



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

The 27th PS 334 Anderson Annual Auction Saturday, March 9th, 2019

Dear New Anderson Parent,

Hello and Welcome!

We hope you and your child are settling in nicely and enjoying your experience at the Anderson School so far.

By now you're probably familiar with our amazing PTA (which you are a part of just by virtue of being an Anderson Parent!), and you've heard about the incredible school programs the PTA enables, as well as the fundraising efforts the PTA leads benefitting our school. But do you know about the PTA's biggest fundraising event; the annual **Anderson Auction**, a gala event that takes place in early spring? **This year's Auction will be Saturday, March 9th, so save the date!**

Well, I think I've heard of it, but I'm also juggling homework, lunches, work, drop-off, family, and life in general, among a million other things, so could you maybe just give me all the details right here?

Sure! Allow me to explain (this might take a few minutes, but I promise it's worth your time):

The PTA raises a significant amount of funding which supports many of the school's enrichment activities, including chess, music, sports, and class trips, among others, not to mention teaching assistants and other programs that make our enhanced curriculum possible. The PTA spends approximately \$1700 per child per year, and none of this would be possible without the PTA's fundraising efforts. Money is raised through various school community events such as the Anderson Halloween Spooktacular (Friday, October 26th!), Thanksgiving Eve event (Wednesday, November 21st!), sporting events (NYCFC game at Yankee Stadium expected in October, and Mets or Yankees game in June!), and Movie Night (June!), as well as through Anderson merchandise sales and other efforts.

However, the majority of our funding come from two crucial annual efforts: Direct Appeal and **the Anderson Auction**. The Auction raises nearly 40% of our annual PTA budget and generally consists of: (1) several **online auction** efforts, most notably a winter online auction which begins around the winter Holiday Break starting in late December and continues into January, and (2) **the March 9th gala** event itself, a night that takes months of planning and effort, during which the school community works together to solicit donations to be auctioned off on March 9th.

The online auction starting in December will have a variety of items for bid, including discounts on camps, tickets to shows and sporting events, all offered exclusively online for a few short weeks in December and January. Think of it as the warm-up event for the big night itself; again, the Anderson Auction on March 9th, 2019. The event on March 9th will be not only an opportunity to bid on amazing items (Trips! Tours! Broadway Shows! Sporting events!) – with all proceeds going directly to support our school – it's also a chance to get dressed up, socialize and get out on the dance floor with other Anderson parents (line up a babysitter now; you don't want to miss this party). It's a really fun night and the price of your ticket includes delicious food, an open bar, music, dancing, and of course, a chance to bid during the silent auction early in the evening, and the live auction culminating the event.

Wait – the what and the what?

The silent auction takes place in stages the night of the event (which this year will be on March 9th, 2019; I might have mentioned that already) and we'll have a ton of amazing items available for bid during blocks of time. You peruse the listed items at the tables and bid away!

Following the silent auction, we'll take seats and a professional Auctioneer will lead the live auction, calling out incredible big ticket items one by one, and you just raise your paddle nice and high to get in on the auction. Sounds simple and fun? It is!

BUT (there's always a 'but') - in order to have a successful auction, we need items for our families to bid on. And that's where we REALLY need your help. Along with getting out there and bidding we need you to **DONATE** and/or **SOLICIT DONATIONS!** We rely heavily on each family to source items and experiences, big and small. The Auction only works if **EVERY FAMILY** participates. And when the Auction works, our kids benefit.

Seem overwhelming now? It's not! We're just asking for your help. And there are so many ways to help with the Auction – but think of it as 3 simple steps:

1. **VOLUNTEER** to be part of the auction team. This is a huge event and the team desperately needs your help! Contact us to find out how you can get involved!
2. **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 (more guidance to come on this topic!). 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.
3. **ATTEND** the event. You don't want to miss the biggest night of the year; tickets will go on sale in the coming months.

It may seem like March 9th is a long time away, but this event is a massive undertaking and the planning has already begun. Now is the time to find out how you can help. And start hunting for those donations! There are lots of ways to get great donations. And while it may seem daunting at first, it's really easy and can be fun!

- Maybe you have a friend who's in a Broadway show? Ask them if they can donate tickets, and perhaps a backstage tour to boot!
- Do you own a vacation home, or know someone who does? Great! That can become part of a vacation package sold during the live auction!
- Do you have a favorite restaurant, wine shop, retail store? Pop-in and ask them for a contribution! It could be a gift certificate, or something bigger – like merchandise, a wine tasting, etc.

Our donations come from far and wide, so don't hesitate to get creative. And we're here to help, every step of the way. Trust me – this won't be the last time you hear about the Auction. It will be an ongoing effort, and an ongoing learning experience for New Parents like you. We have tons of information available for you on how to participate, and the Auction team is always available for questions. *Donations do NOT have to be limited to the NY area; they can come from anywhere – so don't hesitate to reach out to any connections you have at non-NY area sports teams, restaurants, or whatever you can think of! Plus - your child's class will have their very own "Auction Rep". The Auction Rep is a fellow parent who has volunteered to assist with Auction communications, and with helping you figure out ways to get great donations. You'll be hearing more from them soon.

In the meantime, feel free to get started! Visit our auction page - www.andersonauction.org - where you can find lots of great information as well as scripts and general ideas for donations.

The **first Auction meeting** will be held on **Friday, October 19th** following the PTA meeting at 8:30am. Even if you aren't sure how much you can be involved, please come - we'd love to just meet you. These meetings are a really great way to begin to network with other parents and get involved in the school.

Lastly, attached we've included some documents to help acquaint you to the process and help get you started (again, they're all available online as well). If you have any questions, please feel free to reach out! Thanks for reading and thank you in advance for your help and support! We really couldn't do this without you!

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