



GUIDELINES FOR SENDING INVITATION LETTERS TO POTENTIAL BUYERS

Every Hyde County 4-H livestock project member is expected to contribute to inviting buyers to the Hyde County 4-H Livestock Show and Sale. Buyers typically appreciate a personal invitation to attend the auction, but it is vital to make the request in a suitable manner. To guide your efforts in writing invitation letters to potential buyers for this year's event, please refer to the following tips listed below. Invitation letters should be handwritten and addressed to individuals or entities with whom you or your family have established personal or professional relationships, including local businesses, healthcare providers, insurance agencies, restaurants, churches, local farmers, banking institutions, agricultural organizations, car dealerships, 4-H alumni and supporters, relatives, and friends. It is essential to invite past buyers and encourage new buyers to join us as well. The participation of buyers is crucial to the success of the show and sale for all livestock project members involved.

Things You CAN Include in Your Letter

- Information about yourself
- Information about your livestock project
- What you have learned during this livestock project
- Unique information about your animal
- Tell exciting and appropriate stories about your livestock project journey
- What 4-H has meant to you
- Plans for future projects
- Share Hyde County 4-H Contact Information – 4-H Extension Agent: Lee Brimmage, Email: lee_brimmage@ncsu.edu | Office Phone: (252) 926-4487 | Website: <https://hyde.ces.ncsu.edu/4hlivestockshow/> | Facebook: @HydeCounty4H | Instagram: @hydecountry4h | Office Address: 30 Oyster Creek Road, Swan Quarter, NC 27885 | Mailing Address: PO Box 219 Swan Quarter, NC 27885.
- Thank past buyers for their continuous support

What NOT To Include in Your Letter

- Asking the person to simply purchase your livestock project
- Asking for extra donations and/or sponsorships
- Setting or asking for a specific purchase price or bid
- Repercussions/Threats if they don't purchase or bid on your livestock project
- Statements related to personal hardships, financial responsibilities, etc.
- Inappropriate stories and negative experiences

Letter Etiquette

- Handwritten notes are **REQUIRED**. This personal touch is genuine and well received.



- Show your creativity by including photos of you and your animal, drawings, etc.
- Write neatly and clearly
- Proofread your letter for punctuation errors and other mistakes
- Write with a genuine, excited, and positive tune
- Take your time and put some thought into each sentence
- Address your letters and envelopes correctly

Social Media Etiquette

- Post pictures of you working diligently on your livestock project
- Share Hyde County 4-H Livestock Show and Sale Information (Date, Schedule, Location, etc.)
- Invite family, friends, 4-H supporters, and community members to come watch all exhibitors
- Do not request donations, ask people to purchase your livestock project, solicit funds on behalf of Hyde County 4-H.

SAMPLE 4-H POTENTIAL BUYER LETTER #1

(courtesy of Iowa State University Extension and Outreach)

July 8, 2014

Clark's Excavating
1000 Clark Road
Springfield, OH 45502

Dear Mr. Clark:

My name is Whitney Green, and this is my first year in 4-H. I am taking a market lamb project. My lamb is a wether and his name is Duke. I have spent a lot of time with Duke this summer. I have walked him, fed him, and even given him a bath.

I will be showing and selling Duke at the 2014 Clark County Junior Fair. I would like to invite you to the Clark County Junior Fair Market Lamb Sale on Wednesday, July 23 at 9:00 AM, Clark County Fairgrounds Sheep Barn.

I hope you will be able to come to the Fair to see all the 4-H and FFA sheep at the Auction. I don't know what time Duke will sell in the sale. But please come to the Market Lamb Auction and bid if you find a lamb you would like to try to buy.

My 4-H club advisor told me you can request a Buyer's Packet by calling the Livestock Sale Committee at 244-4047. I hope you have a chance to come to the Fair and see all of my 4-H club's sheep.

Sincerely,

Whitney Green



SAMPLE 4-H POTENTIAL BUYER LETTER #2

(courtesy of UC Cooperative Extension of Mendocino County)

July 11, 2006

Dear J. J. Kind,

This is my seventh year in 4-H. I am a member of the Big Clovers 4-H Club. I would like to invite you to the Trinity County Fair and Livestock Auction. There is one day of sales at the Trinity County Fairgrounds. The first sale is the sheep sale on Saturday, August 26 at 12:00 pm at the lamb showmanship arena. The steer auction is at 1:00 pm at the steer showmanship arena. The swine sale is at 2:00 pm at the swine showmanship arena. I am planning to sell my market hog at this sale. Small animals sell on Friday August 27 starting at 8:00 AM in the swine arena.

I have spent a lot of hours on feeding, watering, walking, and grooming Butch, my Hampshire market hog, for show and sale at the Trinity County Fair. I hope you will be able to attend one or more of this year's sale to support 4-H project animals.

Come enjoy a day at the Fair, see all the 4-H animals and spend some time in the auction barn. Your bids will make a difference whether you buy "Butch" or some other member's 4-H animal.

If you need a buyer's packet, please contact the Trinity County Fair Livestock Auction Committee at 555-1111.

Sincerely,

Bill Hub

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