

# Tips for Contacting Prospective Green Lake County Fair Livestock Auction Buyers

For the Green Lake County Fair Livestock Auction to be successful, you must encourage businesses to show their support for the youth and their livestock projects. By making personal contact with these individuals, you will create a lasting impression of yourself and the youth organization you represent. You may wish to use this tip sheet to make positive contact with your local businesses. Utilize the prepared invitation cards enclosed.

## Visiting In Person:

- Be neat and clean in your appearance ~ Wear a smile! 😊
- Be positive and appreciative, even if businessperson expresses he/she won't be attending the auction.
- Present a hand-written letter including Date, Time & Place of Auction (See the notes for letter writing below).
- Thank the businessperson for their time.
- Mention that there will be a complimentary dinner for any new business that checks in at the auction dinner table.

## Writing Letters:

- Use neat, handwritten letters including date, time, & place of auction.
- Complete a rough draft and check your spelling & grammar.
- Share something about your project.
- Encourage supporting all members of the project, not just yourself.
- Thank individuals for their time and mention that a complimentary dinner will be available for any new business that checks in at the auction dinner table.
- Be POSITIVE.

## Sample Sentences: (adjust these to your own writing style)

- "Your support would be greatly appreciated."
- "I'd like to invite you to be a part of the 2009 GLC Fair Meat Animal Auction."
- "Besides purchasing high quality (beef/pork/lamb/rabbit/poultry), participating in our auction provides a great advertising opportunity."
- "This is a perfect way for your business to show its support and commitment to the future success and activities of our county youth."
- "Please join us at the Buyer Appreciation Dinner. We'd like to recognize your support by offering you a complimentary dinner that evening."
- "Youth from across the county work hard at producing high quality animals."
- "This auction will be the end of a summer full of work and effort in my \_\_\_\_\_ project."
- "When the gavel falls, I'd be very happy if you'd be the new owner of my meat animal project."
- "By bidding on my animal, you'll show support for continued growth in animal projects."
- "What a great learning experience I've had working with my animal(s)."

***Let your personality and pride in your project shine!***