business.

Consider those you have supported:

In an age of such wide-spread fundraising, undoubtedly, you have donated to a neighbor's walk-a-thon, a friend's bake sale, or your niece's school raffle. Now is the time to ask them to return the favor.

Email your address book:

Personal or telephone requests are the most effective, but if you are hesitant, email may be the answer. And sometimes, an e-mail sent first will open the door to a conversation. Write a personal note with information about APL and the auction, and attach a procurement form and link to APL's website where your contact can access information about the school.

Recent Top Sellers from APL's Auctions:

Top Yield Live Items:

- ❖ VIP Paramount Club Seats to Hamilton (this show is not coming again of course, but think about something comparable – these shows are coming up in 2020 at the Paramount and 5th Avenue: Sister Act, Jersey Boys, Disney's Frozen, Chicago, The Book of Mormon, Anastasia and Mean Girls)
- ❖ Sparkman Cellars Custom Wine Maker Dinner
- ❖ Roche Harbor Getaway with Kenmore Air
- ❖ Canyon Ranch Getaway
- ❖ Indian Cooking Class for up to 9 people
- ❖ Sounders in Vancouver Experience Package
- ❖ Microsoft Minecraft Play Labs Tour (kids only!)
(Are there other "behind the scenes" access events that you have a connection to?)
- ❖ \$1,500 Canlis Gift Certificate
- ❖ Set of 25 Glassybaby
- ❖ Nordstrom Shopping Spree with Justin Leggett
- ❖ Seahawks tickets
- ❖ Multi-Course Chef Taste of Northern Italy for 6 at Spinasse
- ❖ Bis on Main
- ❖ Lambeau Field Experience (again, another special behind the scenes opportunity)
- ❖ Bella Sangar Dinner
- ❖ One Week at a Worldmark Timeshare Resort
- ❖ Taylor Swift Concert

Top Yield Silent Items:

- ✓ Seattle Yacht Club Sailing Trip
- ✓ Seattle sports tickets (Mariners, Seahawks, Sounders)
- ✓ Private Single Vineyard & Limited Release Experience for 6 at Chateau Ste Michelle
- ✓ Assorted Case of British Columbia Wines
- ✓ One Night Stay & Breakfast for Two at Salish Lodge & Spa
- ✓ Oktoberfest Weekend in Leavenworth
- ✓ Baskets with multiple items included (Ex. Titos Vodka Basket, Minecraft Basket,
- ✓ Live Session Viewing at KEXP & CD
- ✓ Gift cards to popular/fancy restaurants
- ✓ Paintings
- ✓ Woodinville Cider Works Growler Package
- ✓ Jewelry

Donation Ideas by Category

Travel & Getaway:

- ✓ Chartered boat or cruise
- ✓ Beach or cabin getaway
- ✓ Trip to wineries
- ✓ Resorts, B&B's and spa packages

Restaurant & Dining:

- ✓ Certificates to restaurants
- ✓ Cooking classes
- ✓ Lunch with a celebrity
- ✓ Date night packages
- ✓ Food and wine pairings

Entertainment & Technology:

- ✓ Tickets to concerts
- ✓ Behind the scenes at local news/radio stations
- ✓ Tickets to the opera, ballet or theatre
- ✓ iPads, iPods, X-box, Kindles etc.

Sports & Recreation:

- ✓ Front row at local sporting event
- ✓ Tickets to Sounders, Seahawks or Mariners games
- ✓ Tour/Behind the Scenes of sports teams/arenas
- ✓ Flight Simulator
- ✓ Fishing, golf or ski getaways

Wine & Spirits:

- ✓ Wine tastings
- ✓ Glassware
- ✓ Fine wines!!!
- ✓ Wine & chocolate baskets
- ✓ Tour/Behind the scene experiences
- ✓ Exclusive offerings and tastings

Services & Unique Experiences:

- ✓ Tickets to a sporting event or attraction, with a behind-the-scenes tour
- ✓ Zip lining in the San Juans
- ✓ Photo shoot with photographer
- ✓ Experiential Party (ex. Psychic Party, Poker Night etc.)
- ✓ Home improvement & consultation services

Items that tend to not sell well:

- ✓ Overly specialized personal treatments/therapies
- ✓ Kids educational experiences that people weren't that familiar with.
- ✓ Artwork can be hit-or-miss. Some sold very low or didn't sell; other pieces – especially those by kids at APL – sold very well.

SCRIPT:

If you're uncertain how to start, here are ideas to help you get started on procurement. Speak from the heart - you have a wonderful story to share about APL.

Intro:

- "Hello! Is the owner/manager available?"
- "Do you have a minute to talk about helping out an amazing local school?"
- If you're a customer or patron: "I just wanted to let you know how much I enjoyed my experience. I look forward to visiting your store. I'm fundraising for my child's school, and I think XXX would be a popular item at our auction."

General:

- "My son/daughter attends the *Academy for Precision Learning*, a wonderful independent school in Seattle that allows all children to reach their full potential. All classes at APL are integrated, which means that typically developing and special needs children - with a focus on children with autism - work side-by-side in small personalized classes."
- "APL is having their annual fundraising auction online for the first time February 1st through the 5th, 2021 to help raise money for the school. Money raised at the auction will support tuition costs for families and operation expenses for the school."
- "I am a strong supporter of this organization because it has done XXX for my children and our family."

Ask:

- "In order to raise as much money as possible for this extraordinary school, we rely on the generosity and support of community members and business owners. Would you consider making a donation of XXX?"
- "Here is a procurement form. If you have any questions on how to fill it out, please feel free to let me know."
- "I can leave this with you to fill out. Once you're finished, would you like me to come back for pick up?"
- "Thank you so much for helping APL to grow!"

Follow-Up:

- "I contacted you last week to talk to you about a donation to APL's annual auction, and I wanted to check in to see if you had any questions about the procurement form. Thanks again for your time and generosity - every donation makes a big difference!"

FAQ's:

1. *What will the online auction look like?*

The silent auction running from Feb. 1 to Feb. 5 will look like an “online store” with the items up for bid showing on our online bidding page. There will be a photo and description. And, bidders will be able to see how they are faring – they can see if they are the top bidder. And if they so choose, they can sign up for alerts to tell them when they are outbid.

Unlike the in-person silent auction, which lasted 90 minutes at the most, the online format will allow people to return several times to consider an item – and potentially reach a larger audience from anywhere in the region (or the world, I guess!)

The live auction will be broadcast on a meeting platform (like Zoom) and simulcast through YouTube or something similar (links will be sent out in January as the broadcast approaches). Similar to the silent auction, bidders will be able to see the items up for bid online. But they will also get to follow along in real time as the live auctioneer runs the show. Donors and winners will be thanked in real-time, just like an in-person event. There will also be presentations by volunteers and family members, photo slide shows and an organization video.

2. *What is procurement?*

Procurement is the solicitation of goods and services from local businesses, professionals and community members. Once ‘procured’ these goods and services turn into items sold at APL’s annual auction.

3. *Are donations tax deductible?*

YES! APL is a 501(c)(3) non-profit organization, however only the donor’s tax accountant knows to what value one can deduct. All donors will receive a letter/receipt for their donations following the auction.

APL’s EIN #: 91-2143623.

4. *I’ve procured something - now what?*

First, remember that all procurement forms must be in by December 19th for inclusion in the catalog. Next, make sure the procurement form is completely filled out, including:

- Donor info - Name, address, email/phone (required for thank you’s and tax receipts)
- Item description - Please make detailed and concise
- Restrictions - Make sure restrictions, expiration date and fine print is clear
- Fair Market Value - Very important (impacts the starting price and their receipt)
- Make sure to note pick-up information and whether it is a certificate. If it’s a certificate, make sure to note if APL needs to create or if the donor is providing one.
- Procurer (if different from the donor) - Your name, email & phone number. This is important so you can receive credit for your efforts!

5. *What about tangible items?*

If you have the item, please bring your items or certificate (with completed form) to school. You can arrange drop-off for these with Kirk or Anne.

Happy procuring and please contact us with questions:

auction@aplschool.org or 206-427-0115

Kirk's cell phone is 206-612-0604.