



Rotary Niagara TV Auction Wizard

The Wizard is the same user-friendly program as last year - designed to keep track of the donations you collect from the community.

To use Rotary Niagara TV Auction Wizard:

1. Log on to website. <http://www.rotarytvauction.ca/wizard/>
2. Enter user name and password:
 - ✓ "User name" is *stcath* or *welland* or *niagarafalls* - depending on your club affiliation.
 - ✓ "Password" is *4waytest*
3. Start typing your name (first name, first) and it should appear on the screen.
4. Click on your name and start entering your information as you are prompted.

When writing your TV Script:

- Keep it simple and clear.
 - Say what the item is
 - How much it's worth
 - Who donated it
 - Where the donor business is located.
 - How it can be used
 - Something special, practical or interesting about it
- Avoid too much technical info, model numbers, etc. as this is difficult to read and rarely adds to the "sellability" of the item.
- Full Street addresses and phone numbers are not going to be remembered by the viewers. Just say "...on Queen St in St Catharines."
- Remember to keep your script to 30 words maximum.
- The fill-in box on the form has been set to hold a max of 220 letters and spaces.
- Remember that "Brevity is the soul of wit!"

When writing the Tabloid Description:

- Note maximum is 5 words.
- Be clear and concise. Just the facts.
- No "sell" copy - that can go into the TV Script.
- Look at last year's tabloid for style and content: i.e Hockey tickets - "2 100 level Sabres vs. Predators Feb 27" or clothing - "Baby Girl's Outfit 12 months".

If you do not have access to a computer and require someone to enter your items, please contact the Canvass Chair for your club.

**Thank you for making this
the most successful Rotary TV Auction ever!**