

How Do I Ask for a Donation?

Before you begin approaching businesses, know what you are talking about. Be ready to tell the potential donor about your school and what your auction money is going for. Know what you want to say and what you are asking for. Be confident and upbeat. Practice before you start. Speak clearly. Providence bio details are below.

Providence Bio

Providence is a classical Christian school located in Bothell, WA. We just celebrated 23 years! Our student body of more than 280 ranges in age from Pre-K – 12th grade. Providence academics are rigorous and challenge each student to achieve their highest potential. Each of the last several years we have had students recognized in the National Merit Scholars program. We have competed at the state level with our High School soccer and volleyball teams. We place a strong emphasis on music and drama. We value genuine faith and moral integrity. Our students are taught to show respect to those in authority and to one another. All grades interact regularly and encourage each other to give their best, all in honor to God.

Auction Facts

Date: March 27th, 2021 at the Inglewood Golf Club in Kenmore, WA

235+ guests, Fundraising goal is \$130,000

The auction money goes toward: Financial aid so any family that wants to send their child to Providence has the opportunity. The proceeds from the auction are essential to maintaining the strength and success of our school.

Mission Statement

Providence Classical Christian School was established as a private, Christian school committed to providing a classical and biblically-based education to young people in primary and secondary grade levels. Our mission is to partner with Christian parents in educating their children, in the classical tradition, to think and act biblically and to pursue academic excellence in joyful submission to the Lord Jesus Christ.

Examples of wording:

Student in person: Is the manager in today or another person who I can talk to about an auction donation? My name is _____ and I go to Providence Classical Christian School in Bothell.

Donate something for our event.

Donate a gift card for our event.

Donate some soccer equipment for our event (or ask for something else that is specific).

Student or Parent: When buying anything: “What is your procedure for requesting school auction donations?” (you may also add: “Do I submit paperwork to your store or the corporate office?”, if the store is part of a chain)

Student or Parent:....“What is your procedure for requesting an auction donation?” Is there a specific person I need to contact?

If need be follow-up later if the correct person is not “in”. Be prepared to be pleasantly

persistent. Ex: “I’d be happy to call back when ____ will be available. What is the best time of the day to call or come in?”

Parent: Hello, my son’s school is having an auction and I would like to know who I might talk to about a donation.

...My son attends Providence Classical Christian School in Bothell. Our school is having an auction

Parent: Hi my name is ____ and my son attends school at Providence Classical Christian in Bothell. Is the manager in? I’d like to talk about an auction donation....

Then, when you are speaking to the correct person.....

Hi “John”, my name is _____. I am a parent of a child at Providence Classical Christian School, in Bothell. We are currently collecting auction items to raise money for our school. Our auction is in March and I’d like to know if you would be willing to donate “X” (a dinner for two, a weekend getaway, a spa treatment, movie passes, a gift certificate, etc.) for the event.

If “YES” “Thank-you, that’s great!” ,

What sort of paperwork do you need from me? I wanted to also tell you that any donations that come in before the Christmas holiday break will be promoted in our school newsletters, encouraging families to visit you when holiday shopping. Is this something you would like to be part of? Thank you very much for your contribution, we really appreciate it!

If “NO”..... “Thank you for your time.”

–or–

“We’d like to have you involved with our school events in the future – Is there a better time of year to ask for donations or is there another event or sponsorship that you may be interested in?” (and then follow with the thank you for your time).

Parent (when calling a donor who gave last year): Hello, My name is _____. I’m calling on behalf of my son’s school, Providence Classical Christian School. Is the manager in? Last year you generously donated a ____ (a \$25 gift card / state whatever item was donated) to our school auction. Thank you. This year our auction will be in March. Are you able to provide us a donation again this year?

Parent: “I am calling to ask about your procedure to request on auction donation for my son’s school. What method does your business prefer... (Do you prefer in person, via fax, online, a letter?)”

TIPS:

If you get voice mail and leave a message, and be sure to follow up in a couple of days if you don't hear back.-- Keep a list of businesses you've called and their response/donation. Be prepared to be told no. Not everyone can give, not everyone will give. Smile and move to the next business.

If you are asked a question that you don't know the answer to, you might say, “I don't have that information with me right now. Let me get that for you. –or- I don't know. I'll find out for you.

How should I word an EMAIL?:

Consider customizing the wording in your donation requests - Word your donation requests to highlight Providence school’s strengths and how they match with that business. Consider what the business/person may feel is important. (Ex: We share your commitment to the fine arts. We have a robust drama department as well as rigorous academic standards. We know that many in our school community would thoroughly enjoy a pair of tickets to any upcoming - _____ Theatre performance.)

Also, let the person/business know where you saw their business/name if applicable.

Sample Emails:

“I visited your booth at the Farmers Market. The samples I tried got me hooked on your wonderful sauces..... or I saw your pottery at my next door neighbors’ home..... or, I saw the great article about your resort in the _____ magazine. What a beautiful location for a vacation.....or, I was browsing in the local kitchen shop on Main Street.....or, I saw your _____ at the NW auto show.....or, I just got a new Groupon email and read about your business. I am pleased to see what unique and useful products you offer.....,etc.

Word your donation requests to highlight Providence school’s strengths and how they match with that business. Consider what the business/person may feel is important. (Ex: We share your commitment to the fine arts. We have a robust drama department as well as rigorous academic standards. We know that many in our school community would thoroughly enjoy a pair of tickets to any upcoming Village Theatre performance.)

A more formal request to a theatre company might look like this:

“My son attends Providence Classical Christian School, in Bothell. Would you consider donating to or becoming an advertising sponsor at the School’s annual auction? The auction is being held this year on March 27th, 2021 at the Inglewood Golf Club in Kenmore.

Our school offers students in grades Pre-K to 12 a rigorous academic education. Our auction helps raise money for student scholarships. Fundraising efforts are critical to supporting the strength and success of our school programs. The Providence Auction is a wonderful opportunity to promote your business while supporting a high standard of education. Will you donate two tickets to a performance at your theatre? Thank you for your considering my request.