

Writing a Letter to Perspective Livestock/Baked Goods Buyers

Every year numerous businesses, organizations, and other members of the community attend the livestock auctions on Tuesday and Wednesday evening to support our 4-H members in the sale of their market animals and baked goods products. Without the support of these buyers, there would be no auction. Sending letters to perspective buyers to market your project is a great way to keep the auctions going and get new buyers to the fair.

Who should you send/deliver a letter to?

- Any local business your family patronizes
- Your families Doctor, Dentist, Eye Doctor, Orthodontist or any other specialist you see
- Previous Buyers of your 4-H animal
- Relatives, Family Friends, Neighbors

What should you include in the letter?

- An introduction: Your name, age, club, school, and project
- Something you learned raising this animal or taking the project
- An invitation to the auction including:
 - Fair information
 - Sales Dates, Time and Location
 - How the auction works
- Thanks for their support in the past if they've previously bought an animal
- Picture of you with your project animal
- Information on the buyer's club and an invitation to participate in that if they do not wish to purchase an entire animal

What should you NOT include in the letter?

- Any hardships your family is going through
- Having an asking price for your animal
- Any threats to not do business with them anymore if they don't buy your animal

After you go through the auction, don't forget to find your buyer, thank them, and shake their hand for supporting you. It is also good to thank any other bidders who were bidding on your project if possible.