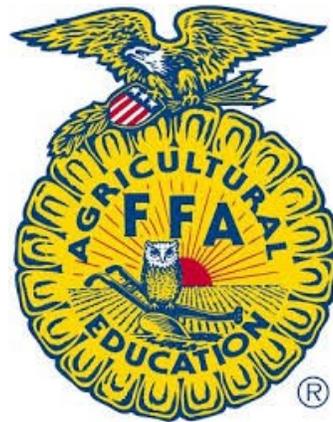


2020 Pima County 4-H & FFA Buyer Letter Contest



Contest Chair: Celia Burkel

DUE APRIL 20, 2020



Buyers Letter Competition Criteria Explanations

Be creative-it does not have to be in a formal letter format. **Total possible points 50**

It must be limited to one page.

1. Letter appropriate to age of youth. **Possible point value + 2** Does the letter have the feel and appropriateness for the age of the exhibitor?
2. No spelling or grammatical errors. **Possible point value +2** Check that the words are spelled correctly and that it is the right word to use. Sentences are structures correctly.
3. Invite the buyer to the Auction with all the correct information included: fair dates, your show dates, auction dates, **your club name, your name and what project you are in**, contact information of Leader or the sales committee for auction questions. **Possible point value +10**
4. Pictures or graphics are a part of the letter. This will assist the buyer in knowing who they are looking for come show time or the auction. **Possible point value +4**
5. Mention the fact that there are other exhibitors out there that they can still help if they are not able to get your animal, (Sibling, club, 4-H, FFA). **Possible point value +4**
6. Purpose of the letter-what is your plan after selling your animal? Why should the person buy your animal? **Possible point value +4**
7. Is anything handwritten? The letter or a handwritten note as part of the computerized letter. Is it signed? **Possible point value +4**
8. Information that personalizes the letter to the buyer. Show that there is a connection between the exhibitor and the potential buyer. Demonstrate in the letter that the exhibitor realizes what the business person does or how they can relate to each other. **Possible point value +10**
9. The “voice” of the writer is evident. Mention of goals, accomplishments, information about the exhibitor (age, years in project, etc.), skills learned, experiences you have had in the project, how this has helped you, relate this to other areas regarding life experiences. You don’t need to list everything- just give a general overview of highlights. **Possible point value +10**

Penalties-Do NOT put these items in your letter. If the following items are mentioned, the points will be **subtracted** from the total earned.

1. Taxes-Any mention of potential tax deduction or contribution - **lose 10 points**
2. Any mention of the buyers’ brunch- **lose 10 points**
3. Use of: To Whom It May Concern, Dear Buyer, Dear Business Owner, or any other generic title-**lose 5 points**

Call or email if you need further clarification on any items.

Celia Burkel 850-1577 or email at PC4HEC@gmail.com

Example Buyers Letter

BELOW IS AN EXAMPLE OR TEMPLATE OF A BUYERS LETTER, YOU CAN USE THE INFO HIGHLIGHTED IN YELLOW IN YOUR OWN LETTER. THE LINKS AND DATES ARE CORRECT FOR THE UPCOMING ONLINE SALE.

Friday, March 27, 2020- **Date**

Dear Mr. & Mrs. Humeumptewa; - **Address Letters Specifically to A Person**

I hope that this letter finds you well! My name is Josh Moore and I am a member of the Haymakers and Homemakers 4-H Club. This is my 9th and final year as a 4-H & FFA member. This year, I have participated in a number of 4-H projects and have been active in my FFA Chapter as well. After I graduate from high school, I hope to attend the Arizona Western College to earn my certificate in HVAC operations so I can come back to my community and start a small business that provides heating and cooling maintenance for our community!- **Tell about yourself and your goals**

It has been a whirlwind of a year, but I wanted to take the time to invite you to participate in the 2020 Pima County Junior Livestock Sales, Inc. auction for 4-H & FFA members in Pima County. Your support over the years has helped me and many other 4-H & FFA Members reach their goals. Also, your Bermuda hay grown at H & M Farms has been a great roughage source for my market steer this year. I anticipate that my 1235-pound Angus cross steer (Tag #123) will yield a well marbled carcass! In addition to my steer, there will be many other animals up for auction and we could all use your support!- **Include info about how to find your animal.**

Due to the prevention measures for the COVID-19 pandemic, the Pima County Junior Livestock Sales, Inc. has had to convert the normal auction into an Online Auction. Both the large and small stock auctions will last an entire week. You will be able to log in and bid regularly or set up a proxy bid system on the site. The Online Auctions for Livestock and Small stock are scheduled as follows:

Small Stock Auction: Beginning Monday, April 20th at 10 AM and begins closing on Saturday, April 25th at 3:00 PM
Livestock Auction: Beginning Saturday, April 25th at 10 AM and begins closing on Saturday, May 2nd at 12:00 PM

You will have to register as a buyer on the new website. The website can be viewed on the following website: www.pcjlsi.org where you will be re-directed to the auction platform (<https://pimacountyjuniorlivestock.hibid.com/>). Once there, you can register for either the Small or Large Stock Auction by clicking the button that reads "Register to Bid." Once this happens, a pop-up window will open where you can register as a "New Bidder." The window will ask for an email address and prompt you to create a profile. Once the profile is created with a username and password, you will then be able to see all of the lots on the website once the Online Auction opens.

Should you run into any problems, please visit the www.pcjlsi.org website where the committee will have Youtube Videos to help you navigate the site. Additionally, the committee will have a HELP HOTLINE available after April 16th at 520-626-4773 for you to call.

4-H & FFA members from all over Pima County have worked hard this year to raise top quality livestock for the sale. Please consider checking out our online auction and supporting us. Thank you for being a long-time supporter! If you have any questions about finding my animal on the online website, you can contact me by emailing my parents email (momsemail@yahoo.com) and I can find where my animal is on the website and send a follow-up to make sure you can find it. Thank you for your time and consideration!

Respectfully yours,



Josh Moore
Member- Haymakers & Homemakers 4-H Club



Entry form for Buyers Letter Competition (Attach a COPY of the letter you sent to a buyer.)

All entries must be identified to be judged. This signed form must be attached, for the letter submitted, in your envelope to enter the contest.

Name _____

Age _____ Address _____

Phone _____

Please submit this letter for the competition as an entry in the: (check only one)

If you are 8 but not yet 12 years old as of January 1, 2020, you will enter as a junior for this competition.

If you are 12 but not yet 15 years old as of January 1, 2020, you will enter as an intermediate for this competition.

If you are 15 years but not 18 years before January 1, 2020, you will enter as a senior for this competition

Junior

Senior

(You can enter **one** letter for this contest, one to a new buyer **or** one to an existing buyer. The content of each letter should be geared towards each type of buyer.)

Release for promotional purposes: (Check only one)

I agree to allow my letter to be a part of the exhibit for the promotion of this competition.

I do not want my letter to be a part of the promotion of this competition.

Signature of person entering the contest

Mail your entry to:

PCJLS Letter Contest

17315 S. Camino de las Quintas

Sahuarita, AZ 85629-9738

Entries must be **received by APRIL 10, 2020** to be considered eligible. All exhibitors that are eligible to sell at the auction can enter this contest.

Call or email if you have any questions. Celia Burkel 850-1577 or PC4HEC@gmail.com