***This TIP SHEET is designed to be used by Rotarians in their discussions with potential donors of auction items or sponsorships.***

**Be Prepared.** Before entering any place of business ensure that you have the procurement input form that is needed to record the business contact information, a description of the item going into the auction, and the retail value of the item. Have a supply of the procurement letter.

**Smile.** Nothing says hello better than a smile.

**Be engaging.** Shake hands and mention that “I am from the Rotary Club of Oakville Trafalgar and each year we manage an online auction”.

**Show benefit.** “If I could show you a way that you could help others help themselves would you be interested?”

**Show how they can contribute.** “There are different ways you can contribute to the auction. You can provide us with an item(s) for auction, you can sponsor the auction or you can do both. Either way 100% of the auction proceeds go towards the charity work that Rotary does”. (This is a good time to hand over the sponsor letter outlining what we do).

**Assume a positive response.** “How would you like to help?” or “How would you like to help your community?” Make up your own phrase but assume that they want to give and help out.

**Deal with objections.** Sometimes return visits are necessary to ‘close the deal’. If so schedule the next appointment. Sometimes the proper person to make the decision is ‘not available’ right then. If so schedule a return visit. If you have the energy and the urgency that Rotary needs their help it will motivate the business owner to support the auction. Sometimes they cannot or will not give. That is ok and understandable but will they put a sign about the auction in their window? Can we bring some of the auction business cards to sit on their counter?

**Process the donation**. Complete the procurement form with all of the fields filled in. If the business completes the form make sure the basic information is complete such as a contact name and phone number, the retail value of the item and any terms or conditions identified. Offer a door/window decal that shows the business has supported this year’s auction. The decal may be with you or have to be delivered later.

**Say good-bye and express gratitude.** We are only able to grant money to various charities based upon our efforts to raise money in our community. Regardless of whether or not the business has contributed we want them to remember Rotary and know that we feel that they are part of our fundraising.

**Frequently Asked Questions**

**When is the Auction?** The Auction starts on November 8 and ends at 10 p.m. on November 22nd.

**How are items picked up?** All successful bidders are advised by email. They pay online and then can pick up their item from the facility identified in the email.

**How much of the proceeds go to charity?** 100% of all proceeds go to charity.

**Where should I spend my time?** Look at the categories that give the best return.

**Can I contribute a used item?** While we appreciate the offer only new items are offered for auction.

**How do I bid?** Please register at [www.oakvillerotaryauction.com](http://www.oakvillerotaryauction.com) and bid. You can preview the items already available for auction at any time.

**How can I get support?** If you need support speak with any member of the procurement committee including Jan Brown, Ken Coulter or Raymond Jackson.

**What do I do if a business owner says they have already been approached?** If they have contributed thank them for their contribution. If they have not contributed ask them if they have reconsidered as their donation is important to the community.

**What do I do if everyone I approach says no?** Do not take the rejection personally. There are many valid reasons why businesses are unable to contribute. We still want to thank them and eave them feeling ‘good’ about Rotary.

**Do I have to do this myself?** No. We suggest that approaching business owners in teams provides you with support. Create a team and collect items.

The more you do the easier it gets. Many places have been visited before so it easier to “break the ice.”

**How much does a sponsorship cost?**

Sponsorships only cost $250.00. Speak with Ray Jackson for more information.

**What are Category Captains?**

The role of a category captain is to act as a single point of contact or reference for club members acquiring donations in that category.

The category captain can provide information, organization and direction where needed.

The role is not intended to restrict or hamper individuals in acquiring items.

Identified category captains are:

* Sponsorship Captain – Ray Jackson
* Golf Courses Captain – John Kubacki
* Restaurants Captain – Diana Gillard
* Hotels & Accommodation – Cliff Thompson
* Consignment Captain – Bill Kerr

**What is the auction Website Address?**

[www.oakvillerotaryauction.com](http://www.oakvillerotaryauction.com)