

Thing you should include in your Buyer Letter:

1. Information about yourself

Tell them your name, age, and introduce yourself. This helps the buyer know whose letter they are reading. When they get to the fair it will help them make a connection with you. Some buyers are more likely to bid on animals raised by people they know.

2. Information about your project and club

Some buyers like to hear about your animal or project, how you raised it or made it, and what 4-H club you belong to. They may choose to bid on your animal based on club affiliation if they recognize the club from your activities. If you have not decided which project or animal you are selling, include some of your projects as an example.

3. The fair dates

Make sure they know when the fair is so that they can attend. If they have fun and enjoy themselves they would be more likely to come back.

4. The sale dates, times, and locations

In order for the buyers to bid on your projects they will need to know when the auction and where it is. If you can't get them to the auction then they can't bid on your animal or project and you won't sell it as easily.

5. Tell them how they can participate as a buyer

This is important because if they are a first time buyer they can find out what they have to do. Providing potential buyers with all of the necessary information will make it easier for them to participate. The easier it is for them the more likely it will be for them to come to the fair and bid on your animal.

6. Thank them for previous participation if they are a buy from a previous year.

If you do this, it may motivate the buyer to come back and bid again. It lets them know you appreciate them taking the time to come to the fair.

7. Personalize the letters

This is good because most buyers like letters that are signed by a real person and not photocopied. They also like their names on the letter and they often like to a picture to see what they are going to be bidding on.

Donald's Truck Repair
222 Victory Lane
Paola, KS 66071

Dear Mr. Smith:

My name is Mark James and this is my second year in the Big Clovers 4-H Club. I am 15 years old and attend New Smyrna Beach High School and plan to major in Agribusiness after I graduate. My hobbies include soccer, reading, and boating.

This year I am raising a hog to show at the 2011 Miami County Fair. Her name is Bacon Bits. This is my second year raising a hog, but my first year in the Fair because my hog did not make weight last year. I learned a lot from that experience and I know more about proper feeding this year so I plan to be at the Fair with Bacon Bits.

Bacon Bits and I will be at the Fair from July 26-30 and I would like to invite you to see her on show day and bid for her at the auction. The show will be held on Thursday, July 28 at 8:00am and the Livestock Auction will be Saturday, July 30 at 9:00am in building 5.

I have enclosed a picture. If there are any questions you have for me, you can call me or e-mail me and I will be happy to answer your questions. Thank you for your time and attention. Bacon Bits and I look forward to seeing you at the fair.

Sincerely,



Mark James

Jane's Craft Emporium
Mrs. Smith
120 Main Street
Paola, KS 66071

Dear Mrs. Smith,

Last year you purchased my quilt rack from the Miami County Fair. Thank you again for your purchase. I used the money I earned from last year's sale to buy my supplies for this year's projects.

I am going back to the Miami County Fair. I will be selling my quilt that I have made this summer. I have learned a lot with this 4-H project. Some critical lessons I have learned are responsibility and time management. This is important since I am trying to balance school work, school sports, and my church youth group.

I want to invite you to the Fair again this year. After you take in all the great fair fun, I hope you attend the project auction which will be held Friday, July 29 at 6:00pm in building 5.

If you have any questions, please call me at 749-5121. Thanks once again for your support last year. You helped me be able to participate in another 4-H year with a home environment project and save money for my college education.

Sincerely,

Kara Willings

