

JFC 2007 Auction and Dinner

Ad Journal and Item Donation Solicitation Tips & Ideas

- **Obtain donations of goods & services YOU would like to purchase.** Contact Laurence Furic (tel: 533-7068 or email: immalo@optonline.net) BEFORE contacting a merchant to make sure they aren't being contacted by another JFC member.
- **Contact the owner or manager of organizations with whom you regularly do business** (restaurants, stores, banks, car dealer, hair salons, bar mitzvah reception location, etc.) to ask for goods and services or journal ads. You can present both options and let them decide how to participate.
- **Start out by asking for an ad, good, or service valued at \$100** and then if necessary, settle for \$50 (remind them that JFC only asks once a year and we really can't auction \$25 items).
- For ads, be sure to emphasize that everyone at the auction receives the journal and that additional copies are sent to all JFC members and prospects. **Properly sized art work must be supplied for full (page (8" long x 5" wide) and half page (4"x5")) ads**, business cards are OK for ¼ page ads. If they want to place an ad and can't create artwork, we can assist with simple graphics. See enclosed copy of last year's Ad Journal for ideas. We can use artwork from last year or from an ad they placed in the Shofar or Member Directory. **If they took a ¼ page last year, ask them to consider a ½ page this year.**
- **Make your calls in person and visit the organization when they're not very busy** (mid-morning, mid-afternoon, late on weekends) so they have time to make a decision while you are there. Try to get a decision during your initial visit; if you can't, leave the enclosed "Dear Friend" letter and schedule a specific time to return to speak with the owner / manager.
- **Consider what items you, your spouse, or relative can donate or obtain from your employers.** Do you have a skill or hobby (cooking, knitting, fixing computers, etc.) that could be auctioned? If your employer doesn't have a good or service that's "auctionable", ask them to run a "Best wishes to JFC" ad in the journal. If you're having a special simcha this year (bar or bat mitzvah, confirmation, wedding, graduation, etc.) place an ad in the journal to celebrate the occasion.
- When you secure an item, **complete ALL fields on the enclosed form.** If you leave blanks, it's very difficult for us to create the auction catalog and to send a thank you. We are hoping you establish such goodwill with the donor that they contribute again next year.

OUR AUCTION ITEM WISH LIST

Dinner for two at local or NYC restaurant	Consumer electronics (iPod, PC, printer, palm pilot, etc.)
Weekend use of apartment in NYC	Tickets to professional sporting events
Bottles of fine wine or wine tasting	Kids birthday party package at unique location
Tickets to Broadway or TV shows	Family photo session
Frequent flyer miles or hotel frequent stay points	Use of vacation home
Gift certificates to local merchants (\$50 or more)	Signed memorabilia (sports, rock & roll, celebrity, etc.)
3 month membership at health or fitness club	Home-cooked or catered dinners or desserts
Handmade item from local artist / craftsperson	Lunch & round of golf at local country club
A day of beauty (various treatments at salon/spa)	Fine jewelry
Carpentry, plumbing, electrical, landscape services	Limousine, babysitting, framing, decorating services