

# Tips for Item Procurement

The key to successful procurement is personalization. The more you know about the potential donor, and the more connected they feel with you, the more likely you are to be successful! Here are some tips and ideas.

- **Ask for donations from places you frequent** – For instance, if you dine at a certain restaurant frequently, ask for the manager and let the manager know that you enjoy dining there and that you’re looking for donations for our event. Tell them about our organization, that your kids are involved – whatever you think makes us worthy of the donation!
- **Carry a stack of procurement letters and forms** – You never know when you’re going to happen on a great donor! If you have a stack, you’ll be more likely to ask!
- **When you are writing asking for a donation** – Make it as personal as possible. Talk about your experience at the business. Mention a staff person by name if possible. Address the procurement letter to a human! Attach a hand written note along with the procurement letter and form addressed to a human and sign it with your name. Mention your MVYSO experiences as well.
- **When you are writing to a business you’ve never been to** – Research before you send. Find out who to send the procurement information to. Look at their website and see what looks interesting, tasty, etc. and talk about that in your personal note.
- **Avoid addressing a procurement letter to “Donations”**- unless you know that’s where it needs to go. Letters are more likely to get opened if they are addressed to a specific person.
- **When asking for something from a business** – Make a specific ask. For example, ask for a “gift certificate that would cover dinner for 2” or “A family 4 pack of tickets”, etc.
- **Sample Handwritten Note (will be actually used by me!):**

*Dear Maria,*

*My husband and I love dining at Grazie! It’s our favorite date place because your staff treats us like family and the food is always delicious! Thank you for your past donations to our auctions. Your gift certificates are always a hit! I hope you’ll consider donating again this year!*

*Thanks for your consideration,  
Elisa*