



WRITING A BUYER LETTER



You have spent months working hard on your 4-H, FFA, Grange or Pony Club project, and now it's time for the fair! To get the best price possible for your project animal, you need to write a buyer letter to invite prospective buyers to attend the fair and bid on animals. Additionally, a buyer letter and completed Country Store Record Book are required for potential animal purchase if spending thresholds have been met.

..... ABOUT BUYER LETTERS

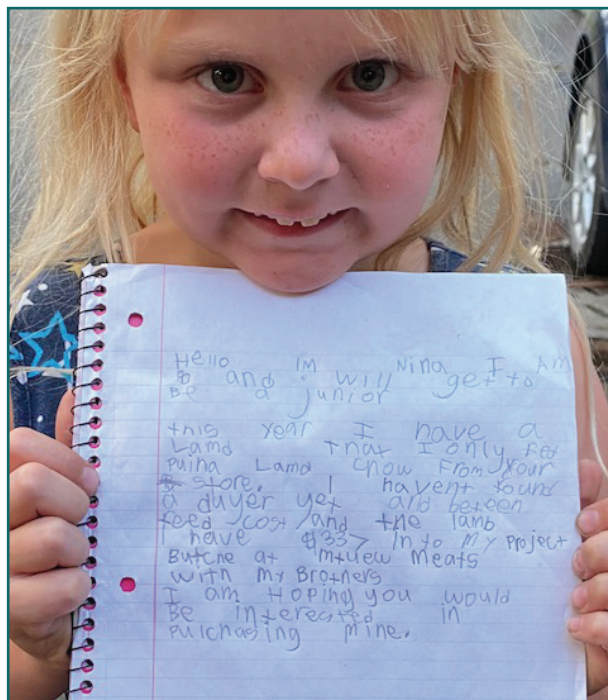
WHAT IT IS:

A buyer letter is a letter that a 4-H, FFA, Grange or Pony Club member sends out to potential buyers before their fairs and livestock auctions to tell the buyer a little about themselves and their animal, and to invite them to buy animals at the upcoming event.

WHO SHOULD RECEIVE IT:

You should send a buyer letter to anyone who might attend! This could be your family, your neighbors, your animal vet, your dentist, or your feed store.

HINT: That means sending a letter to your Country Store! To be eligible for purchase of market animal or add-ons, you must bring your letter and completed record book to the Country Store to meet with our store manager no later than two weeks prior to the livestock show you plan to attend!



..... MUST INCLUDE

INFORMATION ABOUT YOU

Name, age, contact info, total cost of your project & your club

Also consider adding a photo and personalizing the letter by listing the top three things you learned this year; buyers will be more likely to purchase your animal if they have a connection with you!

INFORMATION ABOUT THE SALE

Dates, location, times, bid number applications



If circumstances beyond your control prevent you from doing an in-person presentation, please contact Wendy at (360) 757-6053. If arrangements are not made prior to your auction, you will be not qualify to receive support.