



AUCTION MANTRA



The Companies You Regularly do Business with
are more likely to donate to your cause !!!

Remember, in the Volunteer and Fundraising Contract you signed, you agreed to provide 25 volunteer hours during the school year.

Your Auction Commitment includes:

- 10 Auction Hours
- at least one Sponsorship or Advertisement per family.
- at least one Auction item valued at \$50 or more per family.

Email
Invitations

Addendum and Reservation
Deadline

February 17, 2012	February 21, 2012	February 17, 2012	March 17, 2012
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Deadline for:

- Sponsorships
- Program Ads
- Auction Items

SJA Dinner
Auction

Please see inside for directions and details on Solicitation of Items, Gift Certificates, Sponsorships, Ads and Creating Baskets. Contact development@sjaweb.org, or call 904-824-0431 ext. 307 for more information.

*We are counting on you for
At Least:
1 Item and
1 Sponsorship or
1 Advertisement*



St. Patrick's Day Auction March 17, 2012



It Takes Everyone!
"How To"
Auction Booklet

How to earn Auction Hours, obtain Ads
and solicit Donations

7 WAYS TO EARN AUCTION HOURS

1. SIGN UP FOR AN AUCTION COMMITTEE

- A) Chair an Auction Committee: Earn all 25 hours.
- B) Earn Auction hours by working on an Auction Committee.

2. SOLICIT AUCTION SPONSORSHIP

Give out the Auction Sponsorship Form to businesses with which you do business, family members and friends, and invite them to be a SJA Auction sponsor.

SPONSORSHIP LEVELS:

Title Sponsorship	\$5,000	Earn 25 Auction Hours
Emerald Sponsorship	\$2,500	Earn 10 Auction and 12 Volunteer Hours
Diamond Sponsorship	\$1,000	Earn 10 Auction and 10 Volunteer Hours
Gold Sponsorship	\$500	Earn 7 Auction and 9 Volunteer Hours
Silver Sponsorship	\$250	Earn 4 Auction and 8 Volunteer

3. SOLICIT ADVERTISEMENTS

Give out the Auction Advertisement Form to people with whom you do business, family members and friends, and invite them to be an Advertiser in the St. Joseph Academy Auction Program.

ADVERTISEMENT LEVELS:

Full Page	\$250	Earn 4 Auction Hours
Half Page	\$175	Earn 3 Auction Hours
Quarter Page	\$100	Earn 2 Auction Hours

4. SOLICIT ITEMS AND GIFT CERTIFICATES

Earn 1 Auction Hour For Every \$50 In Value.

Give out Auction Donation Forms to businesses with which you do business, family members and friends. Invite them to donate items or Gift Certificates for goods and services.

Auction Categories: Art, Basket Boutique, Entertainment, Getaways, Golf, Home, Jewelry, Live, Personal, Restaurant Row and Sports.

LIVE: Outstanding items selected based on value, interest, appeal (e.g. a week in a mountain cabin, seaside condo, special parties, Gator tickets or signed memorabilia, NEW electronic items, hand-crafted items, golf getaways, hotel, resort, bed & breakfast getaways, deep-sea fishing, cruises, etc.).

5. DONATE-A-BASKET-Earn 1 Auction Hour for every \$50 in donated items

Choose your theme, purchase or solicit theme-related items for your basket or container (use your imagination – use a huge flowerpot instead of a basket for a Gardening themed basket!) Create your basket, write up the description, the value, and donor name on the Auction Donation Form. Bring to the Development Office. Our Basket Committee has clear shrink wrap and packaging and will wrap all baskets. **Only complete baskets with NEW items will be accepted.**

6. ATTEND THE SJA AUCTION SHOWERS - Dates & Times TBA

RSVP to development@sjaweb.org and let us know you will be coming to our SJA Auction Shower!! **BASKET SHOWERS:** Bring theme-related items, containers, baskets, solicited or donated, to the shower where we will create baskets for our Basket Boutique. Themes for the SJA BASKET SHOWERS will be sent out via email.

EARN 1 AUCTION HOUR FOR EVERY \$50 IN DONATED ITEMS.

SUGGESTED BASKET BOUTIQUE THEMES (OR CREATE YOUR OWN THEME!!)

Auto Care Items	Baby Items	Beach Baskets
Chef Baskets	*Chocolate Lovers	Computer Accessories
Family Game Night	Gardening Goods	*Gourmet Food Basket
Movie Night	Parent Night Out	Pet Lovers Baskets
Pamper Me Baskets (Body and Hair Care Products)		
Religious Items Baskets	Wine and Spirits Baskets	

*Please Note: For perishable items, put these baskets together in late February 2012.

7. BRING NON-SJA GUESTS TO THE AUCTION

EARN ONE (1) AUCTION HOUR FOR EACH NON- SJA GUEST.

Notation **MUST** appear on Auction response card to earn Auction hours for bringing non-SJA guests.

AUCTION FORMS – All Auction Forms are available on our Auction page on the website: www.sjaweb.org.

- **AUCTION INTRODUCTORY LETTER** (cover letter for all Forms, explains where proceeds go, that all donations are tax deductible because we are a non-profit organization [501(c) 3].)
- **AUCTION 2012 SPONSORSHIP LEVELS**
- **AUCTION ADVERTISEMENT FORM 2012**
- **AUCTION DONATION FORM**