

# Dream a Bigger Dream

PACIFIC NORTHERN ACADEMY'S 14TH ANNUAL AUCTION GALA

## WELCOME TO AUCTION MANIA!!!

The Executive Auction Committee welcomes you to another exciting year at PNA! Planning is now in full-swing for our Annual Gala Benefit Auction, "Dream a Bigger Dream," on February 20, 2010. In order for this event to be successful, we need the help and involvement of each member of the PNA Community.

### What is The Auction?

PNA is widely known for its incredibly successful Annual Auction. Now in its 14th year, this event raises between \$250,000 and \$750,000 annually! This is a Gala event featuring a formal dinner, cocktails, silent auction, and premier live auction with a professional auctioneer. It is held at the school, which is transformed into a magical setting with the help of dedicated volunteers. A purchased ticket is required to attend.

### Why Do We Do It?

The Annual Auction is critical to Pacific Northern Academy, and is the most important fundraising activity of the year. As tuition alone does not cover our operating expenses, full participation by all families in the Annual Auction is essential.

### What am I Expected to Do?

This packet highlights many opportunities for PNA families to directly fulfill their responsibility for fundraising - by participating in the auction! Here, and at [www.pacificnorthernauction.org](http://www.pacificnorthernauction.org), you will find the tools you need to PROCURE the items we must SELL to achieve our \$400,000 goal.

### Procurement and Donation

The biggest challenge of the auction is procurement; soliciting items to be donated to the auction. WE MUST HAVE THE INVOLVEMENT OF EVERY SCHOOL FAMILY IN THE PROCUREMENT PROCESS. We ask each family to donate or procure AT LEAST THREE STAND-ALONE AUCTION ITEMS. In this packet, on our website, and in each auction update, we'll provide you with ideas for items we'd love to get, and ideas for how to solicit donations.

### The Procurement Form

Each item you donate or procure must have a procurement form associated with it. This is vital for tracking the items and making sure the donor is properly recognized at the auction. Make sure you complete the form in its entirety, and turn it in to the auction box in the office for every item you procure or donate. You will find forms in this packet, on the website, and in the front office.

### Class Baskets and Projects

Each class is responsible for donating a themed "basket" and class art project. We'll be discussing these in detail over the coming weeks. Talk to your teacher and class coordinator to find out what you can do to help!

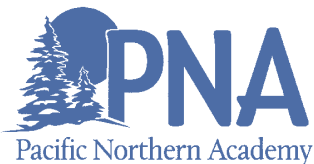
### Sponsorships/Advertising

In recognition of the focused marketing opportunity our auction provides, we have an extensive plan for marketing exposure for our sponsors, donors, and underwriters. In the enclosed form, "Event Sponsorship and Underwriting Opportunities," we highlight the many benefits our sponsors receive prior to and during the auction. Consider approaching your business contacts, and invite them to participate in this incredible marketing opportunity. Consider becoming an underwriter or advertiser yourself!

### Get Involved!

In addition to procuring and donating items, we need volunteers to help us organize, coordinate, and put on this huge event. Read the Auction Updates, watch the bulletin board and website, and attend monthly Auction Meetings to find out ways you can help. Please make sure you sign up for a task. Whether large or small, your contributions of time and energy are welcome and appreciated!

The Auction Committee, and the Auction Chairs are here to support you in any way we can. Please do not hesitate to contact us with any questions, suggestions, or to find out how you can become involved!



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