February 19, 2015

To: Community Club Leaders
    Project Coordinators
    PCJLSI Committee
    4-H Extension Agents
    FFA Advisors

From: Celia Burkel

Re: Buyers Letter Writing Competition

The Buyers’ Letter Writing Competition is open! I am very excited to let everyone know that we are now accepting letters for the competition.

Every member in good standing in a 4-H Club or FFA Chapter, that will have an animal for sale at the auction, is allowed to enter up to one letter in the Buyers Letter Writing Competition. The criteria, entry form and address to submit the competition letters are on the attached pages for you to photocopy for your members.

Please remember, the youth just need to photocopy one of the letters they are already sending out to someone (as a new buyer or existing buyer) and submit that on the attached form with the form properly filled in. This is very important as I will not get the letters back until they are finished being judged. Deadline for entries into the contest is received, via mail, by Monday, March 31, 2015 to the address listed on the entry form.

There will be cash prizes and gift certificates to give away. The winning letters will be displayed in Old Pueblo Hall so everyone can enjoy and learn from them. Sales brochures are available for you to include assisting you in getting more interest in the auction as well.

Please call me if you have any questions. Celia 850-1577 (Text is ok) or email PC4HEC@gmail.com

Thanks.
Buyers Letter Competition Criteria Explanations

Be creative—it does not have to be in a formal letter format. **Total possible points 50**

It must be limited to one page.

1) Letter appropriate to age of youth. **Possible point value +2**
   Does the letter have the feel and appropriateness for the age of the exhibitor?

2) No spelling or grammatical errors. **Possible point value +2**
   Check that the words are spelled correctly and that it is the right word to use. Sentences are structured correctly.

3) Invite the buyer to the Auction with all the correct information included: fair dates, your show dates, auction dates, your club name, your name and what project you are in, contact information of Leader or the sales committee for auction questions. **Possible point value +10**

4) Pictures or graphics are a part of the letter. This will assist the buyer in knowing who they are looking for come show time or the auction. **Possible point value +4**

5) Mention the fact that there are other exhibitors out there that they can still help out if they are not able to get your animal, (Sibling, club, 4-H, FFA). **Possible point value +4**

6) Purpose of the letter—what is your plan after selling your animal? Why should the person buy your animal? **Possible point value +4**

7) Is anything handwritten? The letter or a handwritten note as part of the computerized letter. Is it signed? **Possible point value +4**

8) Information that personalizes the letter to the buyer. Show that there is a connection between the exhibitor and the potential buyer. Demonstrate in the letter that the exhibitor realizes what the business person does or how they can relate to each other. **Possible point value +10**

9) The “voice” of the writer is evident. Mention of goals, accomplishments, information about the exhibitor (age, years in project, etc.), skills learned, experiences you have had in the project, how this has helped you, relate this to other areas regarding life experiences. You don’t need to list everything—just give a general overview of highlights. **Possible point value +10**

**Penalties-Do NOT put these items in your letter.**

If the following items are mentioned, the points will be **subtracted** from the total earned.

A) Taxes—Any mention of potential tax deduction or contribution - **lose 10 points**

B) Any mention of the buyers brunch – **lose 10 points**

C) Use of: To Whom It May Concern, Dear Buyer, Dear Business Owner—generic title - **lose 5 points**

Call or email if you need further clarification on any items. Celia Burkel 850-1577 or email at **PC4HEC@gmail.com**
Entry form for Buyers Letter Competition
(Attach a COPY of the letter you sent to a buyer.)

All entries must be identified to be judged. This signed form must be attached, for the letter submitted, in your envelope to enter the contest.

Name___________________________________________ Age _______

Address_________________________________________

Phone__________________________________________

Please submit this letter for the competition as an entry in the: (check only one)
If you are 9 to 14 years old, you will enter as a junior for this competition
If you are 15 and older, you will enter as a senior for this competition

,  Junior

,  Senior

(You are allowed to enter one letter for this contest, one to a new buyer or one to an existing buyer. The content of each letter should be geared towards each type of buyer.)

Release for promotional purposes: (Check only one)

,  I agree to allow my letter to be a part of the exhibit for the promotion of this competition.

_  I do not want my letter to be a part of the promotion of this competition.

__________________________________________
Signature of person entering the contest

Mail your entry to:
PCJLS Letter Contest
17315 S. Camino de las Quintas
Sahuarita, AZ 85629-9738

Entries must be received by March 31, 2015 to be considered eligible. All exhibitors that are eligible to sell at the auction are allowed to enter this contest.

Call or email if you have any questions. Celia Burkel 850-1577
PC4HEC@gmail.com