

# 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>

#### **和“拍卖”相关的常见问题。**

##### **1. 什么物品可以进行拍卖?**

进入拍卖交易的物品都是由父母或者商家捐助的，它们常常是礼品卡或者是会员卡。比如，网球课教练赞助一周夏令营的名额，美容院赞助某个会员资格，餐厅赞助一套四人份的晚餐，发型师赞助一次发型设计，博物馆赞助个家庭会员卡，摄影师赞助一套家庭合影特集，音乐老师赞助三堂钢琴辅导课等等。很多商家愿意赞助公立学校，而有幸获得会员资格的朋友也将成为他们未来潜在的顾客。另外一些赞助活动来自一些提供各种“体验”的机会。比如，在媒体工作的家长可以提供参观纽约早新闻制作现场的机会，身为牙医的家长可以提供一次清洗牙齿的机会，有报税工作经验的家长可以提供报税服务，有音乐教学背景的家长可以提供一次私教钢琴课。这样的“礼品卡”，“会员资格”或者“体验机会”将在拍卖会现场进行拍卖，拍卖下来的善款将全部归于TAG PTA所有，用于下一年的学校活动。当然，您也可以捐赠“具体的实物”，可能在您家的衣柜里依然存放着一件崭新的，带着标签，没有被拆封过的物品，也可以用来拍卖哦。具体怎么样的物品来进行拍卖呢？请点击[这里here](https://www.tagscholarspta.org/gala.html)，或者请点击TAG PTA Gala的主页来浏览：<https://www.tagscholarspta.org/gala.html> (我们建议的竞拍项目列表)

#### ***When is the Auction and how does it work?***

At the Gala on May 13<sup>th</sup> 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!

##### **2. “拍卖”活动的时间，以及操作流程。**

在5月13日晚上，我们将举行一次大型的现场拍卖活动。我们将拍卖很多捐赠物品，包括例如百老汇的入场券，精致晚宴等，甚至还会拍卖很多由我们TAG学生们创作的艺术作品！为了让大家尽早地浏览拍卖物品，很多物品将会从四月开始放到我们学校拍卖活动的主页上，供大家挑选。大家有机会选择自己感兴趣的物品，进行竞拍。每样物品都会有个“截止日期”，一旦“竞拍截止”，赢取该物品的幸运者将会得到通知，然后付款购买。善款的100%将全部归为TAG PTA以及我们TAG学生所有。赞助商不会得到任何收入，他们收获的是赞助我们学校的欣喜之情，珍贵的宣传机会，以及收获潜在的新规顾客的商机。

### ***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.).

### **3. 那么，我该如何入手“拍卖物品”来参加这次TAG的拍卖活动呢？**

我们不要求任何人直接花钱买东西用来当作“拍卖品”，我们希望您写邮件或者主动询问那些您家孩子上课后班的学校机构或者课程老师（教练），向你们常去光顾的餐厅打听，询问一下你们家周边的商家，也可以向经营公司的好友们打听一下，问他们是否愿意赞助一个“会员资格”或者“体验机会”。或者，请大家思考一下，您或者您的爱人有什么特长，可以给TAG社区的家庭提供一个专业服务，比如给孩子们上堂私教课，厨艺课，组织特别的活动等等。让我们来进行头脑风暴，一起参与进来吧！

### ***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!

### **4. 我想某个商家可能愿意来赞助TAG，那我该怎么写正式的邮件来和他们沟通呢？**

最好拉到赞助的方法就是用您自己的语言来表达您对他们的产品和服务的喜爱，希望商家通过赞助活动来进行宣传，得到更多潜在的客户。下面是一个和商家进行沟通的英语范例，敬请参考。

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#### **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](mailto: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](mailto:auctiongala@tagscholarspta.org).

### 5. 如果我发了邮件咨询了某个商家，他们说他们会来赞助的，那么现在我该怎么做？

恳请商家填写具体的赞助内容（以下方式任选一个），完成报名：

1. google表格 <https://tinyurl.com/tagauctiongala>
2. 可打印的表格 [TAG Item Donation Form 2022-2023.pdf - Google ドライブ](#)
3. 发送邮件到我们活动组 [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org).

赞助商需要提供的內容如下：

赞助商的姓名：

赞助商的邮件地址：

赞助商的电话号码：

赞助项目：

赞助项目的介绍（请仔细描述一下任何限制竞拍你们赞助产品或者服务的条款。同时也请提供你们产品或者服务的网址，介绍以及公司logo）：

拍卖项目的起始价值：

赞助产品或者服务的使用期限：

### ***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!

### 6. 如果我有一个具体实物想参与捐赠拍卖？

如果您手头有一个实物想进行捐赠拍卖，那么您可以填写我们的网络表格或者可打印的表格。当您提交表格时，也请提交一张实物的照片，以及联系人的联系方式，以便竞拍获胜者领取实物时使用。如果有商家乐意赞助实物的话，（我们有个TAG家长拉到了Trek赞助的一辆自行车，简直太棒了！），请让商家预留好这份实物，并且告知何时，何地可以让竞拍胜利者领取到实物。如果您或者商家实在无法把这份拍卖物品一直预留到拍卖活动的结束，那么请务必告知我们，Ms B以及我们活动组一定想方设法帮你们来保存这个物品。

### ***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.

### 7. 我需要在什么时候准备好拍卖物品或者拉到赞助项目呢？

所有的拍卖物品必须在3月31日之前确定下来，做好准备，我们将把所有拍卖物品放到网站上，供大家浏览。

### ***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 31<sup>st</sup>, 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 28<sup>th</sup> as you will be entered into a raffle to win 2 Harry Potter Broadway tickets to the 1pm show on March 11<sup>th</sup>.

#### **8. 是不是所有参与者的邮件都将参加一次抽奖赢取奖品，并且算入班级Pizza Party 比赛的参与率中？**

我们活动的一切内容和细节都离不开TAG各个家庭的参与和支持。在3月31日之前，对于任何赞助两个以上拍卖项目的家庭，您的孩子将赢取一个dressdown day（自由着装日）；对于任何参与率超过75%的班级，该班所有同学将赢得一个Pizza Party! 对了，还有一个重大的好消息！如果在2月28日之前，您及早地准备好赞助项目，将有机会赢取2张哈利波特的百老汇入场券！！（演出将在3月11日下午1点。）

### **“Gala” Related Questions**

#### ***When is the Auction Gala Event?***

The TAG Auction Gala will take place on Saturday, May 13<sup>th</sup> 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.](#)

### **和“Gala”相关的常见问题**

#### **1. Gala 现场拍卖活动将于什么时候举办？**

TAG Gala现场拍卖活动将于 5月13日周六晚上6点到10点。

#### **2. Gala现场拍卖活动将在哪里举办？**

Gala拍卖活动将在西哈林地区的the Alhambra Ballroom（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 17<sup>th</sup> and will go up to \$125 on April 17<sup>th</sup> 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>

#### **3. 拍卖会当天，我需要购买入场券吗？入场券价格是多少钱一张？**

是的。您需要提前购买入场券。（每人一券，如果是两位来参加拍卖会的话，那么需要两张票。）入场券包括了当晚所有的活动消费和一份晚餐。大家提早购票，就能让与会提前知道多少人将来参加拍卖会，需要多少份晚餐等。每张入场券是\$100，但是4月17日之后入场券会上涨为\$125，所以希望大家及早地购买入场券，我们也能更好地计划我们的拍卖活动。入场券，可以提前在TAG PTA Store里购买：<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!

### **4. 为什么入场券并不便宜?**

TAG PTA不会从入场券的收入上得到任何的收益。入场券是承担了每一位与会者的消费，包括租用场地，2道主餐的晚宴，2个小时的open bar（开放性酒台）以及香槟！

### **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!

### **5. 孩子们能来会场吗？谁能来拍卖会呢？**

不。虽然我们乐于让孩子们参与进来，但是这是属于我们家长和学校工作人员的一场活动，并且当晚也提供各类饮酒，所以这个特殊的夜晚将由我们TAG大家庭里的成人一起共度，享受作为TAG大家庭里一员的欣喜和乐趣！因此，您可以一个人来，也可以和您的爱人一起来，或者可以带上爷爷奶奶一起来，甚至带上您的亲朋好友一起来！

### **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!

### **6. 如果我想参与拍卖会，但是当晚没有人帮我照顾孩子们。**

目前我们活动组不能100%保证，但是TAG PTA正在尽力想办法当晚在TAG学校里提供照看孩子的服务。请留意我们的最新公告。

### **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!

### **7. 如果我想参加拍卖会，但是我必须要有赞助项目吗？或者我必须参与竞拍活动吗？**

虽然我们希望每一位都能找到一款赞助项目，使得我们的拍卖活动更为精彩，但这绝对不是一个必须条件。任何时候，您都是最受欢迎的！无论是否乐意参与竞拍，您都将被热烈邀请来参加这次为TAG PTA集资的拍卖活动，来享受美食好酒，来感受作为TAG大家庭里成员的乐趣和凝聚力。

### **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!

### **8. 拍卖会最多可以容纳多少人？老师们会来吗？**

这个会场可以最多容纳400人，我们希望整个会场都坐得满满的。老师们都将被邀请，而我们的一个愿望就是让所有老师都能免费来参加这次拍卖会。我们热诚期待更多家庭能加入，成为我们的活动赞助方，您的慷慨能让更多的老师免费来到会场，TAG的老师们平日为孩子

们付出很多，不辞疲倦，这次活动是非常好的表达感谢，回馈老师的机会，希望更多家庭参与进来。这是成为活动赞助方的链接：<https://www.tagscholarspta.org/store/p47/sponsor.html>  
这是捐助现款的链接：<https://tinyurl.com/tagauctiondonate>

### ***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!!

### **9.请问你们需要多少个志愿者？活动当晚，志愿者具体可以做什么？**

如果您有心相当志愿者，在此先向您表示衷心的感谢！我们需要很多志愿者帮助我们推进整个拍卖活动。比如：统计拍卖物品，统筹拍卖晚会，设计和规划Gala 拍卖活动，推进整个拍卖活动进程的各项细节。

请在此报名：<https://tinyurl.com/TAGAuctionCommittee>

另外，我们也迫切需要各种志愿助手，当然帮忙进行装饰会场，签到来客，运送物品等等。请大家随时关注我们的更新，来报名成为我们各个部门的志愿者！！没有大家的热情参与和大力协助，整个活动是无法取得成功的。今年已经第九届了，希望本次活动也取得圆满成功，即为TAG PTA筹集到了下一年的活动资金，也给TAG大家庭的你我彼此提供了一次绝佳的交流机会。

### **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](mailto:fundraising@tagscholarspta.org)

[auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org)

**如果您还有其他问题的话，欢迎向我们活动组随时咨询。**

[fundraising@tagscholarspta.org](mailto:fundraising@tagscholarspta.org)

[auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org)