
2014 POLK COUNTY YOUTH FAIR

BUYER LETTER CHALLENGE

The Challenge: Research, send letters to, and follow up with a minimum of 20 potential buyers for your market project animal!

CHECKLIST:

_____ Read the Polk County Youth Fair rule book, pages one through eight, and the rules for your specific division

_____ Read the info sheet called "Using Buyer Letters to Get the Most Out of Your Market Animal Project" at www.pcyf.net

_____ Figure your *break-even* price per pound to sell your animal. Your costs should include original cost to purchase your animal, all feed and care costs, administrative sale fee (5%), costs of entry. **What is your break-even cost per pound?** _____

_____ Decide on your profit goal based on price per pound and add-ons. **How much profit do you hope to make on your market animal?** _____

_____ Officially sign up for the challenge by contacting Nicole Walker at naw@ufl.edu, and be added to the *Challenge* email listserve for updates

SUGGESTED DEADLINES:

- ✓ Oct. 12: Draft your buyer letter
- ✓ Oct. 19: Make a list of **30** potential buyers
- ✓ Oct. 19: Send your letter to your 4-H leader, FFA advisor, FCCLA advisor, Nicole Walker at the Extension Office, or another trustworthy teen or adult, for proofreading

- ✓ Oct. 26: Get letter back from proofreader and make corrections if needed
 - ✓ Nov. 2: Get names, titles (Miss, Mr., Dr., The Honorable, etc.), and addresses for the first 10 of your potential buyers
 - ✓ Nov. 9: **Your first 10 letters should be sent by this date**
 - ✓ Nov. 16: Get names, titles, and addresses for the next 10 potential buyers on your list
 - ✓ Nov. 23: **Your next 10 letters should be sent by this date**, for a total of 20 letters sent
 - ✓ Thanksgiving Vacation Bonus!
 - Get names, titles, and addresses for the next 10 of your potential buyers and put the letters in the mail on or before Monday, December 2
 - Congratulations! You'll have **30 potential buyers and add-on sponsors** in your back pocket!
 - Don't be concerned about how many other exhibitors may have written to the same buyers. The more letters a potential buyer gets, they more likely he or she will attend the Fair!
 - ✓ Jan. 6, 2014: Copies of two of your potential buyers letters are due to the Youth Fair office by this date
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FOLLOW UP:

KEEP RECORD OF WHO GOT THEIR LETTERS

- ✓ Keep these notes:
 - Name
 - Date of follow up contact (*try to get in touch with each one before January 1*)
 - Method of contact (mail, phone, email, face-to-face, or other)
 - Response of potential buyer (interested in coming to Fair?)
- ✓ Week of January 20, 2014: call, email, or mail your potential buyers with reminders of your show and sale dates

BEFORE YOU LEAVE TO ATTEND THE FAIR:

- ✓ Draft thank you letters for your buyer, bidders, and add-on sponsors
 - Send the letter to someone to proofread while you're at the Fair
- ✓ Get lots of rest! It's almost show time!

AFTER THE YOUTH FAIR:

- ✓ Send your thank you letters to your buyer, bidders*, and add-on sponsors
 - *If you can, ask someone else to keep track of your bidders during the auction. It's good to thank those who are driving up the price of your animal but don't actually end up buying.
 - Some of your bidders may become add-on sponsors
- ✓ Send a follow up postcard, letter, or email to **all** of the potential buyers you originally contacted
 - Let them know how your fair experience went
 - With all this extra effort, they will remember you for next year!
- ✓ Turn in a copy of your buyer's thank you letter to the Youth Fair office (if you want to get paid!)