



PROCUREMENT TIPS, IDEAS, SCRIPT & FAQ'S

“Branching Out”

Virtual Silent Auction Feb. 28-March 4, 2022

Live in person Auction Saturday March 5 at Four Seasons Hotel

PROCUREMENT is requesting the donation of items, gift cards, services or other non-cash (in-kind) items that are then bid on at the APL Auction. The person asking for the donation from a business or organization is the “procurer” - that’s you! The business or org is the “donor.” Each year, procurement of live & silent items for APL’s Annual Auction ensures the event’s success. We hope you can join us in making this year an unforgettable auction!

TIPS:

Tip #1: Have the PDF version of the procurement letter and form handy to e-mail potential donors – and in some cases, it may work to have some printed out to physically give to them. Let’s make sure everyone in the Seattle community and surrounding areas is aware of the APL Auction and has an opportunity to donate! (And/Or: Keep the shortcut to the shared Google Drive handy for these documents.).

Tip #2: Approach businesses where you already spend money. Although much of these typical activities may be happening online or under controlled circumstances, think about where you are ordering food, shopping, attending classes & events, etc., ask to talk to the manager or owner, and let them know how much you’ve enjoyed your experience. Then, ask them if they would consider donating and the item or service ... or if they have an established request process for donating in-kind (non-cash) gifts. Tell them a little about APL, offer to send them a procurement form, or find out if there is an established process (these are commonly set up online). With your status a customer, the owner is more likely to donate.

Tip #3: Remember to emphasize the purpose of the auction. Prospective donors like to know where their donation is going and that it will have an impact. If you are able to speak candidly with a potential donor about APL, you will get their attention. Perhaps you have a personal story on how APL has significantly impacted your child and your family’s life

Tip #4: Make it easy: be specific! If you ask them for a *specific item or service*, it is often easier for them to say ‘yes’, than ‘no’. “Can you donate that Kindle?” “Our guests love to bid on wine – can you donate a bottle?” “How about a \$100 gift certificate?” “Will you consider donating five hours of your professional expertise (architect, electrician, auto mechanic)?”

Tip #5: Follow up personally. If you send a procurement form to a potential donor but haven't heard back, stop by the store (if that's workable) or give them a quick call to see if they have any questions about the procurement form. We lead busy lives, and a little 'prompt' may return the donation to the top of their to-do list!

Tip #6: Meet the deadlines. In order for an item to be included in the online catalog, the procurement form needs to be turned in at the very latest **by January 7, 2022 (the week school resumes after Winter Break)**. Shoot for submitting requests from the end of October through early December. But try to get as much requested as you can before the week of Thanksgiving. That should allow for responses on most requests before mid-December. ***If we need to follow up after Winter Break is over, we can – but there will be a lull in activity during Winter Break, and when we get back to school there will be less than a month left before the event. We need to have most items confirmed so we can enter as many confirmed items as possible into the online catalog and finalize other materials for the Auction.***

Tip #7: Think creatively and have fun. Most businesses have budgets set aside for donations, as well as a special interest in helping the local community. This will NOT be the first time that these business owners have heard this request. And most people are more than happy to make a donation.

I will also note – plenty of businesses are donating to auctions during the pandemic.

This is a great opportunity to educate people in our community about the wonderful things that happen at APL. Be proud of asking people to join with us to support such a worthy cause. Every donated item makes a difference!

IDEAS: Where I Can Start

Ask friends and family:

Perhaps you have been singing the praises of APL to your friends and family for a while and they've told you "That's great! Let me know if there's anything I can do to help!" Now is the time to take them up on their offer. Do you know someone with Seahawks/Mariner's/Sounders/Storm season tickets who might make them available for when the social distancing restricting lifts? Do you know someone who owns a business? Someone who has a special talent or hobby (gardening, baking, floral arranging)? Someone who has specialized skills or services (house painting, personal trainer, piano teacher, Pilates instructor)? Ask them if they will consider making a donation - everyone has something to give.

Go shopping:

You are an important patron to each merchant you support and they will respond to your request. Donations to auctions are an effective marketing tool for many businesses, and most are familiar with the process, even having a 'standard' donation item. If you are a business owner, you may want to ask for a donation from the major suppliers to your business.

Consider those you have supported:

In an age of such wide-spread fundraising, undoubtedly, you have donated to a neighbor's walk-a-thon, a friend's bake sale, or your niece's school raffle. Now is the time to ask them to return the favor.

Email your contacts:

Personal or telephone requests are the most effective, but if you are hesitant, email may be the answer. And sometimes, an e-mail sent first will open the door to a conversation. Write a personal note with information about APL and the auction, and attach a procurement form and link to APL's website where your contact can access information about the school.

Recent Top Sellers from APL's Auctions:

Local Vacations & Sedona	Wenatchee, Staycation, Kenmore Air & hotel in San Juans/Victoria, Octoberfest in Leavenworth, Salish Lodge and Spa
One-of-a-Kind Items	Seahawks Toolbox, Port Townsend Brews & Bread
Practical Things	Lunch bag set, Toothbrush
Experiences, esp. With parents	Wake Boarding, Cooking classes, Cocktail Class,
Practical Gift Cards*	Pizza, Lumber, Driving School, Home improvement stores
Handmade Items	Quilts, Potholders
Wine	Baskets, Local Tastings, Collections, cases, limited release experiences, Cider as well
Theater, Live Shows	Parmount Club Seats, concert tickets, ACT, Book It!
Not available on the market experiences	Wine Maker Dinner, behind the scenes, Chef tasting dinners, limo & dinner, Seattle Yacht Club sailing trip, live session at radio station
Sports	Tickets of all kinds – Sounder, Seahawks, Kraken, Storm etc.
Restaurants	Gift Cards to restaurants big and small – pagliacci to Canlis
Jewelry	All that glitters and gleams
Themed Baskets	Be creative and see

This is the list of ideas that were suggested for classrooms to do as a group but can also be easily done by individuals or groups.

Basket Ideas

Food and Drink

- Hometown Flavors – local businesses and restaurant gift cards
- Wine Lovers – wine, cheese, nuts, wine review book or magazine subscription etc.
- Craft Beer or Beer Making
- Chocolate

Sports and fitness

- Fitness – workout stuff, water bottles, yoga mats, resistance everything, protein powder, w/ big ticket items: tracker, watch or gift card to gym or personal trainer
- Running – headphones, clothes, compression sleeves, lights, hands free dog leash, big item: gift card for shoes
- Golf – premium golf balls, at home putting green, tees, clothes, big ticket item: clubs, simulator system, rounds of golf at different courses
- Winter Sports ski goggles, hand and feet warmers, blanket, big ticket: ski pass and lessons

Outdoors

- Camping –hammock, camp stove, outdoor survival kit, first aid kit, big ticket: tent
- Picnic – filled picnic basket with dishware and cutlery, wine glasses, cheese board, bottles of wine and a portable game

Activity

- Candy Making - molds, melting chocolate or hard candy, gift card to class,
- Crafting – with the kids or with the adults
- Art – museum passes, canvases, paints and paintbrushes,
- Reading– portable reading light, e-reader, auditable subscription, gift card to bookstore,
- Photography – tripod, camera bag, lenses and hard drive, big ticket: camera kit

Family

- Movie Night – popcorn, movie candy, popcorn flavoring, popcorn popper, steaming platform gift cards, movie theater gift cards
- Game Night/Day - the latest board and card games and a classic or two, games just for little kids, games for adults, and games for the whole family, role player games, big ticket: gaming system
- Day Out – passes to local attractions, picnic, games for the car, umbrellas

Adults

- Date Night – bubbly and a movie, gift card to restaurant and movie theater, local staycation with hotel and brunch
- Spa Day – bath bombs, face masks and luxurious soaps, foot bath and a gift card to local spa for two
- Weekend Get Away – hotel and travel to a not too far city, hotel and meal at a drivable destination include a bottle of wine, frame for photo from trip, travel bag, information about destination.
- Tech – Bluetooth headphones and speakers, universal changers, watch, Fitbit, etc.
- Car detailing – polishing cloths, car soap, floor mat set, gift card for oil changes and tire service
- Eco-chic – metal straws, portable cutlery set, reusable coffee cups and shopping bags, compostable anything,

Seasons

- Summer fun – pool floats, yard games, coolers, picnic basket,
- Snow Day – hot chocolate, coffee, wine, marshmallows, board games, sleds, craft projects big ticket – sled/toboggan
- Spring – garden tools, gift card to nursery, lawn stuff, lawn services for three months

Domestic Arts

- Chef – high end cookware and recipes, cooking classes
- Sushi – all the tools, gift card to fish monger, class(es)
- Smoothies – high end blender and leakproof smoothie bottles, recipes, gift card to PC/Whole Foods and/or a fruit stand, some shelf stable ingredients
- Other ideas: Grilling, Baking, Gardening, Pets, Candles and Diffusers