

TIPS FOR SENDING LETTERS TO POTENTIAL BUYERS/DONORS

It is every 4-H market project member's responsibility to help invite buyers to the 4-H Livestock Auctions. Buyers like to be personally invited to attend the auction, but the request needs to be made in an appropriate manner. Please use the tips that follow to guide you in your letter writing efforts to invite buyers to this year's auctions.

Send letters to people you know personally or your family has personal or business connections with (doctor, dentist, accountant, local businesses, grocer, relatives and friends).

Send letters approximately 60 days (1st of August) prior to fair. Send a list of new buyer/donor names and addresses to 4-H office in Willcox of letters you sent so CC4HC/Jr Auction can back up with another letter in August/September with buyer passes.

What Should You Include In Your Letter?

- Information About Yourself
- Information About Your Project and Club
- What has 4-H/FFA done for you, what have you learned
- For animal projects, what type of animal, age, weight, feed, unique habits, etc.
- Fair Dates, Times of Shows, and Locations
- Sale Dates, Times and Locations
- How They Can Participate as a Buyer
- Where They Can Get More Information
- Thank You for previous participation if they are a buyer from a previous year!

What You Should Not Include in Your Letter?

- Asking the Person To Just Buy Your Project
- Asking for a Donation or Sponsorship – the auction is not for charity.
- Buy My Animal or Our Family Won't Do Business With You!
- Asking for A Certain Price or Bid
- Statements Related to Personal Hardships, Finances, etc.

Letter Etiquette

- Send Your Letters Out At Least 2 Weeks Before Fair Begins
- Write Neatly or Create Your Letters on the Computer
- Be Creative – Add clip art, photographs of you and your project animals, create your own paper and envelopes.
- Visit potential buyers/donors in person and invite them to attend the fair and auction.

A personal visit "thank you" is also nice after fair.

Social Media Etiquette

- Post pictures of what you are doing in your project – 4-H in Action
- Share fair dates, times, locations
- Invite others to come to the fair and support 4-H/FFA and our Cochise County youth
- Do not request donations, ask people to purchase your animal/project, solicit funds on behalf of 4-H/FFA

SAMPLE BUYER LETTER

Date

Prospective Buyers Name

Company Name

Address

City State Zip

Dear (personal name, Mr. Jones, Etc.)

My name is _____ and I've been raising a pig this year in our 4-H swine project.

Each day this year, I've fed my pig twice a day a special diet of grain, etc. to produce a great lean pig. I clean his pen, walk him, and keep his water fresh and full. I also kept medical and feed records on him. It has been a lot of work but I have learned a lot.

As you may know, each year at the Cochise County Fair, 4-H animals are auctioned off. This helps each 4-H member learn the business end of a project. The auction is (date and time) at the Cochise County Fairgrounds in Douglas.

Thank you for your support.

Sincerely,

Name

Club

name

SAMPLE BUYER LETTER

Date

Prospective Buyers Name

Company Name

Address

City State Zip

Hello, my name is _____, I have been a member of _____ 4-H club for six years. I am a third year member of the beef project. My project this year is a 14 month old Chianina and Limousin cross steer weighing approximately 1125 pounds answering to "Jake." Jake has a hearty appetite, eating ration and corn. He loves molasses by the spoonful and riding in the trailer traveling to county jack-pots. Routine feeding programs, long walks and proper medical treatments with hopes to produce a lean and palatable animal. Animal records teach me animal management and record keeping. I plan to continue my education in agri-business using the skills I have learned from my 4-H livestock projects, attending livestock judgings, serving as club officers over the years and participating in my club activities.

You are invited to attend the Cochise County Fair which will be held date at the Cochise County Fairgrounds in Douglas. The Junior Livestock Auction will be held Sunday date time at the Cochise County Fairgrounds.

Thank you for your support.

Sincerely,

Name

SAMPLE BUYER LETTER

Date

Prospective Buyers Name

Company Name

Address

City State Zip

Dear Buyer Name:

Last year you purchased my pen of market rabbits from the Junior Fair Small Animal Sale. Thank you once again for your purchase, I used the money I earned from last year's sale to buy my market chickens and rabbits for this year.

I am going back to the Fair – July 18-25. I will be showing and selling my pens of market chickens and rabbits. I have learned a lot through 4-H with my projects. Some critical lessons I have learned are responsibility and time management. This is important since I am trying to balance school, high school sports, 4-H and youth group.

I wanted to invite you to the Fair. You can bring your whole family to enjoy seeing the 4-H and FFA animals, entertainment and eating the great fair food. Don't forget to visit the Rabbit and Poultry Barns.

After you take in all the great fair fun, I hope you attend one of the Junior Livestock Auctions. The Rabbits and Poultry will sell Friday, July 25, 8:00 AM in the Champion Center Banquet Hall. But there are also sales on Wednesday and Thursday. I have enclosed a schedule that outlines all the sale days.

Thanks once again for your support last year. You helped me to participate in another year in 4-H with rabbit and poultry projects.

Sincerely,

Name