

Supporting the Church, Promoting Locally

Auction Goal:

Increase the number of additional locally operated and/or owned businesses and organizations as donors. Besides increasing revenue this approach will promote entities that members may have been unaware of or frequent irregularly. Reaching out to local entities also creates the opportunity for them to learn about High Plains and market their services to our members.

What you are being asked to do?

Is there a business or organization in your community that you frequent? If so, you are being asked to contact them about donating to our annual church auction. They could provide a gift certificate or free access to their service/product.

What are businesses and organizations receiving in exchange?

Their business/organization name along with a short description of what they do, and their contact information will be included in a High Plains directory of local businesses and organizations. If a business/organization would like to include an one-time or an ongoing coupon (e.g., 10% off) for their business is be an option, but not a requirement. This directory educates church members on those who supported the church, and provides businesses/organization ongoing marketing. The directory should not be regarded as an official church endorsement of any business or organization.

Next steps.

- Identify and visit those businesses and organizations you already access.
- Explain that you are seeking donations for the church's January 21, 2017 auction.
- Share that all money raised at the auction will be used to support the operating budget for a church with over 138 members and numerous visitors/friends.
- Share we are inter-faith church. We are a church committed to spiritual growth and social justice.
- Share that in exchange for a donation, their business/organization name along with a short description of what they do and contact information will be included in a High Plains directory of local businesses and organizations. The directory will be placed on our website and printed to provide church members quick access to the names of those who supported us. If they would like they can include an ongoing or one time discount coupon to further promote their business/organization, but it's not required.
- Share that their will receive a tax donation document for the full amount of their gift after the auction. (It can be mailed to them or you can drop it off to them.)
- Determine their willingness to donate. Have in mind a donation type/amount before you visit e.g., a specific gift certificate amount, number of tickets, service. Ask big (e.g., \$100 or ten tickets) and come down if needed.
- Remember you are not asking for yourself but for the church; the business also has an opportunity to support High Plains UU and market their services.
- Once you have an agreed donation, share the donation form. Ask if it is possible to complete the form, now; asking if they would like to complete or offer to complete it with them. If they do not have time now, offer to complete it for them at your home. Let them know you will follow-up to confirm all information is accurate.
- You should complete the online form (if you have computer access and submit it as directed). If you so not have computer access place handwritten forms in the basket provided at church, found XX.