

**Garden Street Academy**  
*A Vision of Excellence*

**We are counting on you to contribute a minimum of 3 items to the auction.** The majority of the items will be sold at our online auction. Special items will be sold at the silent and live auctions to be held on March 12, 2016. You can solicit items from businesses; donate the items; or sponsor the event with a financial or in-kind contribution. We appreciate your effort and value your contribution to our school!

**Auction Items that do well:** restaurant gift certificates; getaways to hotels and private homes; tickets to events (sport games, opera, ballet, symphony, theater, concerts, lectures, and amusement parks); spa/beauty packages (massages, facials, mani-pedis, hair salons); wine and specialty food items. Please contact the Auction Committee at [gsa2016auction@gmail.com](mailto:gsa2016auction@gmail.com) or visit [www.ladolcevitasga2016.weebly.com](http://www.ladolcevitasga2016.weebly.com) if you don't know what to donate/solicit.

**Solicitation Materials**

§ Solicitation Letter – general information about Garden Street Academy and “La Dolce Vita”, which you can provide to your contact.

§ Donation Form –this is the form that you complete and include with your donated item. The donor will keep a copy for tax records keeping, and a formal receipt will be sent following the event.

**Solicitation Tips & Information**

§ Consider your contacts. A personal connection makes soliciting much easier, and social media will allow you to reach out to more people. Frequently, face-to-face can be more effective. Bring the solicitation materials with you, so you can provide the donor with the information they need quickly.

§ Let the donor know that you would like them to be included in our fundraiser as you think they offer a fantastic service or have a great product.

§ Provide the donor with information about Garden Street Academy, your connection to the school and what it means to you. Mention that all proceedings benefit the scholarship fund, history of the school or whatever you enjoy most about the school and the community!

§ Provide the donor with some brief information about “La Dolce Vita” and make them aware of what a great marketing opportunity it is for them. Their product/service will have exposure to all GSA families, as well as friends and supporters of our school. Once their donation is received, it will be entered in our online auction website and their business logo and link to their website will be viewed by the community.

§ Be sure to inform the donor that Garden Street Academy is a 501(c)3 non-profit organization, which means their donation is entirely tax deductible. You can accept a donation from them on the spot and provide them with a receipt.

§ Bring the donated items (with donation forms) to the school office.

If you have any questions, please contact the Auction Committee at [gsa2016auction@gmail.com](mailto:gsa2016auction@gmail.com). Be creative, have fun and know that we appreciate every donation. Thank you for your help in supporting and enriching Garden Street Academy for our children!

Ana Ojeda  
Auction Co-Chair