

Important Auction Information for School Families

St. Gregory School "Crusade for Kids" Auction

Saturday, April 30, 2022

The Largest School Fundraiser of the Year!

Greetings from the St. Greg's Auction Committee-

We're all looking forward to offering a LIVE auction once again this year! For those who have not been through the auction preparation cycle before, this guide will help you understand your opportunities to help make this year's event the best one yet. For those of you who are veterans, please read through this information and make note of any new changes to the process.

As a review, the Crusade for Kids Auction is our biggest fundraiser of the year. We raise more than \$20,000 annually based on the hard work of our school families and the generosity of businesses and individuals in the community of North East and the Erie region. This semi-formal event (no need for a tux or ball gown) offers both silent and live auctions, delicious food, a variety of adult beverages, and a chance to socialize with the parents, employees and friends of St. Greg's.

The funds raised at the auction are used to offset the school's rising costs and help keep tuition low for school families. The fund-an-item portion of the live auction goes towards a high cost, high impact project or item that will help St. Greg's provide a top notch, unique educational experience for our children.

So how can you help? There are plenty of ways, some required, some encouraged. First and foremost, you've probably decided by now whether you'll be procuring your \$500 requirement or opting to 'buy out' of it. If you've bought out, thank you- your \$250 will help St. Greg's directly, and may be used by the procurement committee to buy additional items to be auctioned off to raise even more money.

If you plan on procuring your items, we will help you identify the businesses assigned to you, be available for questions about the procurement process, and will ultimately determine the best way to offer your donated items up for auction on the evening of the event. If you have not been assigned a business, by the end of September, please contact me directly.

Finally, regardless of whether you bought out or procured items to fulfill your tuition contract responsibilities, we will be asking all school families to donate their time in some way to help create an event that will attract bidders, engage them, and keep them coming back for more.

The following packet includes essential information and forms that will help insure that you and the auction committee are on the same page. Read through the information carefully, then determine how much of your time and talents you're can lend to this year's effort.

If you should have any questions, concerns or comments, you may always send them my way.

Carpe Diem-

Travis Lindahl- Auction Chair
tlindahl@mercyhurst.edu | (814) 449-7515 (cell)

Your Procurement Responsibilities and How to Fulfill Them

Contractually, each St. Greg's family with a student a K-8 classroom is required to either procure \$500 worth of items for the auction or 'buy out' their procurement responsibility for \$250. There are multiple ways to achieve your \$500 procurement goal.

- **Contact Assigned Businesses** - Each year, the auction committee's business assignment / procurement chair assigns businesses to each school family. These businesses have given to St. Greg's in the past, and in most cases, are ready to step up and give again. **But they must be asked!** If we do not ask, they may not give. Simple as that. **ONCE AGAIN THIS YEAR, if you have not contacted your assigned businesses by January 1, 2022, the assignment is subject to forfeit, and may be contacted by the auction committee.** You would then need to fulfill your procurement goals in another way or risk being billed for the balance.
- **Pursue Unassigned Businesses** - If you've got a contact through a family member, friend or employer at a business that has not yet been assigned to a St. Greg's family, you are more than welcome, in fact encouraged, to procure items or services from that business. **Please check with Cindy Behnken** (lucindab@verizon.net) to make sure the business has not already been assigned. ****Procurements from a business assigned to another school family prior to the January 1st deadline will be credited to the originally assigned family!**
- **Purchase Merchandise with a Retail Value of \$500** - After reviewing our list of what sells well at the auction and what doesn't, consider purchasing items with a retail value of \$500 or greater. You may find a great deal on an item – perhaps on Black Friday, Cyber Monday or a terrific post-Christmas sale- allowing you to hit your \$500 procurement with much less spent out of pocket (ex. A \$500 TV on sale for \$200).

It is critical that you submit a procurement form for each item or gift certificate that you are able to procure in a timely manner. Our packaging and catalog teams need these forms to help determine the best way to present your item(s) for auction. Please try your best to meet your procurement goal by January 1, 2022.

Procurement Do's and Don'ts

St. Greg's has been holding the Crusade for Kids Auction for more than 25 years! During that time, it's become clear that some items generate more 'bang for the buck' than others. Please review the lists below, and consider the following when seeking donations:

1. Sales are great, but don't buy something just because you 'got a great deal.' Ask yourself, "is that something I would bid on?"
2. Keep your procurements to a minimum of \$20, and consider packaging multiple lower cost items together, perhaps thematically, for a more valuable item to be auctioned (ex. A family night / sports lover's / coffee lover's-themed basket)

Top Selling Items

- Power tools, home-improvement packages.
- Gift Certificates of almost any kind, but especially to places we often shop at, eat at, or utilize frequently or new places we'd like to go.
- Useful house items (lamps, towels, blankets, pillows, Tupperware, etc)
- Items we use every day (light bulbs, cleaning supplies, etc...)
- New technology
- Toys (the most popular toys at the time)
- Tickets to shows or events (anything entertaining)
- Trips to warmer climates
- Medical expenses generally NOT covered by Health Insurance (i.e.: full set of braces)
- Art of almost any kind
- Jewelry (if realistically priced & of high quality/rare)
- Garden items/certificates (for usefulness or decoration)
- Landscape or Spring Clean-up services
- House repair, decoration or cleaning services
- Snow Blower or a certificate for snow plowing/shoveling
- Outdoor/deck furniture
- Sports equipment (golf, fishing, skiing or for back yard use)
- Sports Certificates (kids summer sports camps, golf, skiing, tubing, etc...)
- Certificate for Automatic Car Starter w/ installation; Auto Detailing Certificates
- Dog Grooming Certificates
- Food or Wine
- Computer training or repair services
- Collectables (Hummel's, Snow Babies, Precious Moments, Quarry Critters, Boyd Bears, Franklyn Mint, Rare Coins, Disney Items, anything from someone famous)
- Silk Screening for lots of shirts or hats (including shirts or hats)
- 8"x10" or 10"x13" Photo Frames
- Wine Tasting Party (for a dozen or so people)
- Beauty Gift Certificates

Items that do not sell well or sell for far below retail

- Clothing (exception: Professional Sports Team Jerseys/Sweatshirts/T-shirts) although we all like cloths, people prefer to try things on before buying them.
- Medical expenses that are covered by Health Insurance
- High Priced or 1 Month Fitness Packages (6 months to 1 year is preferred)
- Items that are very specialized that are directed at a specific buyer (such as baptism gowns, graduation party supplies, wedding items, items for the handicapped or infirmed, 25 40 or 50 yr. anniversary gifts, moving supplies, etc.)

Things we cannot include in auction

- Used Items (exception: authentic antiques or memorabilia)
- Coupons (anything that will give a percentage off of an item or service and requires the bearer to spend additional money to use it).

Approaching Assigned / Unassigned Businesses

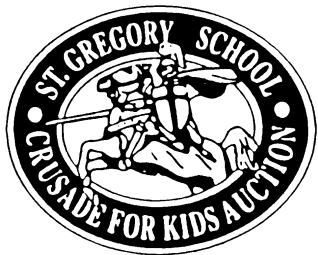
Please remember that you are representing St. Gregory School when dealing with prospective donors, whether business or individuals. ***Your approach and attitude matter!***

Do....

- Contact your assigned business well before the auction to give the donor time to carefully consider a donation
- Collect the name(s) of the business's contact and a phone number or email if possible
- Follow up on your initial letter, phone call or email about two weeks later if you haven't heard anything from the business
- Remind the donor what they've previously donated (if known) and propose what you hope they could donate this year (at least as much, if not more)
- Provide a St. Greg's letter (see next page) and copy of the procurement form for the donor's records [**For an electronic copy, email me at tlindahl@mercyhurst.edu**]
- Show your appreciation with a thank you email, handwritten note or phone call
- Maintain a positive attitude regardless of whether the business is able to donate or not

Don't....

- Wait until the last minute
- Approach a business with a feeling of entitlement
- Poach other school families' businesses
- Forget to turn in a procurement form
- Try contacting your businesses when you're in a bad mood...we need you interacting with potential donors with your best attitude possible!



SAINT GREGORY PARISH SCHOOL

140 WEST MAIN STREET

NORTH EAST, PA 16428

(814) 725-4571

Dear

The "Crusade" is on at St. Gregory Parish School. The thirty-first annual Crusade for Kids Auction will be held on Saturday, April 30, 2022. This is our largest fund-raiser of the year.

We call this fund-raiser "Crusade for Kids" because the overall drive benefits the children of the school and parish. A successful event enables Saint Gregory Parish School to:

- ✓ Purchase instructional materials
- ✓ Provide science, computer, music, and library programs
- ✓ Provide tuition assistance programs
- ✓ Update our technology
- ✓ Defray building maintenance costs
- ✓ Keep the cost of Catholic education affordable

This year our goal is to raise over \$35,000 for our school! We are writing to ask for your support in the form of a tax-deductible gift of merchandise, services or a cash donation. All donations are described in a professionally printed auction catalog, along with the name of your business or the individual who donated it.

This is a great advertising opportunity for your business!

Saturday evening's live auction is a semi-formal event attended by nearly 200 people from all over North East, Erie and beyond. Combined with the purchasing power represented by the 900 St. Gregory Parish families, hundreds of School alumni, and the faculty and staff, this represents a tremendous source of advertising for your business.

Please help to keep quality Catholic education affordable and available in our area. I will follow up with a phone call or personal visit within the next few weeks. If you have any questions, please contact me at () - .

Sincerely,

Donating Your Time: The Auction Committee

This event truly would not be possible without the time and talents of the many St. Greg's school family volunteers. For those who have volunteered in the past, you have our thanks and deep appreciation. For those new to the auction volunteer position, please read through the following committees to determine in what role you'd feel most comfortable helping.

Each committee is comprised of a chairperson and a committee of helpers. The chairperson of each committee, besides being required to make the monthly auction meetings, oversees the committee's volunteers as they attempt to reach their goals.

Some committees require that you are available during the day or in the evenings to meet and work, while others can be accomplished mostly from home. Each committee has a different goal and feeds off the different talents of its workers. Please read the descriptions below and choose a committee that best suits your time constraints and talents.

Pre-Event Committees

Class Projects Committee - Finds or helps with ideas for class projects (preschool – Level 4). Gets supplies needed for each class project. Helps classes make each class project. Most projects can be completed in 1-3 days of in-school time. Anyone with new ideas, crafty talents (i.e.: woodworking, sewing, stained glass, quilting, leatherwork, ceramics, etc...) are encouraged to volunteer. Availability during school hours is favorable, but not mandatory.

Procurement Committee – This group of volunteers, lead by the procurement chair, will help keep track of assigned businesses and incoming procurements. This committee will also help turn procurements into auctionable packages. After January 1, this committee will also organize a second 'wave' of procurement calls to businesses that have yet to be procured from.

Decorations Committee – Members of this committee will assist in transforming St. Greg's into a semi-formal atmosphere during the week leading up to the event. Several members of this committee will plan and acquire necessary decoration supplies during the months leading up to the event. Perfect for someone with afternoon availability.

Publicity Committee – Volunteers will work to publicizes the auction in a multitude of media including writing "news articles" for the local newspapers, getting donations for the making of a billboard, getting businesses to sponsor an ad in the local newspapers, writing information to put into the church bulletin, etc. Works from home, but access to a phone & fax machine during the day is helpful. Should be comfortable with social media.

Reservations Committee - Gets and processes each reservation, organizes table seating arrangements including name tags at each seat. Works from home mostly, but needs to be available on the Friday and Saturday the week of the auction.

Event Logistics Committee- Recruits volunteers for auction week and helps organize and manage them on the night of the event.

Event Week Volunteers

In addition to the committees above, which will also be VERY active before and during the event, the following committees are particularly important in making sure the event runs smoothly. Event week volunteer opportunities include:

Set-up Silent: In charge of setting up the gym for the auctions, also in charge of setting up and displaying the silent auction items in such a way that they generate interest from the bidders. Must be available to work during the day & the evening the week of the auction.

Set-up Live: In charge of displaying live auction items for the auction. Making sure to display items in such a way that they generate interest from the bidders. Must be available during the day & evenings of the week of the auction.

Registration: Greeting guests and providing them with their auction packet.

Silent Auction Recorders: Helps maintain the integrity of the silent auction tables by monitoring bids and removing bid sheets at the appropriate time. Recorders will then monitor items until the conclusion of the event, at which time they will check receipts as bidders claim their items from the table.

Server Chaperone: Works with the 5th & 8th grade students and with the Caterers to help organize the dinner service. Keep the students occupied when they are not serving. Must be at the Saturday night auction.

Stage Crew Organizer: Is responsible for working with the Student Stage Crew to display all Live auction items. Needs to go over catalog with the students and determine who will display what item(s). Needs to keep the students organized and out-of-trouble while they are not on stage. Must be available from Wednesday through Friday during set-up to end of Auction.

Clean-up: Makes the school as presentable as possible for our guests. Prior to auction goes through the school and cleans all areas open on Auction night. (Including: Kitchen, Gym, Hallways, Classrooms, Bathrooms, and Coat room.) Responsible for: Friday morning empty storage room for the Saturday night Bar, clean up after the Saturday night auction, put away tables and chairs and take down decorations, sweep the floors and clean areas used by the auction to get the school ready to be used for school on Monday.

Even if you were not intending on purchasing a ticket to the auction, if you volunteer, you are able to secure a bid number that you may use for both the silent and live auctions.

Win a \$1000 TUITION DISCOUNT!

As a special incentive to procure goods and services for the auction, we are raffling off a \$1000 discount towards next year's K-8 tuition.

If your family has procured \$500 worth of new items or services for the auction by the procurement deadline, you will receive 1 entry ticket into the tuition discount raffle. ***You will earn an additional entry ticket into the raffle for every additional \$100 worth of new items or services you procure.*** The more you procure, the more chances you have to win!

The deadline for entry into this raffle is January 1, 2022. Procurement forms must be turned in by this date to be included in your procurement total and to be eligible for the raffle.

Discounted tuition will be applied to the 2022/2023 school year unless winning family is a preschool family who would like to apply their tuition to Kindergarten for the 2023/2024 School Year. Discounted tuition may **not** be applied to preschool tuition or to existing tuition for a graduating 8th grade student.