

**Rotary Club of Ellsworth**  
**Rotary Auction 2018**

Supporting Maine Coast Memorial Hospital (MCMH) &  
Our Rotary Charitable Efforts  
Canvas Period: March 13 – May 8, 2018

**Auction Instructions:**

1. This instruction package includes all the forms needed to participate in this year's auction donation solicitation. *Feel free to make additional copies if you need them or contact Tracy.* Enclosed are:
  - Cash Sponsorship Letter/Form Mailed March 2 (3 Copies)
  - Auction Item Solicitation Letter Mailed March 7 (3 Copies)
  - Partnership Letter from MCMH Mailed with both the Sponsorship and Auction Item Letters (2 Copies)
  - MCMH Quality Spotlight Flyer as Advertised in *The Ellsworth American*, Not Mailed (2 Copies)
  - Auction Item/Gift Certificate Donation Form (5 Copies)
2. **Sign up March 13 for businesses you wish to contact this year.** A final list will be sent out on or prior to the March 20 meeting via club email. All businesses will ultimately be assigned to a club member and Rotarians will be placed in teams again to compete for the number of items/sponsorships obtained for the auction. Team Captains will report progress at the following Rotary meetings and the team with the most items obtained during that reporting period will have a raffle held among attending team members for a prize.

<b><u>Canvassing Period</u></b>	<b><u>Rotary Club Captain Reporting Date</u></b> <i>Report Items Turned in During Reporting Period.</i>
March 13 – March 27	Tuesday, March 27
March 28 – April 10	Tuesday, April 10
April 11 – April 24	Tuesday, April 24
April 25 – May 8	Tuesday, May 8

**3. Guidelines Regarding Business Solicitations:**

- Any solicitor may approach a business that is not on our list.
- If, by chance, a business indicates that someone already solicited a gift, thank them, but don't worry about it.
- If you have a special relationship with a business that might net a generous contribution or donation and did not have a chance to sign up for it, contact the Rotarian assigned and offer to swap or contact that business.

- If you approach a business on the list and they indicate that they did not receive a letter, use the letters attached to this packet (*note the sampling of how we have used the funds we raise to benefit charities and non-profits on the back of both letter types*).
- We welcome any new or antique item to be added to the auction. Consider asking friends and family for a donation or sponsorship or personally use the auction as a regifting opportunity for new, still packaged items. These items can be reported to your captain for the team competition along with items received from businesses.
- For cash sponsorships, sponsors giving \$150 will receive two complimentary auction tickets, \$250 sponsors will get 4 tickets and \$500 sponsors will get 6 tickets. Tickets will be mailed prior to the auction. There is an “Other” category on the sponsorship form and we will be appreciative of any cash amounts given as an alternative to the suggested sponsorship levels.

**4. Guidelines Regarding the Auction Item/Gift Certificate Donor Form:**

- We MUST have the donor’s address and name so that we can thank them.
  - We MUST have the value of the gift on this form so that we can indicate its value on the thank you letter for tax purposes.
  - Fill out the Gift Certificate (GC) portion of the form if the business would like to make a GC donation, but does not have an “in-house” certificate to use. You MUST fill out all the other requested information on the form and obtain an authorized signature.
  - Please place your name on the form so, if we have a question, we can contact you.
5. All certificates and gifts can be dropped off at the YMCA and they will place the gift in Peter’s office for recording.
6. **DEADLINE for Donation Drop Offs: May 9** – this will provide us time to market the gifts we have and prepare all items for the auction.

Any questions, please contact your captain or Auction Chair Tracy Shaffer at 973-287-9926.