

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

December 2022

Dear TAG Families,

Our 2023 Auction "TAG, IT'S GAME NIGHT" will take place on Saturday, May 13rd at 6pm at Alhambra Ballroom. Over the next couple months, we will continue asking you to mobilize and source auction donations for our annual Auction Gala Fundraising Event. The Auction Gala is our largest fundraiser of the year. Please join us to celebrate our fabulous school community and help us reach our annual PTA fundraising goal of \$300,000!

The only way to raise money in an auction is to have **A LOT OF ITEMS DONATED** to sell in the auction!

**AUCTION GALA #1 Goal:** It's simple. 100% school-wide family participation in helping to support this important event. We are calling on TAG families to **SOURCE DONATION ITEMS**, generate **SPONSORSHIPS** and **SELL PROGRAM ADS!**

**Auction Gala Schoolwide Contest:** We are asking each TAG family to source a combination of 2 auction item donations, Gala Program Ad purchases or Heartfelt Dedications (shout-outs in Gala Program) so your students win a **DRESSDOWN DAY!** Any class with 75% participation wins a **PIZZA PARTY!**

**So what do I actually have to do?** First, fill in the bottom of the donation form with your information so we can record your family as solicitor. Second, hit the pavement and contact: friends, local restaurants, kid class providers, spas, gyms, and other local service providers -- and request donations!

**NOTE:** Don't worry if you approach a merchant who has been approached by another parent; simply express your thanks if they have already donated – and move on!

**What do I say?** Introduce yourself as the parent of a child at TAG, a K-8 public school with over 500 students living city-wide. Explain that you are soliciting donations for the spring auction gala event and that the money raised provides key resources and enrichment for our students - and that we need the help of the community to keep our school vibrant and successful. Give them the auction letter and donation form in person or by email. Be polite, persistent, and gracious. You may need to follow up to make the donation happen. Please let your contacts know that every donor is acknowledged in our publications and to our city-wide community — so donating is good for their business!

**They said "Yes"! ... Now what?** Congratulations! Make sure they complete and submit the donation form. Encourage them to submit the form online at [tinyurl.com/tagauctiongala](https://tinyurl.com/tagauctiongala) (allows

for supporting vouchers, gift certificates, etc. to be uploaded) OR fill out the paper form and email it to: [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org) along with any relevant voucher or gift certificate, etc. Make sure they have your name and student's class to include on the form to make your contest participation count!

**Gala Program Ads.** Merchants and other donors may prefer to buy an advertisement to be placed in the Gala Program so remember this as an option to offer. Ad purchases can be made through the google form [tinyurl.com/tagauctiongala](https://tinyurl.com/tagauctiongala) or bottom of Sponsorship & Ad Flyer can be filled out and emailed along with business logo to [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org)

**Sponsorships.** Have a strong relationship with a business, have your own business or have good ideas for potential event sponsors? Send them our **Sponsorship & Ad Flyer** and encourage them to step up as a Sponsor to show the community their support for TAG's leading public education at a time that is more important than ever. For any TAG family looking for a way to help the school, participate in the contest and help underwrite the cost of the event all at the same time, please consider stepping up as a **TAG Event Sponsor**. See **Sponsorship & Ad Flyer** for all details.

**Heartfelt Dedications.** Looking for a more personal way to support the fundraising and earn contest participation, consider purchasing a spot in the Gala Program to highlight a heartfelt dedication message to your TAG Student, a teacher or maybe just give a shout-out to TAG. Parents, family and friends can choose a size and submit shout-outs through the google form [tinyurl.com/tagauctiongala](https://tinyurl.com/tagauctiongala) and all payments for auction products can be made at the TAG PTA Store: <https://www.tagscholarspta.org/store.html>

**Cash Donations.** If a business, family member or friend just wants to help but keep it simple, we are always happy to take a cash donation: [tinyurl.com/tagauctiondonate](https://tinyurl.com/tagauctiondonate)

We encourage you to start sourcing as lots of schools are reaching out to businesses with the same requests. Let's get out there and be the first to ask! We are aiming to get as many in by the end of January as possible!

**FORMS:** All the helpful forms for your solicitation efforts have been included as attachments to this email, including the Auction Item Donation Form, Sponsorship & Ad Flyer and Donation Letter. If at any point you can't find one, please email [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org)

Reaching out to businesses to get auction items just really not your thing, don't worry, there are many ways to show your Auction Gala support and make your participation count for the contest: create wall art for event, flyer to advertise, come up with your own marketing ad to encourage item donations or record a short video clip on why TAG is special (get that media consent form in and it may be chosen to play at event) or otherwise get creative!

**LOG CONTEST PARTICIPATION** for your **TAG student** here: [tinyurl.com/studentauctionlog](https://tinyurl.com/studentauctionlog)

**We're here to help and support...** As questions come up, or if you need ideas, please reach out to the Auction Committee: [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org)

**Thanks in advance for your efforts!**

## **TAG Auction Donation - Sample Solicitation Emails**

### **Email Sample #1: TAG School Auction Fundraiser**

Hi. Reaching out to inquire as to whether the [JCC] would be interested in donating an item or gift certificate to the TAG School Auction fundraising event? Please see the attached letter and donation form for details. Item donations can easily be recorded through an online google form at [tinyurl.com/tagauctiongala](http://tinyurl.com/tagauctiongala)

Thanks so much.

[Jane Smith] (mom of [ ] in [ ] Class)

### **Email Sample #2: TAG School Auction Fundraiser**

Hi Andy,

My daughter ([ ]) has thoroughly enjoyed climbing at Brooklyn Boulders--I know our families at TAG School for Young Scholars in East Harlem would be excited to learn more about the program at Brooklyn Boulders and to be supported by you!

Would Brooklyn Boulders be interested in donating something to the TAG School Auction fundraising event this year?

Please see the attached letter and donation form. Item donations can easily be recorded through an online google form at [tinyurl.com/tagauctiongala](http://tinyurl.com/tagauctiongala). Thanks so much for your consideration.

Best,

[John Smith] (dad of [ ] in [ ] Class)

### **Email Sample #3: TAG School Auction Fundraiser**

Dear Jacob,

We are fellow UWSers / longtime Pickles customers and are reaching out for your support. My son, [ ], attends TAG School for Young Scholars in East Harlem ([tagscholars.com](http://tagscholars.com)) and we're planning our 9th Annual Auction Gala in May, which will include an auction of donation items secured from TAG families' favorite businesses. I would be so grateful if you would make a donation to be auctioned to raise funds in support of the school.

TAG is a public school located in East Harlem with incredible racial and socioeconomic diversity among our over 500 students - every supporter means so much to us. I've attached the Annual Auction Gala donation cover letter and donation form for your review. We would acknowledge your generous donation both on our event website and in our event program which is delivered to all of our families, teachers and administrators. In addition, the attached form provides an opportunity to purchase a larger advertisement for increased prominence in all of our marketing materials and at our live event. Item donations or ad purchases can easily be recorded through an online google form at [tinyurl.com/tagauctiongala](http://tinyurl.com/tagauctiongala).

Please let me know if you have any questions. Many thanks for your consideration and support!

Respectfully,

[Name of the Solicitor] (mom of [ ] in [ ] class)

**Letter Example: If you need to fill a form on a website, use excerpts from the donation letter:**

Dear Neighbors and Friends,

The Parents of TAG, the Talented & Gifted School for Young Scholars, kindly request your donation of goods or services to TAG's spring auction gala in support of TAG's leading public education.

Situated at the heart of El Barrio in East Harlem, TAG is a public school serving profoundly gifted students in grades K-8. All our students, over a quarter of which qualify for free lunch, receive a world-class, rigorous, and innovative education. The TAG PTA strives to give TAG students rich and meaningful in-class and extracurricular opportunities. Programs such as chess, debate, math and robotics would not be possible without the additional funds the PTA raises through our annual auction gala.

Our 9th annual auction gala event will take place in May 2023 and we would sincerely appreciate your support by making a donation of a gift certificate for goods or services. While our event is in May, we are hoping to secure all of our donations by March 31st, 2023.

The TAG PTA is a 501(c)(3) non-profit organization, therefore your contributions are tax deductible. As a donor, your business will be enthusiastically promoted by the PTA and parents of TAG. We will feature your organization in our event program, event website and communications to the families of over 500 TAG young scholars.

If you are able to support us this year, please email [auctiongala@tagscholarspta.org](mailto:auctiongala@tagscholarspta.org) OR submit online at: [tinyurl.com/tagauctiongala](https://tinyurl.com/tagauctiongala). Join our community!

Warmest regards,

[Name of the Solicitor along with Students name and class]

# ***TAG Auction Item Suggestions***

**There is NO DONATION TOO SMALL or TOO BIG!!**

## **FOR THE KIDS**

- Certificate for a Class or Camp (art, music, dance, gym, sports, cooking etc.)
- Gift Certificates for birthday parties or party supplies (favors, cakes, entertainers, invitations)
- Gift Certificates to clothing or toy stores
- Tutoring consultation and services
- Tickets to kids' theatre
- Do you have a job that would be fun for a kid to shadow for a day? For example, "Banker for a day" (allow a few kids to shadow for an afternoon and learn about banking)
- Police station tour or fire station tour (for a group of kids – makes a great birthday party when paired with a donation by a pizza shop)
- Vet for a day (do you have a pet – ask your vet if they'll allow an older student to shadow them on a weekend)

## **DINING AND ENTERTAINMENT**

- Restaurant gift certificates, in-home catering, access to party space, cooking classes
- Scotch tasting party or wine tasting party
- Party Services: Floral Arrangements, Printed Invitations, Musicians, Cakes, Party Favors etc.
- Catered dinner/catering services (do you know a caterer or could a group of parents put a package together for an in-home party?)

## **ART & PHOTOGRAPHY**

- Painting or prints
- Photography session for family or children
- Caricature artist session
- Graffiti art to order

## **FASHION**

- Accessories for men and women (handbags, scarves, ties, sunglasses, jewelry, etc.)
- Gift Certificate from a favorite boutique, department store, tailor, or dry cleaner

## **FAMILY FUN**

- Passes to theme parks (Legoland, Great Adventure, Hershey Park, Disney)
- Tickets to Circus, Theater, Concerts, Sporting Events, Sesame Street Live, Disney on Ice
- Viewing of 4th of July fireworks, NYC Marathon, New Year's Eve in Times Square (know anyone with a view from their apartment or office?)
- Museum tour or tickets to an exhibition

## **ELECTRONICS**

- iPads, Kindles, computers, DVD players, televisions, video game consoles and accessories, cameras etc.
- Gift certificates for in-home technology services
- Web site service (Know a web developer?)
- Home movie editing

## **HOME**

- Consultation with decorator
- Gift Certificates for cleaning, painting, organizational services, landscaping
- Items for the home such as furniture, décor, appliances

## **FOR THE PETS**

- Pamper your pet package - dog walking services, pet store gift certificate, dog training services, etc.
- Play date with a puppy (does anyone have a new, cute little puppy? If so, donate a playdate! The winner's child can play with your puppy at your home or theirs)
- Pet sitting or dog walking
- Pet supplies and services

## **SPORTS**

- Tickets to Sporting events or Sports Memorabilia
- Lessons (Tennis, Golf, Sailing, Surfing, etc.)
- Round of Golf or Tennis Court Time
- Sports & Fitness Equipment
- Autographed merchandise/memorabilia
- Sports (Behind the scenes access to any sporting event/facility?)
- Giants, Rangers, Yankees, Mets, Knicks, NY Liberty, NJ Nets (any season ticket holders or corporate sponsors willing to donate tickets?)
- Tickets to the US Open

## **BEAUTY & FITNESS**

- Haircut, color, manicure, pedicure, facial, make- up/makeover, massage, teeth whitening, laser or other cosmetic treatments
- Stylist consultation or personal shopping
- Private or group training, yoga or Pilates sessions, gym

## **UNIQUE & MEMORABLE**

- Anyone have access to Taylor Swift Tickets? Guaranteed to generate large bid!!
- Tickets to a taping or rehearsal of a show or visit to a TV or Film set
- Appearance as an extra/walk-on part
- Backstage Tour
- Classroom visit by a celebrity, politician, sports personality (a real hit with kids)
- FED tour (Work at the FED?)
- NYC Marathon / exclusive access to finish line (connections?)

## **GETAWAY GREATS**

- Airline miles, tickets, credit card miles or upgrade certificates
- Use of a weekend or vacation home anywhere
- Hotel gift certificate
- NYC fun (Hotel rooms, Cruises around Manhattan, Bus Tours)
- Ski package (Write to some ski resorts in VT, NH, etc. )
- Rental car gift certificate (Hertz, Avis, National, etc. to request a voucher for a car rental?)