

TAG, it's **GAME NIGHT** Auction Gala

FREQUENTLY ASKED QUESTIONS

"Auction" Related Questions

What are Auction Items?

Auction items are typically donated by businesses or parents. They are often in the form of a gift certificate or gift card. Examples: A tennis program donates a week of summer camp, a spa donates a gift certificate for a facial, a restaurant donates a dinner for 4 people, a hair stylist donates a haircut, a museum donates a family membership, a photographer donates a family photo shoot package, a music program donates a 3 pack of piano lessons, etc. Businesses like to donate to public schools and the winner is a potential new client for them! Other popular donations include "Experiences" (a tour of the New York times news room by a parent that works there or a morning shadowing a parent with a cool job) or "Expertise" (dentist parent donates a teeth cleaning, tax accountant parent donates help with tax preparation or musician parent donates a private music lesson). Or you could have a "Physical Item" to donate: maybe there is a purse in your closet that still has a tag on it or a lego set that is new and unopened. A list of suggested items can be found [here](https://www.tagscholarspta.org/gala.html) and on the TAG PTA Gala Webpage: <https://www.tagscholarspta.org/gala.html>

When is the Auction and how does it work?

At the Gala on May 13th we will hold a Live Auction where we will auction off a handful of donations (could include things like Broadway tickets or a fancy dinner and will definitely include the auctioning of Art Projects made by some of our own TAG classes! For the rest of the auction items, they will be put on an auction website that will be launched to parents and friends in April. Parents will all get a chance to bid on the great items that have been donated (all brought in by TAG parents). There will be a deadline for the bidding and once the bidding closes, the winner will be notified and will pay for the item. 100% of the proceeds go to the TAG PTA for the benefit of our TAG students! The donors do not get any of the proceeds as they get the pleasure of donating to a great cause and in most cases, they get a potential new customer!

How do I get Auction Items to donate to the TAG Auction?

We are not asking anyone to buy any items or spend any money. We are asking you to send emails or ask the places where your kids take classes, ask your favorite restaurants, ask businesses in your neighborhood, ask a friend you know that runs a business if they would be willing to donate something, think about what you or your spouse do and whether you could offer up any services that could be valuable to someone in the TAG community (a tutoring session, cooking lesson, organization session etc.).

I thought of a business that might want to donate something but what should my email to them say?

The best way to get a donation is to reach out in your own words about how much you love their business and how you would love for the business to have a chance to donate to a great cause while getting a potential new customer!

SAMPLE SOLICITATION EMAIL

Dear [BUSINESS],

I am trying to help my [daughter/son, NAME'S] public school, TAG, raise money in their auction to help keep all the PTA funded programs in place, such as language class, chess, full-time music program and robotics. Located in East Harlem,

TAG is a public school with incredible racial and socioeconomic diversity among our families of over 500 students - every supporter means so much to us. All our generous donors and sponsors will be acknowledged on our auction website and in our Gala Program.

Hoping you would consider donating a gift certificate to the TAG school auction! It's really easy to do through a google form: [donate item here](#)

Alternatively, the Donation Form can be found [here](#) (if preferred vs online) with information and any questions emailed to auctiongala@tagscholarspta.org.

Know that anything you can do for the TAG School will have a real impact at a time that is more important than ever!! Please let me know if you have any questions. Many thanks for your consideration and support!

[YOUR NAME]

PARENT OF [CHILD NAME / CHILD GRADE]

A business I emailed said they will donate, now what?

Donor should provide the following information:

Name of Donor:

Donor Email:

Donor Phone Number:

Name of Donated Item:

Description of Item (please include any restrictions that may apply and how to claim item. Please also include web links to donated item images or company logos):

Estimated Value of Item:

Expiration Date:

Provide any images, logos, etc. to be included in posting of item

Business either enters this information on google form: <https://tinyurl.com/tagauctiongala> or supply them the paper form found [here](#) to send in via email or email this info to auctiongala@tagscholarspta.org.

What if I have a physical item to donate?

If you have an item in your home you want to donate, simply fill out the form online or on paper and when you submit it include a picture of the item along with instructions of who the winner should contact to arrange to pick up the item. If a business wants to donate a physical item (a TAG parent amazingly reached out to Trek bikes and got a bike donation!), ask the business to hold onto the item and include instructions on when and how the winner should pick it up. If you absolutely can't hold onto the item until the auction, Ms. B or the auction committee can find a way to store your item!

When do I need to get Auction Items by?

All auction items must be in by March 31st to get them listed on the auction website.

What are all these emails about a Raffle and a Pizza Party Class Contest?

We are all about 100% of TAG families supporting this important fundraising Auction event and we all like a good contest! For all TAG families that source 2 auction items by March 31st, your children will win a dressdown day and for any class with 75% of the families bringing in auction items, the class will win a pizza party! There is another reason to get your auction items in by February 28th as you will be entered into a raffle to win 2 Harry Potter Broadway tickets to the 1pm show on March 11th.

"Gala" Related Questions

When is the Auction Gala Event?

The TAG Auction Gala will take place on Saturday, May 13th from 6pm to 10pm.

Where is the Auction Gala Event?

The Auction Gala Event will take place at the Alhambra Ballroom in Harlem, located at 2116 Adam Clayton Powell Jr Blvd.

Do I need a ticket and if so, how much are the tickets?

Yes, a ticket must be purchased in advance for each person attending (this means 2 tickets for a couple). The ticket purchase will cover the cost of the event and will allow the venue to know how many people are attending the event so they can make sure there is enough food, etc. A ticket is \$100 per person if purchased before April 17th and will go up to \$125 on April 17th to encourage everyone to purchase their tickets early so we can better plan. Tickets can be purchased online at the TAG PTA store:
<https://www.tagscholarspta.org/store/p44/gala-ticket.html>

Why are the tickets so expensive?

The TAG PTA is not making any money on the ticket sales. The tickets are priced to cover the per person cost charged by the Alhambra Ballroom. Keep in mind, for this amount you will get a 2-course meal, 2 hours of open bar and a champagne toast at a very nice venue!

Can kids come to the Gala? Who can come to the Gala?

No, while we all love our TAG students, this is a parents and staff only event given alcohol is served. This is a unique opportunity for our TAG community of adults to come together and celebrate the specialness of TAG! Come solo, bring your partner, a grandparent or a friend!

What if I want to attend the Gala but don't have a babysitter for my children?

We can't guarantee it, but the TAG PTA is working hard to try and offer a babysitting option at the TAG School. Stay tuned on this!

If I want to attend the Gala, do I have to come up with an Auction item? Am I required to bid in the Auction?

While we would love for everyone to source auction items and bid at our Live Auction, there is absolutely no requirement. You are more than welcome to just come and enjoy the party, with lots of good food, alcohol and the company of the TAG parent community!

Is there a maximum number of people that can attend the Gala? Are teachers coming?

The event space fits up to 400 people and we would love nothing more than to fill the space! Teachers are all invited and our goal is to sponsor all the teachers to come for free. We are looking for more families to step up as Event Sponsors to cover the cost of teachers:
<https://www.tagscholarspta.org/store/p47/sponsor.html> or contribute cash in any amount to help sponsor our amazing teachers, with the goal of covering as many \$100 tickets for teachers as possible, with ability to donate cash here: <https://tinyurl.com/tagauctiondonate>
And stay tuned for additional ways to purchase tickets to sponsor a TAG teacher to attend the event. Our TAG teachers work tirelessly for our students and this is a great way to give back to them!

How many volunteers do you need to help with the event and what can they do?

Please sign up if you can to help with sourcing auction donations, planning the party, designing the Gala Program, helping to execute the auction, etc. with sign ups here:
<https://tinyurl.com/TAGAuctionCommittee>

In addition, we will need help on event day for decorations, auction registration, etc. Stay tuned for a volunteer sign-up sheet to help the event run smoothly. We could not do any of this without the help from all of you!!

I STILL HAVE MORE QUESTIONS, WHO DO I REACH OUT TO?

Both the fundraising committee and auction committee are happy to help;
fundraising@tagscholarspta.org
auctiongala@tagscholarspta.org