

SUGGESTIONS FOR DISTRIBUTING THE BLUE RIBBON LIVESTOCK AUCTION BROCHURE

4-H Members

In your personal written message to prospective buyers...

1. Introduce yourself.
2. Tell them how many years you have been in 4-H.
3. Keep the letter to the point – not more than four paragraphs. They read and remember the first and last paragraph.
4. Tell them what you will do with the money from the auction.
5. Give them the date & time of the auction.
6. Don't sell yourself; sell the auction.
7. Tell them trucking and slaughter arrangements will be made the night of the sale.
8. They don't have to take the meat; they can "resell" the animal at market price.
9. Make sure to include lots of thank you's!
10. Provide them a way to get in touch with you.

Parents of 4-H Members

1. Help your children decide where to send or take brochures. Brochure recipients do not have to be all agribusiness. They can be doctors, lawyers, bankers, storeowners, car dealers, or basically anyone who will support the community.
2. Educate the prospective buyers on how much it costs the 4-H'ers to raise the project, feed it, buy it, etc...
3. Supervise the writing of a personalized letter and the follow-up.
4. Do some prospecting yourself. Remember, this is to help your children.
5. Don't feel you are being overbearing; the buyers are purchasing a usable product.

SUGGESTIONS FOR AUCTION FOLLOW-UP

4-H Members

1. Find the buyer after the sale and personally thank them.
2. Ask if they have any questions about the animal.
3. If you can, find the contending bidder and thank them for their support. They could be the buyer of your animal next year.
4. Put up a sign near your pen at the fair. Most of the people are buying for business reasons. The main benefit for them is publicity.

5. Take a picture of the animal and personally present it to the buyer after the fair. This also gives you a chance to see if they have any other questions.
6. Send a thank you card to the buyer. Personally write it.
7. Keep them happy; a happy customer comes back again and brings friends.

Parents of 4-H Members

1. Discuss with your children what they want to do and what they should do to thank the buyer.
2. Follow up with your children to make sure they do these things.
3. Thank the buyer personally and the contending bidder. (You probably had some influence on them being there.)
4. Answer any questions they may have and offer to help them.
5. Follow-up after the fair to make sure everything is okay. Encourage them to come back next year and bring friends.
6. Put them on your reminder list of people to contact for next year.