Auction Guidebook

2015 Meridian School Auction

Europe: Ticket to Adventure

4649 Sunnyside Avenue N., Suite 242
Seattle, WA 98103
206-632-7154
www.meridianschool.edu
The Meridian School promotes a balance of heart and mind, of contemplation and action, of individuality and a commitment to the community.

Curriculum should challenge, engage and inspire students. At Meridian, we provide an excellent academic education in which the joy of childhood infuses the excitement of learning.

Character is built upon integrity, compassion, and responsibility. At Meridian, students are guided toward self-discipline and thoughtful decisions, mindful of themselves, others and their environment.

Community is the heart of a school. At Meridian, all students, staff and families are known and valued. We strive to create an equitable and inclusive culture. Our connections are strengthened through close student-teacher relationships, strong parent involvement, and active engagement with our local and global communities.

Meridian Auction Website
Donate Items — Sponsor — Purchase — Online Auction — RSVP

www.MeridianAuction.org

Families are welcome to complete donor forms and sponsorship forms online, purchase merchandise, and participate in the online auction from March 8-15th and RSVP.

How to Login:
Last Name (either parent)
Password: 7 digit PHONE # (no dash or area code)
Dear Meridian Families:

Please mark your calendars now for the **32nd Annual Meridian School Auction, “Europe: Ticket to Adventure”** on Saturday March 21st, 2015 at the Four Seasons Hotel in downtown Seattle.

Europe is our destination this year. As your children study this vast continent as part of Global Studies, the auction offers a festive way for you to take part in this journey of exploration and discovery. Our theme this year focuses on Europe’s extensive rail system connecting east to west and all countries in between, allowing residents and tourists alike to admire and appreciate the continent’s historic wonders and vibrant culture. With your “Ticket to Adventure” you will be sure to enjoy a jubilant evening that will reflect the music, food, drinks and decor of Europe. Take part in the festivities as we raise the funds necessary to offer tuition assistance to families, professional development for faculty, and enhance students’ formative growth as stewards of their local community, engagement in learning, and academic success.

**Our goal this year is to raise $173,000. With your help, we can do it!**

Preparations start now in order to make the auction a success! We ask that all Meridian families play a role through:

1. **Donating and procuring items**
2. **Volunteering your time**
3. **Attending the big event — most important of all!**

We hope that you will find information in this guidebook about how you can get started and answers to any other auction related questions you may have.

Best Regards,
Your Meridian Development Team

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**Marilyn Easton**  
Development Director  
measton@meridianschool.edu  
- Annual Giving & Major Gifts  
- Fund-a-Vision  
- Alumni Relations  
- Parent Association Liaison

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**Holly Johnson**  
Development Associate  
hjohnson@meridianschool.edu  
- Auction Coordinator  
- Annual Fund support  
- Alumni Relations support
**What**

“Procurement” is the acquisition of goods and/or services for auctioning off at the big event. Think - *what would you like to purchase at the auction?* Whatever that is, *that* is what you can set out to procure!

- In order to reach our fundraising goal, we encourage all families to use $500.00 as a guide for donating or procuring items for the auction.
- Our Final Procurement Deadline will be **February 6th**, at which time all donation forms or online donations must be received in order to be listed in the auction catalog.

**What should I donate to the auction?**

We want to make it easier than ever to donate items to the auction. Below are several ideas for how you can quickly get started donating items and help us complete specific packages we are working on.

**Auction Wine Grab**

We need bottles of wine of $30 + for the Wine Grab and Silent Auction.

1. Completely fill out the Wine Tag included at the end of this packet and attach it to your $30+ bottle of wine or complete the donor form online at [www.MeridianAuction.org](http://www.MeridianAuction.org)
2. Bring your wine donation to the main office on or before **Dec. 19th** (more tags are available there as well)

**Specific Items We Need Each Year**

- Sponsorship to help underwrite the auction
- Wine related items (i.e. aerators, tops, glasses, books)
- 15 - $100 restaurant gift certificates
- 25 - $25 gift certificates for movies, coffee shops, grocery store, I-Tunes, Amazon, bookstores
- Local 1- or 2-night getaways
- Kids summer camp experiences
- Raffle item: shopping spree, two night Pacific NW getaway, European vacation home
## More Ideas To Get You Thinking

### Things You Can Give of Yourself
- Throw a party for a child—include cake, favors, decorations, etc.
- Create a picnic basket to go
- Knit, sew or craft purses, scarves, and other wearable items
- Throw a themed dinner party
- Give a pool party or BBQ
- Provide labor and catering for a dinner or cocktail party
- Give lessons in piano, voice, tennis, riding, cooking - whatever you are passionate about
- Offer your vacation cabin or condo for a week or weekend
- Sew a Halloween costume or special outfit
- Provide architectural/landscaping/plumbing services
- Plant bulbs or an herb garden
- Create a seasonal food / leisure basket
- Set up a wireless or network a home computer system
- Deliver a dessert a season
- Offer a pair of your season tickets to a sporting event, theatre or symphony
- An evening of babysitting
- Be a carpenter or gardener for a day

### Ideas From Around Town
- Summer camp or class
- Zoo or Museum Membership
- Theatre tickets
- Guided hiking, fishing or biking trip
- Sports teams' hat/shirt/balls/cards
- Sports equipment
- Round of golf, shoes, clubs or balls
- Ski pass or lessons
- Retail gift certificate
- Fine arts: painting or blown glass
- Books or Music
- Games/Software /DVD's/Videos
- Restaurant Gift Certificates
- Specialty foods /beverages
- Wine / Micro brews
- Gourmet food basket
- Espresso machine/Bread maker/BBQ Grill
- Yoga / Pilates lessons
- Day of beauty basket
- Spa/Massage
- Flowers for a season
- Power tools
- Auto detailing
- Pet grooming or boarding

### Adventure and Travel
- Offer a ride on your boat
- Ride in a TV helicopter
- Backstage tour at an event
- Float plane ride to the San Juan Islands
- White water rafting trip
- Mexico or Hawaii Condo for a week
- A night out on the town: dinner, theatre & hotel
- Jewelry/Designer Eyewear/Accessories
- Trip to Disneyland
- Tour of microbrewery or winery w/tasting
- Limo ride
- B & B get away
- Autographed sport or celebrity item
- Tug boat ride
- TV or radio studio visit
- Hot air balloon ride
- Boeing flight simulator ride
- Airline tickets
- Day or weekend on a farm or dude ranch
- Skydiving outing

We hope that you participate in any or all of these ways and that you choose a way that feels best for your family.

Please note that there is an Auction Committee and grade level Procurement Representatives who are available to help guide you in donating or procuring items (See the “2015 Auction Volunteers” flyer in the Volunteer section).

Feel free to contact them if you have any questions or would like to further discuss your ideas.
**How**

• **HOW TO PROCURE DONATIONS •**

**Step 1: Everyone is a potential donor.** Consider asking your employer, local businesses, professional friends, other friends, and family members. Each has valuable skills or products that can be procured for the auction. In addition, we are always looking for Sponsors to help underwrite the auction and we offer Sponsor Messaging (aka “advertising”) space in our catalog as well. A price list is included in this guidebook.

**Step 2: Follow-up is key.** Make a quick in-person visit or phone call to let potential donors know we look forward to their support. Make sure to get a completed form for every donation.

**Step 3: Deliver donation and sponsorships to Meridian as soon as they are procured.** For tangible items or gift certificates, securely fasten a copy of the donation form to the item(s) and deliver them to the Auction Office (3rd floor, Rm. 352). We can help you bring large items into the school or assist in their delivery to the auction.

• **THE AUCTION DONOR FORMS •**

**HOW TO FILL THEM OUT AND WHERE TO PUT THEM**

1. **Forms are included in this guidebook.** Additional forms are available in the main office and online at the school website, [www.MeridianSchool.edu](http://www.MeridianSchool.edu) under Giving > Auction.

2. **Accuracy.** If soliciting outside the Meridian Community, fill in your information (Items #9 and #10) BEFORE giving or mailing the form to a potential Donor. If you're the Donor, provide accurate information in every box. Accurate information is of utmost importance both to acknowledge the donor and for the potential buyer of the item. Also, if you purchase the item(s) to donate, YOU are the donor.

3. **Details, details, details.** On Donor Forms, provide relevant details in the description box. Describe color, size, contents and material as appropriate. Include all restrictions on services, travel and accommodations. **Include the items' value and estimate when unsure.**

4. **Press hard: it's a duplicate form.** Donors keep the YELLOW copy for their records. Securely fasten the WHITE copy to the donated item, along with any promotional materials and deliver to the auction office (3rd floor, Rm. 352) or the school’s main office.

5. **Deliver completed forms and items to Meridian as soon as possible.** Timing is key for our data entry and catalog team. We are accepting donations now and will keep gathering donations until **Friday, February 6th 2015.** It is not necessary to have the tangible item or certificates to us by Feb. 6th; we just need a paper or online donation form completed. **Tangible items/certificates must then be in no later than March 6, 2015.**
Help

The auction is a wonderful way to get involved at school. Not only does it feel good to help out on an event that supports the school, but you also get the chance to meet other parents and feel connected to the Meridian community.

Here are some ways you can help:

- Join a committee (decorations, merchandising, procurement)
- Help out on the day of the event
- Put in some time entering data in January
- Help out the 2 weeks before the event

Your time is valuable whether you have 1 or 20 hours to give. Volunteering can be done in many ways. Please email Holly Johnson, hjohnson@meridianschool.edu if you would like to volunteer or have any questions.

2015 Auction Volunteers

Here is a list of your fellow parents already working on various areas of the auction. They would love to have you join them!

**Grade Level Auction Representative:**
- Kindergarten Rep: Shawna Sweeney <ssandkd@mac.com>
- 1st Grade Representative: Priscilla Cyriot <cypiot@mindspring.com>
- 2nd Grade Representative: Laura Ishak/Kimberly Watson <watson.kimberly@gmail.com>
- 3rd Grade Representative: Meg Butterworth <meg@strawbutter.com>
- 4th Grade Representative: Kris Lee <krisseye@gmail.com>
- 5th Grade Representative: Emily Raymond <embennett2001@yahoo.com>

**Class Project Coordinators:**

**Kindergarten –**
- Carroll: Kelley Moline
- Bode: Betsy McLaughlin

**Third Grade –**
- Whittmore: Kirsten Frits
- Yee: Missy Ponder-Reston

**First Grade –**
- K. White: Kat Steinglass
- Vineyard: Jennifer Soltani

**Fourth Grade –**
- Mohr: Drienna Holman/Glenn Hampson
- Burkland: Maria Phillips/Azure Janosky

**Second Grade –**
- N. White: Wendy Watt
- Hughes: OPEN

**Fifth Grade –**
- Ward: OPEN
- Profit: OPEN
VOLUNTEER> How You Can Help

Classroom Projects Leader: OPEN

Graphic Designers: Karen Leeds and Anne Theisen
Decorations Coordinator: Heidi Grathwol
Procurement Packet: Meg Butterworth

Volunteer Recruiter: OPEN

Volunteer Day/Night Coordinators: Meg Butterworth and Karen Faulkner

Raffle Ticket Coordinator: OPEN

Art Show Coordinator: Paige Hansen-Shankar
Dinner Wine Coordinator: Jess Thomson and Erica Goldsmith
Dessert Frenzy Coordinator: Michele Miyoshi
Class Photos: Amy Smith
Auction Power Point: Izumi Fairbanks
Merchandising Coordinator: Leslie Curran

Silent Auction Closing Coordinator: OPEN

Online Auction Coordinator: Lisa Smith
Reader: Brent Curran

Auction Assistant: OPEN

Bulletin Boards: Paige Hansen-Shankar

** Email HJOHNSON@MERIDIANSCHOOL.EDU to get involved **
The auction is one of Meridian's biggest community building events. It is a great way to get to know the parents of your children’s friends and foster some life-long friendships yourself. It is a place for all families to join in and participate at a level that feels comfortable and manageable for them.

We strive to have a record number of people attend the auction each year. So, bring the grandparents or other relatives, line up a sitter and put March 21st as a “Can't Miss” date on your calendar!

Thank you in advance for helping us as we reach our goal of $173,000 and we’ll see you at the auction!

**Time**

5:30 PM: Appetizers, No-host Bar and Silent Auctions

7:30 PM: Live Auction and Dinner

**Location**

This will be our sixth year at the Four Seasons Hotel in downtown Seattle. We have the entire conference room floor at the hotel, which provides us with ample room for the Silent and Live auctions.

Four Seasons Hotel Seattle
99 Union Street
Seattle, WA  98101

Stay the Night!!!
The Four Seasons offers Meridian parents a special rate of $275.

**Dress**

There is certainly no pressure to dress up for this event. The theme this year is “EUROPE – Ticket to Adventure”. Many folks dress up because they are downtown and at the Four Seasons Hotel for the evening but feel free to dress however you are most comfortable.
Auction Info Coffee and Pastry Hour — December 2nd 8:30-10:00am, Room 221
  • Learn what other items we need to procure and find out more about our fun auction

Wine Grab — December 19th
  • Complete the Wine Tag and bring in your $30+ wine bottle to the main office. You may also bring your wine donation with you to the Auction Info Coffee Hour!

Donor/Sponsorship Forms Deadline — February 6th
  • Turn completed Donor and Sponsorship Forms into the Auction Office (3rd floor, Rm. 352) or to the main office. Remember to keep the YELLOW copy for your own records.
  • Save a tree and complete your Donor and/or Sponsorship Forms online.

Procurement Items Due — March 6th
  • Turn in tangible items to the Auction Office

RSVP — March 6th

Auction Art Show — March 12th 8:30-10:30am, Room 202
  • Get a sneak preview of the class art projects and decide which you might want to bid on during the Live Auction on the 21st. Admire the creativity and hard work of our students!

Online Auction — March 8th - 15th
  • Get a head start on bidding with the online auction. Browse through items that will not be available for bidding the night of the auction.

Auction Night — March 21st !!!!!!
Meridian Auction Frequently Asked Questions

The following are a few answers to questions commonly asked about the Auction.

**Why do we have an auction?**
The purpose of the auction is two fold: First, it raises necessary funds that will immediately benefit all students. Approximately 10% of Meridian's operating budget relies on fundraising dollars. Through the generosity of current families, trustees, teachers and staff, alumni and grandparents, the auction's goal is to raise $173,000. But secondly, and equally as important, it's an opportunity to socialize as a community and build lasting connections.

**What can I expect at the 2015 Meridian Auction?**
Every year, the auction is a night to remember! It will start at 5:30 pm with our two Silent Auction rooms, which you can peruse while enjoying tray-passed appetizers. This is also your time to try your luck at the Wine Grab, Raffle, or Gift Card Grab. At 7:30pm, we'll move into the Ballroom for dinner and the Live Auction. And don't forget to check out the delicacies available in the Dessert Dash, or your table's decorative centerpiece; each will be up for grabs to lucky bidders. Following the Live Auction, pick up your purchased items at Check Out, and if you have time, meander down to the ART Lounge to mingle with other Meridian parents.

**Can we still go even if we don't buy anything?**
YES, YES & YES! This event is not only a fundraiser; it's also a Meridian community builder that allows you the opportunity to mingle, meet new people and have fun.

**What is included in the $95 ticket price?**
This year we will again have yummy appetizers and there will also be a no-host bar available for drinks. Arriving on time allows you to see and bid on the Silent Auction Tables before they close. You won't want to miss it. At 7:30pm we will enter the dinning room, feast on a fabulous dinner with wine and sparkling water provided, bid on Live Auction items and raise your paddle to support our Fund-A-Need.

**If we choose to make it a late night, any hotel recommendations?**
You're already at the Four Seasons – why not stay the night? Contact the Four Seasons Hotel directly at 206.749.7000 and request the Meridian School Auction rate of $275.

**Where Should I Park?**
There are several parking options. As you decide which is best for you please keep in mind that the auction will end around 10pm and there is a No-host after-auction gathering in the ART Restaurant Lounge of the Four Seasons that is open to all.

**PARKING OPTION #1:** You can park across the street from the Four Seasons Hotel in the Chase Parking Garage(otherwise known as WAMU Building or SAM) for $7.00 weekend rate **BUT** that garage closes at Midnight and if you car is in there past Midnight you will be charged $25 and you won't be able to get it until morning.

**PARKING OPTION #2:** Valet Parking at the Four Seasons Hotel.
$20 Flat Rate for the Event
$36 Flat Rate to for Event and Staying at the Hotel for the night

**PARKING OPTION #3:** There is other street parking and lot parking on Western and Union. The rates vary.
**What are the expectations as far as procurement/donations?**
Procurement by all Meridian community members is crucial to the success of our auction, and typically, each family strives to procure $500 worth of donations. These donations can come in many forms, including goods, services, experiences and desserts. Sponsoring teachers to attend the auction is another way you can ‘procure’ with little effort. We have over 45 faculty/staff and we want to make sure their tickets are covered. Still not sure what to procure? Talk with your grade-level auction representative for help thinking outside the box and being creative!

**What are the procurement deadlines?**
Our final deadline for donor forms is February 6th, 2015. This allows us time to enter all the item information into the catalog and get it to the printer so the community can view it before the auction. We need to receive the actual donated item no later than March 6th, 2015.

**What is a Donor Form? (also referred to as procurement form)**
A donor form is what the donor fills out with their individual or company information and a description and value of the donation. Ensure that the donor receives a copy for their records (the yellow copy is theirs to keep.) We also send a letter confirming and thanking them for their support. Or you can donate directly online at [www.MeridianAuction.org](http://www.meridianauction.org). You can also direct any donors to this site.

**Where to find donor forms:**
- Bulletin Boards (South Annex and Main Office) after Winter Break
- Joan Reynolds (Main office)
- Meridian School Website [www.meridianschool.edu/giving](http://www.meridianschool.edu/giving)
- Development/Auction Office Room 352

**Once I have filled out the donor forms, where do I hand them in?**
Hand in your forms to Joan or Kalifa in the main office and they will put them in the auction mailbox. Or you can email them to hjohnson@meridianschool.edu. If you have entered your donation online and have a tangible item to turn in, we need the item no later than March 6th, 2015 with a copy of the online donation receipt attached. The item can also be dropped off at the main office.

**Last but not least, IF YOU HAVE ANY QUESTIONS NOT ANSWERED HERE, PLEASE CONTACT your procurement class reps or Holly Johnson!**

Shawna Sweeney – Kindergarten
Priscilla Cypiot – 1st grade
Laura Ishak/Kimberly Watson – 2nd grade
Meg Butterworth – 3rd grade
Kris Lee – 4th grade
Emily Raymond – 5th grade
The Meridian School Auction
2015 Sponsorship Prices

The Meridian School’s 32nd Auction will be held on the evening of March 21, 2015 with 300 guests in attendance. Reach your target audience by placing a Sponsor Message in this year’s auction catalog or Sponsor the auction. Along with gaining a wider reputation for supporting a great educational institution in the Seattle community, you’ll be putting a spotlight on your business before the captive eyes of many potential customers.

**Sponsor Messaging:** (Company Logo with Short Message)

- **$75 – Half-page Message** (4.25” H x 5.5” W)
- **$150 – Full-page Message** (8.5” H x 5.5” W)

**Sponsoring:** (Half-page catalog Sponsor Message, Logo on the Meridian Auction Website, Signage at the Auction specific to your level of Sponsorship)

- **$250 Level** (underwrites basic printing costs)
- **$300 Level** (underwrites three tickets)
- **$500 Level** (underwrites entertainment or photo booth)
- **$1000 Level** (underwrites the Dinner Wine or Catalog Printing)

Email your message and logo to hjohnson@meridianschool.edu by **February 6, 2015**.

**Three ways to Sponsor and make payment:**
1.  [www.MeridianAuction.org](http://www.MeridianAuction.org) (Click on sponsor and pay online)
2.  Send a check made payable to The Meridian School (Attention: Holly Johnson)
3.  Call Nancy Reed, Finance Coordinator at 206-632-7154 ext.305

We appreciate your support of The Meridian School. After March 21, 2015 a letter of acknowledgement will be sent to you for your tax records.

The Meridian School is a non-profit 501(c)3 organization.
Donations may be tax deductible. Federal Tax I.D. #91-1005629.
Dear Meridian School Supporter,

The Meridian School’s 32nd Auction “EUROPE – Ticket to Adventure” will be held on the evening of March 21, 2015 with nearly 300 guests in attendance. The generosity of local businesses make such a difference in our school’s ability to offer tuition assistance to families, professional development to faculty, and enhance students’ formative growth as stewards of their local community, engagement in learning, and academic success.

The Meridian School families and friends appreciate business contributions and in return acknowledge your generosity by supporting you. One hundred eighty-five students attend the K-5 Meridian School from all over the Seattle area: West Seattle, Downtown Seattle, Capitol Hill, Magnolia, Queen Anne, Laurelhurst, View Ridge, Wedgewood, Wallingford, Phinney Ridge, Ballard, Greenwood, Blue Ridge, Lake City, Shoreline, Lynnwood, Edmonds, and Everett.

The deadline for donations is Friday, February 6, 2015. Please use the attached Meridian School donation form, which can be mailed, emailed, or faxed to the school. Or you can submit your donation information online at the auction website www.meridianauction.org. An acknowledgment of your thoughtful contribution will be printed in the auction catalog and highlighted on the auction website. Sponsorship opportunities are also available to promote your business to our community and support The Meridian School.

For additional sponsorship information and other opportunities to support our auction please contact Holly Johnson at 206-743-8234 or at hjohnson@meridianschool.edu.

I look forward to presenting your generous donation to the school community and appreciate your support and interest in helping to provide quality education for Meridian students.

Sincerely,

Meridian Parent

The Meridian School is a non-profit 501(c)3 organization.
Donate Fine Wine to Meridian School’s Annual Auction!

Picking up holiday wine? Grab an extra bottle or two for the school auction!

Your donation will go into our Silent Auction and Wine Grab. We are looking for $30+ bottles of wine.

Donate online at www.meridianauction.org, or fill out this flyer, rubber-band it to your donation, and give it to Joan in the school office.

YOUR NAME: __________________________ PHONE NUMBER: __________________________

WINE DESCRIPTION:

→ Value: __________________________ → Varietal: __________________________
→ Winery: __________________________ → Vintage Date: __________________________

DESCRIBE YOUR WINE: (Awards? Appellation History? Characteristics?)

________________________________________________________________________
________________________________________________________________________

For your records, you will receive a donation receipt with the school’s tax ID # and of course, all donations are tax deductible.

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DESCRIBE YOUR WINE: (Awards? Appellation History? Characteristics?)

________________________________________________________________________
________________________________________________________________________

For your records, you will receive a donation receipt with the school’s tax ID # and of course, all donations are tax deductible.
AUCTION DONOR FORM

- Donors: Please Complete All Items
- Please use ball-point pen, press hard
- YELLOW copy for Donor receipt
- OR, fill this out online at www.MeridianAuction.org

1. ______________________________________
   Donor Name for Catalog (Business or Individual name)

2. ______________________________________ 3. __________________________
   Donor Contact Person                     Contact Phone #

4. ______________________________________
   Mailing Address          City          State          Zip Code

5. ______________________________________ 6. __________________________
   Email Address               Website

7. Thank you for your donation of: ______________________________________
   (Brief title of item. Example: Dinner for Two, Zoo Membership, etc.)

8. DETAILED DESCRIPTION OF DONATION:
   (Describe in detail the SIZE, COLOR, CONTENTS and MATERIALS, as applicable)
   ______________________________________
   ______________________________________
   ______________________________________
   ______________________________________

9. RESTRICTIONS/EXPIRATIONS:
   ______________________________________
   ______________________________________

10. ITEM’S FAIR MARKET VALUE (Estimate if unsure): $______________________

11. For Tangible Items to be Displayed at Auction
    _____ Delivery by Donor?   Date _______
    _____ Pickup by Auction Rep? Date _______

11a. For Intangible Items (ie. Certificates, Tickets, etc.)
    _____ Donor to provide by ________ (date)
    _____ Requests for Auction to prepare certificate
    _____ Donor will provide display items

Donor Signature _______________________________ Date _____________

Name of Meridian Parent/Solicitor _______________________________