



Silverwood School Annual RECESS Auction Frequently Asked Questions (FAQ's)

Q: *Why does Silverwood have an annual auction?*

A: Unlike other schools who choose to run many different fundraising events throughout the entire school year, Silverwood only holds two fundraising efforts each year – the Annual Campaign at the start of the school year, where we ask our families to contribute, and the Auction in the Spring, where we ask our families to find other people/businesses to contribute.

Q: *What is the money raised at the auction used for?*

A: It is reserved for the following school year's operating budget.

Q: *Why do you call it the Annual R.E.C.E.S.S. Auction?*

A: RECESS stands for "Rally to Ensure the Continued Excellence of Silverwood School"

Q: *What kind of things should I get (procure) for the auction?*

A: There are 2 things you can procure for the auction.

1) Sponsorship – [where a business contributes a specific dollar amount to be included (or advertise)] in our auction catalog and event slide show.

2) Anything you would pay money for that can be auctioned off – Items or gift certificates from the stores you shop at, tickets to sporting events, trips, etc. See the Auction Item Ideas at the end of this FAQ for some ideas on obtaining sponsorships, types of items to procure, and things to avoid getting for the auction.

Q: *How many items should I procure for the auction?*

A: As many as you can ☺. In the past we have encouraged each family to procure at least 5 items.

Q: *What do I say to the people/businesses I am trying to get to donate to our auction?*

A: The important thing is to emphasize to potential donors that the auction will benefit our non-profit, independent school. Donors tend to be more willing to contribute items if they know that the auction benefits the local community in some manner. Also let them know that donations of goods are tax deductible. Be sure to have a copy of the "Dear Valued Member of the Business Community" letter with you to leave with anyone you contact, as well as a procurement form to record your procurement information.

Be sure to read through your Auction packet that was sent home month – it has a wealth of information in it, as well as more detailed answers many of the questions listed above