

Things you should include in your Buyers 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, how you raised it, and what 4-H club you belong to. They may choose to bid on your animal based on your club affiliation if they recognize your club from your activities that they have heard about.

3.) The fair dates

*This helps the buyer because they will know when the fair is and that way they can attend the fair. If they have fun and enjoy themselves they would be more likely to come back. If they don't know the dates of the fair then they won't know when to come and look at your animals.

4.) The sale dates, times and locations

*In order for the buyer to bid on your animal they will need to know when the auction is and where it is. If you can't get them to the auction then they can't bid on your animal 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.) Inform them where they can get more information

*People sometimes have questions that you haven't answered in your buyer letter. This tells them where they can go to get answers those questions.

7.) Thank them for previous participation if they are a buyer 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.

8.) Personalize the letters

*This is good because most buyers like letters that are signed by a real person and not photocopied letter, and also they like their names on the letter not just Dear Buyer. The more individualized a letter is, the more likely a person is to read it.

9.) Consider adding a picture of you and your animal

* This can help people see what your animal looks like. Some people think that pictures of animals are cute and this may help them decide to bid on your animal instead of somebody else's or not bidding at all.

Buyer Letter Format

INVITEE NAME (or BUSINESS)
STREET ADDRESS
CITY, STATE ZIP – 0000

TODAY'S DATE

DEAR _____ ,

In the first paragraph talk about yourself and what you have done in FFA (example: My name is _____ . I am in the Lompoc FFA Chapter and this is my _____ year in FFA.

In the second paragraph talk about the fair you go to and talk about the kind of animal you are raising and how many years you have raised that animal as a FFA project.

In the third paragraph tell them when the fair and auction are (Fair: Tuesday July 11th-Sunday July 16th; Auction: Saturday, July 15, 2006 at 8am in the Santa Barbara County Fair Auction Barn). Invite the buyer to the fair. Encourage the buyer to go to the auction. Also, advise the buyer of the showmanship date (Tuesday July 11th @ 8am) and time for your species and encourage them to attend that event at the Fair.

In the fourth paragraph, tell the buyer that you hope to see them at the Fair and hope they will consider bidding on one of your animals.

Sincerely (or Yours Truly, or any other polite closing),

Your Name
Your FFA Chapter
Your Street Address
City, State Zip-0000

Buyer Letter Samples

July 7, 2006

Foster Feed
2030 Gold Rock Road
Weaverville, CA 96093

Dear Mr. Foster,

This is my second year in FFA. I am a member of the Lompoc FFA Chapter. I would like to invite you to the Santa Barbara County Fair and Livestock Auction.

The swine sale is at 8 am at the auction barn. I am planning to sell my market hog at this sale.

I have spent a lot of hours on feeding, watering, walking, and grooming Butch, my Hampshire market hog, for show and sell at the Santa Barbara County Fair. I hope you will be able to attend one or more of this year's sale to support FFA project animals.

Come enjoy a day at the Fair, see all the FFA animals and spend some time in the auction barn. Your bids will make a difference whether you buy "Butch" or some other member's FFA animal.

Your support of the 2006 Santa Barbara County Fair and Auction will be greatly appreciated by all FFA members. If you have any questions, please contact the Santa Barbara County Livestock office at 805-348-9173.

Sincerely,

David Booster
Lompoc FFA
5678 Way Rd.
Lompoc, CA 93436

July 5, 2006

Tops Super Market
Mr. Ryan, Manager
120 Main Street
Weaverville, Ca 96093

Dear Mr. Ryan,

Last year you purchased my pen of market rabbits from the Santa Barbara County Small Animal Sale. Thank you again for your purchase, I used the money I earned from last years sale to buy my market chickens and rabbits for this year.

I am going back to the Santa Barbara County Fair – July 11-16. I will be showing and selling my pens of market chickens and rabbits for this year. I have learned a lot through FFA with my projects. Some critical lessons I have learned are responsibility and time management. This is important since I am trying to balance schoolwork, school sports, and church youth group.

I wanted to invite you to the Fair. You can bring your whole family to enjoy seeing the FFA animals, entertainment and eating the great fair food. Don't forget to visit the Rabbit and Poultry Barns.

After you take in all the great fair fun, I hope you attend one of the Livestock Auctions. The Rabbits and Poultry will be selling on Saturday August 26, at 10:00 in the Showmanship arena. If you have any questions, don't hesitate to call the Santa Barbara County Livestock Office at 805-348-9173.

Thanks once again for your support last year. You helped me be able to participate another year in FFA with rabbit and poultry projects.

Sincerely,

Billy Bob
Lompoc FFA
5678 Way Rd.
Lompoc, CA 93436