



2017 Guide to Soliciting Donations

Our annual fundraiser, La Dolce Vita, is the not-to-be-missed event of the year – dinner, wine, dancing and last but not least, the live auction. After the gala, we will have our online auction with an array of fantastic items to bid on. This fundraiser has raised a substantial amount of money for our school in the past and with your help, we hope to meet our goal of \$200,000 this year!

Our expectation is that each family will solicit or donate **3 to 5 items** for the auctions – but we will happily accept more! Both small and large items are welcome, as well as items that can be bundled as part of a larger package.

All items should be received by February 24, 2017.

Auction Items that do well

- Restaurant gift certificates
- Getaways to hotels and private homes
- Tickets to sports events such as Giants, Warriors or 49ers games
- Cultural events: opera, ballet, symphony, theater, concerts, lectures
- Spa/pampering packages: massages, facials, mani-pedi, hair stylists, etc.
- Children's items: books, games, music
- Unusual experiences: sailing on the bay, Maserati for a day, amusement park tickets, behind-the-scenes tour at an unusual business (Pixar, Medical lab), etc.
- Special food and drink related experiences: artisan dinners, special samplings/tastings, special tours, etc.
- Wine and specialty food items like coffee and salumi

Solicitation Tips & Information

- Consider your contacts - a personal connection makes soliciting much easier. Send out our materials through social media and face-to-face at businesses you frequent.
- Provide businesses with information about La Scuola, your connection to the school and what it means to you. We are San Francisco's only Italian-immersion language preschool through elementary school, with a unique IB-Reggio approach
- La Dolce Vita's gala can be a great marketing opportunity. Items will have exposure to over 200 families of La Scuola, as well as friends and supporters of our school.
- Be sure to inform them that La Scuola is a 501(c)3 non-profit organization, which means their donation is entirely tax deductible. You can accept a donation from them on the spot and provide them with a receipt. A formal receipt will be provided following the event.



Count-Me-Ins

“Count-me-in” items - donations of group events or experiences are a great way for us to raise more money to build the La Scuola community. Perhaps you or a group of La Scuola parents could host a cocktail party or a dinner at your house—it can be casual like Margaritas and Mexican food or a more intimate dinner party. Someone you know might be able to provide a tour, a class or a unique event or experience. Adult-only and kid events have both been successful in the past, some examples include - a Top Chef competition, a photography class, a firehouse tour, a cocktail party, a children’s art night.

Forms & Donations

This packet includes:

1. Donor Letter – general information about La Scuola and La Dolce Vita.
2. Factsheet – a quick bullet point version of the gala information for businesses.
3. Donation Receipt – this form should be completed by the donor for their own tax records, and a formal receipt will be sent following the event.

How to Submit Donations

Please complete an online donation form for each item you solicit or donate. The form will be sent out by email and will be available in the bollettino. All items should be dropped off at the Dogpatch or Fell St. office. You will be contacted by the LDV committee if more information is needed, and donors will receive a donation thank you letter for tax purposes after the auction.

Sponsorships

The solicitation team is working hard to secure donations of food, wine and corporate sponsorships for the gala. If you or any of your contacts can assist with any sponsorship items, please contact us.

Questions?

Please contact the LDV team at ldv@lascuolasf.org

We are happy to help with donation ideas & suggestions.