

JFC 2010 Auction and Dinner Party

How to Sell Ads and Obtain Auction Items

- **Contact the owner/manager of organizations with whom you regularly do business.** Businesses appreciate your loyalty and they are happy to support you with either an ad or auction item, knowing that is the best way to keep you a regular customer.
 - Have you had work recently performed on your house? Do you have a landscaper?
 - Have you eaten at a local restaurant or purchased prepared foods for your family?
 - Does someone cut your hair, do your nails, or help you work out?
 - Where did you buy your last car, have it serviced, or get gasoline?
 - How often do you visit doctors, dentists, orthodontists, and other medical professionals?
 - Have you planned a bar/bat mitzvah and used a caterer, hotel, restaurant, florist, other suppliers?
- **Start out by asking for an ad, good, or service valued at \$150** and then if necessary, settle for \$75.
- **Properly sized art work must be supplied** for full (8” long x 5” wide) and half page (4”x5”) ads, business cards are OK for ¼ page ads. We can assist with simple ad graphics. See enclosed sample ads for ideas and size requirements. We can use artwork from ads they have run in other publications.
- **Make calls in person ideally when the business is not very busy.** Try to get a decision during initial visit. If you can’t, leave enclosed “Dear Friend” letter and forms and schedule specific time to return.
- **Consider what items you, your spouse, or relative can donate or obtain from your employers.** Do you have a skill (e.g. cooking, knitting, crocheting, 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 or Congratulations to Vista Fire Department” ad in the journal. If you’re having a special simcha this year (wedding anniversary, bar/bat mitzvah, graduation, etc.), place an ad to celebrate the occasion.
- **If every JFC family obtains two ads and one auction item, we will have a successful event!**

AUCTION ITEMS WISH LIST

- **Getaways** – condos, apartments, vacation homes, frequent flyer miles, limo service, etc.
- **Food & Drink** – restaurant gift certificates, catered parties, food baskets, restaurant gift certificates, bottles of wine, wine tastings, beers, restaurant gift certificates, etc.
- **Electronics** – anything from Apple, television, computer, etc.
- **Jewelry** – rings, bracelets, necklaces, earrings, etc.
- **Tickets** – theatre, concerts, TV shows, sporting events
- **Memorabilia** – NY sports teams, rock & roll stars
- **Kids Stuff** – bicycle, basket of toys, wagon filled with books, layette, etc.
- **Gift Baskets** – of almost any kind, gift certificates that can be combined to create “A Day in Katonah, Pound Ridge, etc”