



## 4-H Virtual Auction: Sample Buyers Letter

This document is a sample for counties to use when communicating with their buyers about the virtual auction. Each county will need to customize the information to fit the format of their auction, paying particular attention to the areas in yellow.

Dear 4-H supporter,

Thank you for your support and dedication to the 4-H youth in (insert county name here) County. Due to prevention measures for the COVID-19 pandemic, the (insert county name here) County 4-H Junior Livestock Association and Small Animal Associations have converted their normal auction(s) to an online virtual auction format. Both the large and small livestock auctions will last \_\_\_\_\_ hours. You will be able to sign-in and bid regularly on the site. In the event that you are outbid, you will receive an email notification.

The virtual sale bill will have information about the project, along with photos of the exhibitor and animal. All animals will be sold per head or lot. A minimum bid will be established based on market value. (Insert any additional procedures your fair has established for the auction)

The online auctions for livestock and small stock are scheduled as follows:

- **Livestock Auction:** Opens (insert day, date and time) and closes on (insert day, date and time).
- **Small Stock Auction:** Opens (insert day, date and time) and closes on (insert day, date and time).

**Previous Buyers:** Thank you for your support as a buyer in previous years. A profile has already been created in the FairEntry auction platform for you. As a previous buyer, you will need to activate and update any information in your profile. Once the profile is activated and complete with a username and password, you will then be able to see all lots on the website when the online auction opens. The auction(s) can be viewed on the following website (insert county FairEntry website here) where you will need to select "View Online Auctions."

**New Buyers:** Welcome and thank you for your support. As a new buyer, you will need to register as a buyer in the FairEntry auction platform. The auction(s) can be viewed on the following website (insert county FairEntry website here) where you will need to select "View Online Auctions." Once there, you can register for either the small or large stock auction by clicking the button that reads "Sign Up to Bid." Once this happens, a pop-up window will open where you will "Create an Online Bidding Account." The window will ask for an email address and prompt you to create a profile. Once the profile is complete with a username and password, you will then be able to see all the lots on the website once the online auction opens.

For more resources on registering and purchasing on our virtual platform, you can view the Potential Buyers page on the [Michigan State University Extension Virtual Showcase and Auctions website](#).

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Issued in furtherance of MSU Extension work, acts of May 8 and June 30, 1914, in cooperation with the U.S. Department of Agriculture. Jeffrey W. Dwyer, Director, MSU Extension, East Lansing, MI 48824. This information is for educational purposes only. Reference to commercial products or trade names does not imply endorsement by MSU Extension or bias against those not mentioned.



4-H (youth & FFA) members from all over (your county name) County have worked hard this year to raise top quality livestock for the sale. Please consider checking out our online auction and supporting the youth of (your county name) County. Thank you for being a supporter!

If you have any questions about technical support or participating in the online virtual auction, you can contact me via email (insert email here) or phone (insert phone number here) and I will be happy to assist you.

Sincerely,

4-H Program Coordinator/Auction Coordinator  
\_\_\_\_\_ County