

Rotary Pennysale Solicitor Tips- 2016

So..... You are new to Plymouth Rotary, you have received an assignment list, and you have no idea what a Pennysale is, let alone how to approach people on your list or what to do with any gifts you receive.

What is the Pennysale?

Each year, we hold our event on the first Saturday in November. Each Rotarian solicits and collects prizes to be given away, and these prizes are organized into 5 groups of 50 prizes that are laid out on Assembly night, this year on Wednesday, Oct 19 night, 17 days before the Pennysale. All the items are displayed at the Pennysale and listed on 5 different colored sheets. The event officially starts at 7:00, but people will start coming as early as 6:00 for good seats and to look over the prizes. As they come in, participants are given a packet of all 5 "Sheets" of items to be raffled off.

Some Rotarians are assigned as "ticket sellers", and they will be working the crowd selling tickets for the first sheet of 50 items. Tickets are 50 cents each, and each ticket entitles the holder to 50 chances to win a prize on the sheet (1 cent per chance) which is why it is a "Penny" Sale. The stubs of the tickets sold are placed in a big drum and around 7:10 the Rotarian-announcer will draw for the first sheet. The winner of the first item identifies him or her-self in the crowd and the prize is delivered to them by one of our student helpers. For item #2 through 50, the same procedure is followed. After all the prizes for the first sheet are given out, ticket-sellers come out on the gym floor to sell tickets for the second sheet of prizes. The tickets for the second sheet are of a different color, which is the same as the sheet color in the packet. Ticket sales take 10 to 15 minutes to accomplish, then the next round of winners are drawn and announced. A complete selling/announcing round takes about a half hour. The last sheet is white, and has higher value items than the first 4. Tickets for this sheet are sold for \$1 each. Otherwise the white sheet round is the same as the others.

After all the sheets are complete, Grand Prize winners are drawn and announced. The grand prize raffle is separate from the rest of the Pennysale, and the tickets are sold by Rotarians over the 6 weeks before the Pennysale. Most Grand prize tickets will have been sold before the night of the Pennysale, and unlike the Pennysale itself, the winner does not need to be present to win. However on the night of the Pennysale, Grand Prize tickets will continue to be sold, until the drum is closed for the drawing at the conclusion of the evening. Rotarians stay after the event to help pick up trash and stack away chairs. We are generally all done by 10:00.

In the past, the Pennysale has generated \$15 to \$22,000 in revenue for the Club. It is truly a local tradition, having been held annually for 66 consecutive years.

This year.

The 2016 Pennysale will be held on Saturday night, Nov 5th at the Plymouth Regional High School, starting at 7:00 P.M. In addition to your gift solicitation list, everyone will have an assigned task for that night, assigned by the Pennysale Chair, Ken Evans.

As a Solicitor, the date for you to keep in mind is the assembly night, Weds, Oct 19 at 5:00 PM, when all club members are expected to bring their collected prizes to the

PRHS Gym. At that time, we will lay out and tag all the items into five groups of 50 prizes on the gym floor. Each group (sheet) has it's own color. The white sheet is the last sheet of the night and each prize line will have a value of \$75 or more. The other 4 sheets will have their prize values balanced so that none are less than \$35.

As you collect your prizes, you should fill out the special perforated form that we use (sample attached) on assembly night and attach it to the item. The form asks for your name, the name of the donor, description of the prize, value of the prize and other notes. The top portion of the form will stay with the item and should be firmly attached to it. The bottom portion of the form is torn off at the perforation and needs to be **legible and completely filled in** for use by the list-maker after the assembly night.

At Assembly night, when we set up the prize lists, our objectives are to:

- Make sure that every line on every sheet has an item or items that fulfill the value criteria above.
- Be sure that multiple items from a single business are placed on different sheets to maximize the advertising value for the donor.
- Correct any wrong information about the donor for our database (and the published list)

Now,

Your job is to contact every Donor on the list that has been assigned to you.

Below is a sample of how the information appears on the list you were sent.

Rotarian	Business Name	2014 Gift	Town	Contact Name	Tel #	Notes
Skip Vansickle	Ashland Insurance Center	\$50 Certificate - Ashland House of Pizza	Ashl	Sherri Norman	968-4451	Nice people

Gifts from the previous year.
or indication as a new donor

Notes from or about the
previous year's solicitor.

You should call or visit each of the Donors on your list. There are six weeks available between list assignment and set-up. Be sure to start early to avoid assignment failure at assembly. We suggest that you start with calls and follow up. If the business is seasonal, or has a corporate procedure, you may need more time. Ask for the contact person on the list and introduce yourself as a Plymouth Rotarian calling to solicit a Pennysale prize. If the donor has previously given, ask them if they would like to do so again and arrange for a convenient time for you to stop by to pick up the prize that they plan to donate. If the contact has not previously given, or is new to our list, explain:

- The date, time and location of this year's Pennysale
- If the donor is not aware, how the Pennysale works (from above)
- The Pennysale is Plymouth Rotary's major fundraiser.
- Proceeds of the Pennysale are used to fund our scholarship program and other local Rotary charitable giving.

- The Pennysale will be attended by about 500 people. Each gift is both listed and announced individually so that the donor will receive maximum recognition.
- Donors should give a gift of first quality, so that their business will be represented well before the Pennysale audience. As a guideline, the minimum value of each individual prize should be \$25.
- Gift certificates are welcome prizes, but we also hope to have an interesting array of physical items to add to the interest of our display of prizes. Large or colorful items are particularly welcome.
- If they choose to give a certificate, then we can either pick up the gift certificate from them or we can create one for them using a standard Gift Certificate template that we have available. (Sample attached)
- If they should choose to give more than one gift, they are welcome to do so. We will place their gifts on different sheets, so that they will receive maximum recognition.

Additional caveats and conditions to mention if necessary:

- They should be sure that the gift they make has stand-alone value, and does not require any purchase in order to be received.
- Plymouth Rotary will be happy to provide a receipt acknowledging the value of their gift and our 501c3 charitable organization tax status. (Sample attached)
- We discourage the donation of savings bonds. It is very hard for us to collect information from the winner, and we have found that winners have been frustrated with the process of picking up their prize.
- On site services, such as delivered wood, cannot have restrictions about the location where the service can be performed.

If there is some reason why you prefer not to solicit any of your assigned people, you should contact Steve Rand so he can assign them to someone else.

Questions? Call Steve Rand 236-6587, or email at rstevenrand@yahoo.com.

Happy Soliciting! Let's make this our best Pennysale ever..