



Parents of P.S. 334, Inc. – The Anderson School  
Planetarium Station, P.O. Box 339, New York, NY 10024  
www.andersonauction.org

## 27<sup>th</sup> Annual Auction Saturday, March 9<sup>th</sup>, 2019

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### FREQUENTLY ASKED ANDERSON AUCTION QUESTIONS

1. **Who sponsors and organizes the Anderson Auction?** Parents of P.S. 334, Inc., your PTA, sponsors the Auction, and dozens of parents from the Anderson community volunteer their time and energy year-round to help make it all happen. The PTA is a 501c3 non-profit organization, so all auction donations are tax deductible.
2. **What is the Anderson Auction and why is it important?** The Auction is a social event in the spring where the Anderson parents come together for great food, drinks, dancing and the opportunity to win some fabulous items in our silent or live auction. It is one of our school's largest fundraisers of the year, raising almost half of the funds needed for essential programs that help our kids succeed, including classroom technology, equipment & instruction, foreign language, chess, music, fitness & wellness initiatives, assistant teachers and a whole lot more.
3. **How can I get involved?** The Auction team would LOVE to have your help! Support and involvement from all parents is crucial in order to achieve our goals. You can:
  - **VOLUNTEER** to be part of the auction team. This is a huge event and the team desperately needs your help! Contact [auctionchair@andersonpta.org](mailto:auctionchair@andersonpta.org) to find out how you can get involved.
  - **DONATE** items/experiences to be bid on (or solicit items for bid). We ask (need) each family to do their best to procure at least 2 items per child. Your friends, family, and other contacts might have access to unique experiences, such as in-home chef dinners, backstage access to Broadway shows or concerts, vacation homes, and any other special experiences. Please reach out! And check out the "How to Get Great Donations" pdf posted on our website for more tips and info. We'll also be looking for sponsors for the Auction Catalog (know any business owners who might like to buy ad space??) and we certainly won't turn down financial contributions from anyone willing to underwrite a portion of the Auction's expenses.
  - **ATTEND** the event on Saturday, March 9<sup>th</sup>. (You don't want to miss the biggest night of the year; tickets will go on sale in the coming months).
4. **Why are we starting to solicit donations so early in the school year?** First off, it takes a lot of work to get the upwards of 1,200 donations we strive for, so the earlier we start, the better (not to mention other area schools will be out there soliciting too)! Second, in addition to the big event on March 9<sup>th</sup>, we expect to run multiple online auctions for items that need to be sold before March, and/or are better sold to a wider (online) audience; such as concerts or events in other states.
5. **Which donations are the best?** A successful auction needs a wide range of donations, from \$25 gift cards to \$10,000 vacations - we need them all! Check out the "How to Get Great Donations" pdf for ideas! (\*\*BUT: please do not go out and purchase a gift card to be sold at the Auction as it may ultimately sell for less than you paid! Instead, reach out and let us help you come up with another way to contribute.)
6. **Which donations are least successful?** While we need a wide range of donations and thoroughly appreciate every contribution, generally speaking gift certificates for only a percentage off an item or service (or requirement to buy to get a discount) tend to go unsold, as do toys and games valued less than \$25.