

Miraloma School Auction

April 24, 2010



MIRALOMA ELEMENTARY SCHOOL 2010 Auction Family Handbook and FAQs

The Auction will take place on Saturday, April 24th at the historic Verdi Club in the Potrero District of San Francisco. We hope to raise \$60,000 to fund the programs that make Miraloma such an enriching place for our children. The auction also makes for a lively party and community event for parents and staff. You and your guests will have the chance to bid on hundreds of one-of-a-kind items and good deals on merchandise donated by local merchants as well as mingle and dance with other fabulous parents and staff at Miraloma. This year's event will offer a silent auction, an exciting live auction, and an expanded cash & carry area. A delectable spread of food and drinks will also be available.

We need your help! We ask that each family contribute in any way they can. We hope that this Family Handbook and FAQs will be a helpful resource. You can also find the information on our website www.miralomasf.com or on the bulletin board outside the office.

Auction Details

Saturday, April 24, 2010

**The Verdi Club www.verdiclub.net
2424 Mariposa St. (between Hampshire and Potrero)**

Bidding starts at 5:30 ~ Live Auction at 9:00 ~ Check-out at 10:00

Information on ticket sales to come in January.

*If you have any other questions please email the Auction Team at miralomauction2010@gmail.com.
Please also regularly check the website and bulletin board for updates. Thank you!*

Katrin Robb -- Auction Team Chair
Ingrid Alberts -- Donations Coordinator
Tracey Heather -- Sponsorships & Ads Coordinator
Jane Austin -- Tangibles Coordinator
Gina Ciccirelli -- Volunteer Coordinator
Julie Wise -- Food And Beverage Coordinator

HOW YOU CAN HELP:

- ❖ **Solicit Donations from Your Favorite Local Merchants** (tangible or intangible items to be sold at Auction)

Personalize Donor Letters, Donor Forms and Sponsor Forms and talk to your local and/or favorite businesses. *For more details and specific instructions regarding donation solicitation see the attached FAQs and the Donor and Sponsorship/Advertisement Forms.* Make sure you give all business both a donor form and a sponsor form as they may do both!

Items You Can Solicit:

- Gift certificates to local merchants
- Food items
- Children's items
- Personal/Beauty Services
- Professional Services: painting, housework, car repair
- Gift certificates to restaurants, from casual to five-star
- Weekend getaway items: hotels, transportation, etc.

Please check the solicitation list posted on the Bulletin Board and website for a list of businesses that we have already solicited and their donation status.

- ❖ **Solicit Sponsors** (businesses who partner with our community to help make the Auction possible)

This is a way for local merchants who do not have services or goods that are readily "donatable" to support our school. Being a sponsor gives them lots of visibility into our school's community – it is a great marketing tool for them, and we get to benefit! *See the attached FAQs and Sponsor/Ad Form for more details.*

If there are any businesses you think would be good to specifically target for sponsorship, please contact Tracey Heather and she can guide you as well as update you on who we have solicited already.

- ❖ **Sell Ad-space** (for program and marketing materials)

This is another, less expensive way for local merchants support our school. They can advertise in the program we will hand out at the Auction. *See the attached FAQs and the Sponsor/Ad Form for more details.*

- ❖ **Join an Auction Committee, Work at the Auction**

Check Bulletin Board and website for up to date needs. Check out the different ways you can volunteer on the *Committees* document in the Auction Forms section of the website.

❖ **Buy & sell tickets to the event!**

More information on this to come in January.

❖ **Create an Auction Item You/Your Family Can Contribute:** Some of the best Auction items every year come from Miraloma's Own! Be creative! Here are some ideas from past years:

Travel: Vacation homes, ski cabins, frequent flyer miles, spas, resorts, get-aways

Dinners/House Parties: Tequila-tasting party, Mediterranean Feast, Swedish Soiree

Gift Baskets: Make baskets with a theme

Art by Kids: Items made by our kids at school, eg. Jackson Pollack painting, quilts, handprint lampshade, etc. Ask your teachers how you can help.

Outings: Mom's Mt. Tam hike, boating, sailing, fishing, museum passes, children's day outings

Lessons/Crafts: Drum or guitar lessons, knitting lessons, music classes for kids, have you got a hobby or skill you can teach?

Wine Chest: Donate wine bottles

Professional Services: Computer service/repair, architectural or interior design consultation, babysitting, legal services

Sports/Cultural Events and Tickets: Giants tickets, Opera tickets, can you arrange a private tour of something fascinating or exciting?

AUCTION CATALOG

We will be posting the catalogue on our website starting in late January. You will be able to peruse it at your leisure and even create a wishlist that you can take to the auction. Feel free to forward the link to family members and friends who can't come. You can always bid for them by proxy.

***The Auction will be a festive night of fun and fundraising with the Miraloma Community.
See you there!***

Attached:

FAQs

FREQUENTLY ASKED QUESTIONS

HOW DO I CONTACT THE AUCTION COMMITTEE?

miralomauction2010@gmail.com.

ARE YOU WONDERING WHY WE HAVE TO START PLANNING AND SOLICITING THIS EARLY IF THE AUCTION ISN'T UNTIL APRIL 2010?

It takes a lot of time for parent volunteers to gather all the donations needed to raise the amount of money our school needs this year. We would like to raise \$60,000 this year at the Auction, thus we need to get over \$100,000 worth of donations!

HOW DO I SOLICIT?

Visit stores/business and ask for manager. Talk directly to manager if possible or ask that forms be given to the person in charge of donations. See *Auction Forms* on website for an example script for soliciting donations. Email businesses with forms attached. See *Auction Forms* on website for a sample cover email.

WHAT DO I GIVE TO PEOPLE I SOLICIT?

For every business you solicit you should provide the following items:

- (1) Donor Letter – Feel free to personalize it with your own signature.
- (2) Donor Form – This is for standard auction donations, both tangible and intangible.
- (3) SponsorAd Form – This is in case they want to be a sponsor and/or place an Ad.
- (4) Optional – A self-addressed stamped envelope to Miraloma.

You can find these documents on the Bulletin Board by the office, under the *Auction Forms* section of the website and on the listserve. We will also be at the First Fridays table and Katrin Robb and Ingrid Alberts will try to have them on-hand at drop-off and pick-up.

WHAT DO I DO WITH FORMS I HAVE FOR INTANGIBLE ITEMS (GIFT CERTIFICATES)?

Please place any filled out forms for intangibles in the Auction Drop Box located in the office underneath the PTA Mailbox.

- ***No forms will be accepted without the actual gift certificates attached to the form.***
- ***Please fill out one copy for each item donated (i.e., if you are donating 2 massage sessions, you need to fill out 2 forms, 1 for each session).***

Thanks in advance for following these guidelines!

WHAT DO I DO WITH TANGIBLE ITEMS I WANT TO DONATE OR I RECEIVED FROM OTHERS TO DONATE?

Our fabulous Tangibles Team will start regular hours in the Fan Room after the winter holidays. Times to be advertised later. Until then, you can call or email Jane Austin jeaustin@sbcglobal.net, to coordinate drop-off.

- ***No tangible item will be accepted without two copies of the donation form filled out for each item donated.***
- ***Do not place any forms related to tangible items in the Auction Drop Box. All tangible items must be delivered directly to the Tangibles Team.***

Thanks in advance for following these guidelines!

WHO HAVE WE SOLICITED TO DATE?

Please see listing that is on Bulletin Board as well as on the school's website: www.miralomasf.com.

WHAT DO I DO IF I HAVE A PERSONAL CONNECTION AT A BUSINESS THAT WE HAVE ALREADY SOLICITED?

Follow-up with them! Acknowledge that they probably already got a letter but that you wanted to follow-up to see if they had had a chance to fill it out. Make sure to have another handy in case they have misplaced it or say they never received it.

WHERE IS THE AUCTION DROP BOX?

The Auction Drop Box is located in the office underneath the PTA Box.

WHERE IS THE FAN ROOM?

The Fan Room is on the first floor at the bottom of the stairs that are near the office.

I WANT TO HELP NOW BUT ONLY HAVE TIME IN THE EVENINGS – WHAT CAN I DO?

You can help us input donations into our database. You can do that on your own time – as much or as little as you want. Please contact Gina at gcicciar@yahoo.com or 415-706-6194 and let her know you would like to help.

I WANT TO HELP NOW BUT ONLY HAVE TIME DURING BUSINESS HOURS?

You can help us follow-up with businesses we have solicited. Take 5, 10, however many you want and call them during business hours to see if they can donate. You can help us input donations into our database. You can do that on your own time – as much or as little as you want. Please contact Gina at gcicciar@yahoo.com or 415-706-6194 and let her know you would like to help.

I WANT TO HELP BUT CAN'T UNTIL LATER IN THE YEAR?

Great! Contact Gina or Katrin and let them know your availability. We can find a job that fits your needs!

I HAVE SOME IDEAS TO SHARE ABOUT THE AUCTION BUT DO NOT HAVE TIME TO COME TO THE MEETINGS – WHAT DO I DO?

Send an email to miralomauction2010@gmail.com or drop us a note in the Auction Drop Box located in the office under the PTA mailbox. We want to hear from you! All suggestions will be taken into consideration and we want everyone to have a forum where they can speak up. Anonymous feedback welcome.