

A Night to Remember

3RD ANNUAL GALA • FRIDAY, MARCH 31, 2017

MARRIOTT LAGUNA CLIFFS RESORT IN DANA POINT



MISSION HILLS
CHRISTIAN SCHOOL

Dear MHCS Parents and Staff:

Thank you for your support of Mission Hills by donating/soliciting an auction item for our “A Night to Remember” Gala scheduled Friday, **March 31, 2017**.

As you know, our gala is much more than a fundraiser. Our goal is to include participation from local businesses, community leaders, and philanthropists outside of our pool of parent and alumni families. We want to engage new individuals and organizations who care about children and want to invest in their future by supporting Christian education.

Our auction program adds excitement and fun to the evening and generates donations for the school. We are hoping to raise at least \$50,000 with our silent and live auctions.

We have planned an exciting evening at the beautiful **Marriott Laguna Cliffs Resort**, featuring an exquisite three-course dinner, fabulous live and silent auction prizes, the house band for *American Idol* providing music for dancing, along with live entertainment throughout the night.

Your support of our auction is critical to our success. We have prepared an auction request letter and auction donation form (see attached) for you to customize and use when approaching potential donors.

Silent auction items can range in fair market value from \$25 up to \$1,000. We will be offering 5-10 items in each of the following price categories: \$25 - \$50, \$51 - \$100, \$101 - \$250, \$251 - \$500, \$501 and higher.

We would like the auction to feature unique and exciting items that people will want to purchase. Popular items are:

- Fine dining restaurant experiences and certificates
- Weekend vacation homes or hotel packages
- Unique event experiences such as premier sports tickets, once in a lifetime events, or any experience that is out of the ordinary (VIP experiences that can include private tours, concert tickets and backstage passes are popular)
- Hi-Tech items such as iPods, iPads, GoPro cameras, and laptop computers
- Autographed memorabilia (sports and music memorabilia attract high bids)

Experience has shown that auction items are best acquired through your personal network of contacts and vendors –Typical local businesses to consider include:

- | | | |
|---|--|------------------|
| ▪ Day spas and salons | ▪ Car wash & repair shops | ▪ Orthodontics |
| ▪ Your child’s martial arts or dance studio | ▪ Travel agencies | ▪ Book stores |
| ▪ Restaurants you enjoy | ▪ Photography studios | ▪ Craft stores |
| ▪ Fast food restaurants | ▪ Print shops | ▪ Country clubs |
| ▪ Music instructors | ▪ Furniture stores | ▪ Theme parks |
| ▪ Movie theaters | ▪ Auto dealerships | ▪ Grocery stores |
| ▪ Fitness centers | ▪ Bike, paddleboard, beach-related shops | ▪ Sports teams |

These are just a few of the hundreds of options. Be as creative as you’d like in brainstorming businesses to contact.

Our live auction features high-end items such as vacation getaways, unique luxury experiences, packaged fine dining events, annual car leases, and premium access to sporting or celebrity events. Obtaining these items will typically require more than a phone call or quick visit to a business, but we are here to assist you in requesting live auction items should you need support. Please consider your contacts carefully. You might have a business associate or personal friend with access to these unique auction items.

We are raising funds to support our Tuition Assistance program and the Saints Annual Fund that benefits all of the students who attend the school.

We are excited to again be featuring online bidding in advance and on the night of the event. This cutting-edge technology provides maximum exposure for auction items (and donating organizations) and real-time notification of latest bid amounts on items guests are bidding.

More than 300 guests will attend the gala with hundreds more alumni and grandparents from around the country following the event via our online auction website. In addition, each guest will receive a “support our supporters” guide listing contact details for each of our donor businesses.

I encourage you to review the auction request letter and donation form and prayerfully consider who in your network might respond to this appeal. Spend 20 – 30 minutes reviewing your address book and brainstorming businesses and contacts. Write these business names and phone numbers down and you will have your list to begin contacting.

Once you have made a personal request to your contact and obtained their agreement to participate as an auction donor, please provide the auction request letter and form to them to use when submitting their donation. **We are asking that all donations be made no later than March 10, 2017** so that we have adequate time to package the item and promote on our website prior to the event. The sooner the better!

As you confirm which businesses plan to participate and what item(s) they are planning to donate, please notify us via email and update our [online auction item list](#) so that we can track what items we can expect to receive. We will be making regular updates to the online list as donated items arrive so you can stay up to date on which of your contacts/businesses have responded.

We are also offering a special opportunity for local businesses to purchase advertising space in our event program. In addition to increasing their visibility at the gala, advertisers will be acknowledged on the night of the event and also promoted on our event website.

If you have any questions regarding this process or would require additional information to proceed, please feel free to contact us at your convenience.

Thank you again for your faithful support of Mission Hills Christian School.

Sincerely,



Larry Ahl
CEO/Head of School
Mission Hills Christian School
(949) 589-4504



Dear Business Owner,

Thank you for considering making a donation to the Mission Hills “*A Night to Remember*” Gala. More than 300 supporters will gather on Friday, March 31 at the beautiful Marriott Laguna Cliffs Resort to celebrate a 36-year legacy of providing a quality education for thousands of children in the Saddleback Valley. We are raising funds to support our Tuition Assistance program and Annual Saints Fund that benefits all of the students who attend the school.

We appreciate the support we have received over the years from the business community. Donating a special auction item or package not only supports our students, but also showcases your business to a highly energetic and loyal audience.

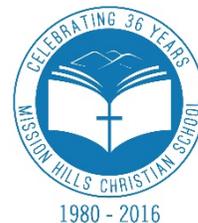
As a donor, your organization will be prominently featured in our event program and on our online auction website. All donated auction items are promoted several weeks in advance and on the night of the Gala. In addition, or as an alternative to an in-kind donation, we ask you to consider the sponsorship and advertising opportunities that are also available.

All donations are greatly appreciated and tax deductible as Mission Hills is a 501(c)(3) nonprofit organization. Your donation can be something as simple as a gift certificate to your business or an offer to provide a specific service or product. A donation form for auction items is attached. Simply fill it out, then call or email us and we’ll handle everything.

Thank you again for your consideration. Your generosity makes a difference in the lives of the children and families in our community.

Sincerely,

Gala Auction Committee
Mission Hills Christian School
Phone: (949) 589-4504
Email: MHCSGala@gmail.com



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MISSION HILLS
CHRISTIAN SCHOOL

AUCTION DONATION FORM

Mission Hills Christian School is celebrating 36 years of providing quality education to thousands of children in the Saddleback Valley. We appreciate all the support we have received from the business community.

We will be hosting our Annual Gala and auction on March 31, 2017 at the exclusive Marriott Laguna Cliffs Resort to raise funds to underwrite our Tuition Assistance Program and the Annual Saints Fund.

Would you consider donating a product or service for this year's auction? Your organization will be promoted in our program on the night of the event, as well as on our online auction website.

Item(s) or Service(s) Donated: _____

Value of item(s) or service(s): _____

Tax ID #: 20-5001347 Contact person: Dayna Graveline, (949) 589-4504

(Retain this portion for your records)

CUT HERE

(Please return to the school with items donated no later than March 10th. Thank You!)

Name: _____

Business: _____

Address: _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Items or services donated: _____

Estimated Retail Value(s): _____

Gift Certificate(s)?: _____ Attached?: _____

Item(s) to be delivered to MHCS: _____ Item(s) to be picked up: _____

Auction Volunteer: _____ Phone #: _____