



ALL ABOUT THE AUCTION

PNA is known for our incredibly successful Annual Auction Gala, and with your help we will keep up that tradition! This year we celebrate our 23rd year of hosting this event, which consistently raises \$250,000 to \$450,000 to help fund PNA's programs. It is the second of our annual fundraising efforts and our largest opportunity to invite the greater Anchorage community to support independent education.

Our gala features a silent auction, a formal dinner, cocktails and an exciting premier live auction hosted by a professional auctioneer. This event is held on our campus, which is transformed into a charming setting inspired by our Auction theme "Talk Derby To Me". This exciting evening is created by our amazing team of PNA volunteers. Be a part of the *Soiree of the Season* by **attending** the event, **volunteering** your time to set up the auction, or lending a hand in the **procuring** of auction items. All efforts great and small make this event a success, as well as an exciting evening FILLED with fun and frivolity.

Why Do We Host an Auction Gala?

- This fundraiser is a critical part of our financial health
- Monies raised supplement the operating budget and support scholarships for tuition making our independent school as affordable as possible for all

Who is responsible for pulling off the auction?

The entire PNA community, led by our Auction Chairs, Kristina Waring and Annie Graff, as well as the countless number of volunteers is responsible for the success of the auction. We couldn't do it without you!

- Kristina may be reached at 907-529-0332 (call or text your contact info) or email 4waringsak@gmail.com
- Annie may be reached at the PNA admin office 907-333-1080 or email agraff@pacificnorthern.org

How Can Parents Contribute?

- **Procure** items and experiences for donation.
- **Volunteer** any time you have to assist with the organization, coordination and implementation of hosting an event this size.
- **Attend/Sponsorships** ~ Purchase tickets or a table! Help get the word out! Invite your business contacts to participate in this unique opportunity. The Business Partnership brochure highlights the different recognition levels available -details are available on the PNA/Auction Website.
- **Class Auction Project** ~ Help out with your child's class project. Contact your classroom project coordinator for details.



ALL ABOUT THE ASK

Need help with procurement? Start by asking for items or experiences from friends, relatives, places you do business or anyone you know that has a remarkable skill that would bid well for auction. Check out the “All About the Auction” information available on our PNA/Auction website. It’s easier than you think and people love the idea of giving to our cause. PNA has a master list of businesses that usually make donations to the auction. Please check the list before asking a business for a donation in order to preserve any existing relationships. Ask Charmaine or Kathy if you need assistance.

Ideas of items that do well

•Dining Gift Certificates/Experiences •Kid’s Items •Entertainment/Recreation: tickets to a sporting event (in or outside of AK), specialty classes or lessons, tickets to the Performing Arts, ski passes •Art •Services: car washes, tire change-over, massage, hair/esthetician services, spa services, lawn care, housekeeping (anywhere you do business) •Vacation/Travel- such as hotel or timeshare points, air miles, unique experiences outside of AK.

Procurement Timeline

Start now! Make your list of potential donors or use your list from last year.

Now– February 28: Make personal visits, calls, email, or send your letters to those on your list. (template letters are available on the PNA/Auction website). Be specific about what you want donated, using our auction guidelines about the type of items that sell best. Follow-up, collect and drop your donations off at school to Annie!

Last call- March 1 - 15: Follow-up and make arrangements to pick-up last minute items and drop off at school to Annie. Need help with procurement? Contact Charmaine: 202-258-6545 charm.ng@gmail.com or Kathy: 907-748-8930 kathy.heinlein@gmail.com

Deadline for turning in your procured items and experiences – the earlier the better but please have all items turned in by March 15, 2019.

The Procurement Form

This is our way of tracking donated items, ensuring the donor is properly recognized and thanked. **Each item donated must have a completed procurement form for each item and experience.** You will find these forms at school or on the PNA/Auction website.

Thank YOU!!!

Thank you so very much for being part of our incredible PNA community! We could not create this amazing event or raise the much needed funds without the help and support of our families and volunteers. We hope that through your volunteerism you discover just how fantastic our community is, and we hope you will make fast friends and form bonds that only working together on a common goal can bring. Let’s keep the tradition going. Here’s to another incredible success on April 6, 2019!