

Tips for Contacting Prospective Clinton County Junior Fair Livestock Buyers

For the Clinton County Livestock Auctions to be successful, exhibitors must encourage businesses to show their support for the youth and their livestock projects. The best way for students to get these businesses support is through personal contact with the buyers. Meeting with a prospective buyer and telling them about yourself and your project will make a lasting impression of yourself and the youth organization you represent.

Personal Visits:

- Visit at least two weeks before the fair. It is a good idea to send a letter earlier in the year as businesses set their budgets for the season.
- Be neat and clean in your appearance (official dress) and wear a smile. ☺
- Be positive and appreciative, even if person expresses they won't be attending the auction.
- Present a hand-written letter including Date, Time & Place of Auction. Pictures of you with your project are a nice addition.
- Mention to the buyers that they don't take home the animal. Producers Livestock in Hillsboro takes all livestock. The buyer pays a premium for the project. (Poultry projects are the only projects offered to the buyers.)
- Thank the person for their time.
- Mention that the 4-H Committee displays a thank you in the paper to thank buyers.

Writing Letters:

- Use neat, handwritten or type letters including date, time, & place of auction.
- Complete a rough draft and check your spelling & grammar.
- Share something about your project.
- Encourage supporting all members of the project or fair, not just yourself.
- Thank individuals for their time.
- Be POSITIVE

Sample Sentences:

- "Your support would be greatly appreciated"
- "I'd like to invite you to be a part of the 2010 Clinton County Junior Fair Auction"
- "Besides purchasing high quality (beef/pork/rabbit/poultry/butter/lamb/goat/swine), participation in our auction provides a great advertising opportunity."
- "This is a perfect way for your business to show its support and commitment to the future success and activities of Clinton County youth."
- "Youth from across the county work hard at producing high quality animals"
- "By bidding on my animal, you'll show support for continued growth in animal projects."
- "What a great learning experience I've had working with my animal."
- Let your personality and pride in your project shine!