

Guide for In-Person Donation Requests – Market Days

Recommend calling business before visit to say you will be coming to talk with the appropriate person about your business making a donation to a non-profit fundraiser for Scholarships. Ask when would be a good time, and who you should ask to speak with.

Introduce yourself as member of the Balcones Country Club Women’s Association (sometimes I leave out “country club”...). “I’m here to ask about the possibility of your making a donation to a fundraiser for a non-profit organization. It’s a great opportunity to promote your business and at the same time support a good cause.” Ideally, you get to speak to the right person – or if not, give a short version of the explanation and leave the flyer. If you leave the flyer, try to get the name and contact info or when to come back....

“We work all year to raise funds for our non-profit Scholarship Foundation. Our primary fundraiser for the year Market Days is coming up in early November. I’m hoping you would consider donating a gift card or item for our Silent Auction. All donations will help us be able to award more or larger scholarships next spring. “

Show them the flyer – In addition to the silent auction, we have a live auction, a raffle, a pantry of homemade goodies and casseroles, and a “Market” of 30 vendor booths. Emphasize that essentially everything is donated and the event is planned and run by volunteers so we maximize the funds for scholarships.

Point out that all the details of the organization are on the back of the flyer – the official name, non-profit tax info, the mission, event description, how the funds will be used, etc.

If they are willing to donate —ideally, they will give the gift card to you right then Or you can arrange to go back and pick it up. If there needs to be an email follow-up – give name and contact info to me and I’ll send the email....

And, of course, thank them. Sometimes I say – “we thank you on behalf of the students who will be receiving scholarships next May”. Or something like that.

Scholarships are awarded to students at Westwood and McNeil High Schools. Selected based on a combination of academics, financial need, ambition, school and community involvement, and leadership.

Please keep a record of the businesses you have visited and the results! Please report to Jacque (bccwa.silentauction@gmail.com 512-243-5773) so I can add it to the master list....

Thank you for your help to have more items for the Silent Auction!