

4-H Youth Home Arts Auction Tips and Tricks

- **Buyer's letters are important!** Youth should write a buyer's letter to invite potential buyers to the auction and tell them about what they will be auctioning off. At least two weeks prior to the auction, visit family, friends, and local businesses to talk to them about what you'll be auctioning and how they will benefit from attending the auction.
 - Check out this document to get tips for a better buyer's letter:
https://www.canr.msu.edu/news/10_tips_for_a_better_buyers_letter
 - **Sweeten the deal for your buyer by making your auction item even more appealing with these ideas:**
 - If you're selling a jar of salsa, put it in a basket with chips.
 - Selling a fresh baked pie? Sell it with a gallon of vanilla ice cream.
 - If your auction item is a photo, purchase or make a frame for the buyer.
Photos must be unframed while on display in the Home Arts Building.
 - **All prepared foods must follow Cottage Food Laws.**
More information can be found at:
https://www.michigan.gov/mdard/0,4610,7-125-50772_45851-240577--,00.html
 - **To ensure buyers are getting a quality product, youth can only sell "A" ribbon projects.**
 - **If you do not have a duplicate of your item, deliver it and a thank you note within two weeks of the auction.**
This will be helpful in ensuring your buyer feels appreciated and satisfied.
 - Check out this document to get tips for writing thank you notes:
https://www.canr.msu.edu/resources/the_seven_steps_to_a_great_thank_you_note
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Timeline

- **Tuesday, July 1st:** Home Arts Registration due to the Clare County MSU Extension Office (Mark project wanting to sell)
- **July:** Market your product that you are selling by sending out buyer letters and promoting the auction with businesses and people in our community.
- **Friday, July 18, 4:30–7:00 PM:** Home Arts Project Judging
7:00 PM: Auction Project Registration Finalization Deadline
- **Saturday, July 19th**
9:30 AM: Pre Home Arts Auction Check-In Meeting
10:00 AM: Auction. Duplicate items given to the buyer immediately following auction.
- **Sunday, July 27, 9:00 AM–12:00 PM:** Youth Home Arts Project Released
- **Sunday, July 27 to August 15th:** Auction Items and Thank You Note Delivery
- **Auction checks will be handed out at the 4-H Fall Awards Celebration or the day following at the MSU Extension Office.**