



# PROPOSAL KIT SAMPLE

## Auction Fundraiser Sample Proposal

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Adeena Baljour  
Director  
Coho Beauty Association  
P.O. Box 932  
Coho, WA 98226

Ms. Baljour,

Coho Arts Association is holding a fundraiser auction on April 17, and the members of your Coho Beauty Association are invited to donate goods or services for sale. All the details for our fundraiser are enclosed.

This is not only an opportunity to contribute to the arts scene here in Coho and to receive a charitable deduction, but this is also an advertising opportunity for your members. With each item (goods or services) donated, our auctioneers will read a statement that you provide about your business (up to 50 words). For example, a donation of a bouquet from Coho Fine Flowers might be described as being from “Coho Fine Flowers—The Premiere Florist of Bell County. Flowers are always in the best of taste.”

Each entity that donates an item will also receive two tickets to our auction, which will be an entertaining event with dance, music, art, and refreshments.

Can we count on your members for some creative donations to our auction? Cosmetics, salon appointments, haircuts, makeovers—anything and everything would be welcome. Please have your members contact me to offer their items and receive auction tickets. Thank you!

Sincerely,

Allana McDonald  
Director  
Coho Arts Association  
555-512-5000  
[director@CohoArts.org](mailto:director@CohoArts.org)  
[www.CohoArts.org](http://www.CohoArts.org)



# PRESENTATION

## **Coho Arts Association Auction Fundraiser**

Prepared for: Adeena Baljour

Prepared by: Allana McDonald  
Director





# GENERAL INFORMATION

On April 17 we will hold an auction to benefit Coho Arts Association. Local businesses will donate goods and services to be sold to the highest bidder during the auction. Entertainment and refreshments will be provided. Tickets for admission will be sold to the general public for ten dollars apiece.

All winning bidders must pay for and transport their auction item at the end of the auction. Cash and personal checks with appropriate personal identification will be accepted.

Here's a small sample of some of the items that will be offered at the auction.

- **Personal Luxuries**

Massage sessions, beauty salon sessions, pedicures, manicures, exotic oils, fashion consultations, and many other personal luxury items will be offered for sale.

- **Household Treasures**

Designer pillows, oriental rugs, custom-made draperies, paintings, design consultation services, cleaning and catering services, etc. will be up for grabs to make your home a lavish retreat.

- **Travel and Entertainment**

Cabin and condo rentals, restaurant gift certificates, theatre and concert tickets, and much more will be offered to make your leisure time more pleasurable.





# COOPERATION

Coho Arts Association is made up of four nonprofit entities, who are all participating and benefiting from this fundraising event in the following ways.

- **Coho Art School**

The Coho Art School offers low-cost art instruction to children and adults in our community, nurturing the artists of the future. The School also showcases the best works of its students in its public gallery area.

The Coho Art School will display artworks, both for sale and for decoration, on the auditorium walls during our fundraiser auction. Attendees will have the opportunity to peruse and purchase these artworks before and after the auction, as well as during the intermission period. Sales of artworks will be handled by the Coho Art School staff. Ten percent of art sales proceeds will be donated to the auction.

Twenty-five percent of the net proceeds from the auction will benefit the Coho Art School.

- **Coho Dance Company**

The Coho Dance Company nurtures talent in our area through modern dance and ballet instruction for children and adults. In addition, the Coho Dance Company teaches Mature Movement classes in senior centers throughout our area.

The Coho Dance Company will donate the use of their auditorium for the auction. The Dance Company will also do a short dance presentation immediately before the auction.

Twenty-five percent of the net proceeds from the auction will benefit the Coho Dance Company.

- **Bell County Computer Camp**

Bell County Computer Camp offers computer classes to youth and adults in our area at community centers, libraries, and during its intensive computer camps at Cascoho Retreat Center during the summer. Bell County Computer Camp has received state and national recognition for its programs that teach underprivileged youth computer skills, offering these children hope for good jobs in the future.

Bell County Computer Camp will design and print brochures, fliers, and tickets for our fundraising event. In addition, they will create a website advertising the event.

Thirty percent of the net proceeds from the auction will benefit Bell County Computer Camp.

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