

Tips for Sending Letters to Potential Buyers

It is every 4-H market project member's responsibility to help invite buyers to the 4-H Livestock Auctions. Buyers like to be personally invited to attend the auction, but the request needs to be made in an appropriate manner. Please use the tips that follow to guide you in your letter writing efforts to invite buyers to this year's auctions.

What Should You Include In Your Letter?

- Information About Yourself
- Information About Your Project and Club
- Fair Dates
- Sale Dates, Times and Locations
- How They Can Participate as a Buyer?
- Where They Can Get More Information?
- Thank You for previous participation if they are a buyer from a previous year!

What You Should Not Include in Your Letter?

- Asking the Person To Just Buy Your Project
- Asking for a Donation or Sponsorship – the auction is not for charity.
- Buy My Animal or Our Family Won't Do Business With You!
- Asking for A Certain Price or Bid
- Statements Related to Personal Hardships, Finances, etc.

Letter Etiquette

- Send Your Letters Out At Least 2 Weeks Before Fair Begins
- Write Neatly or Create Your Letters on the Computer
- Be Creative – Add clip art, photographs of you and your project animals, create your own paper and envelopes.