

## SILENT AUCTION DONATION SCRIPT

**AUCTION DATE: SATURDAY, NOVEMBER 13, 2021**

**DONATIONS DUE WEDNESDAY, NOVEMBER 3, 2021**

### BEFORE GOING OUT TO SOLICIT:

- Make several copies of the Silent Auction Business Donation Letter
- Bring copies of HST's 2021 Season Program if you can (very helpful!)
- Prepare 2 envelopes for business cards marked "Call Backs" and "Donations"

### SCRIPT:

- May I please speak to the manager?

If the manager is not available:

- Ask for a business card & leave a copy of our *unsigned* Donation Letter for the manager to review
  - Ask for the manager's name & schedule, record on the business card
  - Put card in envelope marked "Call Backs"
  - Try to return when manager is available or call
  - When you do a Return Visit/Call Back, record on back of card: "Return Visit/Called back on \_\_\_\_\_"
- Hello, my name is \_\_\_\_\_ and I belong to a local nonprofit theater arts program, HST Cultural Arts. We present 6 different shows in the spring with a total of 13 performances and an audience capacity of thousands of people.
  - The students must raise all the money for our sets/props/costumes.
  - Our Silent Auction & Variety Show is our primary fundraiser.
  - Unlike other Silent auctions – no item is too small for HST.
  - Your business will get listed in our program as a Silent Auction Donor (show a copy of last year's program - if available – and let them look through it) and will be posted on our website, [www.hstonline.org](http://www.hstonline.org). (the web address is on the letterhead of the business donation letter)
  - Would you be willing to donate a gift certificate, service coupon (free massage, free oil change, etc.) or give a small item for our gift baskets?

**IF THEY DECLINE:**

- Ask for a business card (we keep track of No's so they do not get visited by another parent/student)
- Write "No" on the card and put in the "Call Backs" envelope.
- Thank them for their time!
- Record the outcome of your visit at the Sign Up Genius website.

**IF THEY ARE WILLING TO DONATE:**

- Give business a copy of the Donation Letter with the donation item & its retail value filled in and your signature. Let them know this is their receipt (*be sure to sign!*)
- Get their business card; ask if they'd like to keep the HST Season Program.
- On the card, record the name of the person authorizing the donation and day/time to pick up donation if not available immediately.
- Put card in envelope marked "Donations"
- Thank them for supporting HST!
- Record the outcome of your visit at the SignUp Genius website
- Bring donations and business cards in an envelope marked "Auction Donations" to any HST class & put in/near wire basket marked "Silent Auction" on check in/sign out table.
- Deadline for donations is **Wednesday, Nov. 3** during dance classes at Berrend Dance Center. Donations received after that date will be in an email auction or used as Top Ticket Seller Prizes

*Thanks for your efforts to make this year's auction a success!!*