

A HOW-TO Guide for Soliciting Donations (Cheat Sheet)

Feeling nervous about asking for donations for the CMCS Auction? FEAR NOT! You Can Do It!
Anyone can do it – just remember that it's for the best cause of all – OUR KIDS! And we're here to help!

STEP 1: The key is to start asking NOW. **We need all donations in by March 26th**, seize the day!

STEP 2: Every single family has resources that they can tap for donations. You can go to any store or business service business that you use. Think of places you have always wanted to go. Think of stores that you wish you could afford to shop at! Think of things **you** need, and use. If you or anyone in your family has a special talent or skill, consider donating that. **Don't underestimate yourself!**

STEP 3: **Carry Donation Forms in your car with our introduction letter** so you have them handy when you are out (more donation forms are available on  web site www.communitymagnet.org, just click on the auction icon)

STEP 4: **Ask in person or by calling local businesses and restaurants, call on your employer and family members about donating items.** If you have time to search the Internet...e mail forms!

When you approach a business, go during non-peak hours; ask to speak with a manager or owner (these are the people who would make donation decisions). Use the attached introduction letter about CMCS and the Donation Form as a sales tool.

STEP 5: **If they agree to donate, have them fill-out the Donation Form and attach or include donated items.** Suggest they make a copy of the completed Donation Form for their records and give them a copy of the attached CMCS introduction also for their records.

If they can't commit just yet, leave the Donation Form and letter for their later consideration and try to get a contact name so you can check back at a better time.

STEP 6: **All original Donation Forms (along with the donations) should be submitted to CMCS front office.**

Here are ideas of places to approach:

- Food & Drink:** restaurants, grocery stores, wine shops, coffee houses, ice cream parlors, bakeries and caterers
- Entertainment:** theatre, sporting events, movies, art books, videos, dance performances, concerts, museums, zoos, aquariums, studio tours and set visits, skating, bowling, golf, horseback riding.
- Retail:** designer clothing, florists, furniture, house wares, appliances, sporting goods, hardware, dry cleaning, art supplies, florists, cleaning service,
- Health / beauty:** spas, beauty or hair salons, facials, masseurs, gyms, yoga, fishing, fitness stores, fitness classes, teeth cleaning, Botox
- Services** handyman, plumbing, carpet cleaning, interior design, landscaping and gardening, child-care, Chef for a day, cleaning, estate planning, boating trip, psychic readings, tattoo (on or off)
- Travel:** tickets, airline miles, hotels, resorts, cruises, vacation home stays, hotel rooms
- Children:** toys, classes, clothing, books, furniture, parties & picnics, baby stuff, camps, and lessons
- Special Talents:** sewing, cooking, baking, jewelry design, knitting, paintings, ceramics and pottery, party planning