Dear Federationists,

Thank you for participating in the 2014 Bid for Equality National Auction! Without your dedication and scouting, the auction could not exist. Outlined below are some logistics and helpful hints to think about when acquiring a package.

General Information:
The deadline to turn in a package to be featured in the auction is Halloween, October 31, 2014.

Please send complete packages to:

Raquel Brown

National Federation of the Blind

200 East Wells Street

*at Jernigan Place*

Baltimore, MD 21230

The auction will be active and open for bidding starting on Black Friday, November 28, thru Giving Tuesday, December 2, closing on Thursday, December 4, 2014.

What we are looking for in a package this year:

* Minimum donation value: $300
* Authentic to your city/ state
* If you are donating food or alcohol, gift certificates are preferred to the physical food or drink.

What we cannot accept:

* Perishable food items
* Bottles of Alcohol

Here are some examples of the packages that did the best last year:

* South by Southwest Music Festival: 2 Music Badges with hotel accommodations!
* Weekend for 2 in New York City!
* Stunning Pearl Necklace and Earring Set- 14 karat white gold
* Discover Philadelphia package: Hotel stays, city and museum passes, and more!

Quick and easy ideas for making asks:

* Ask the hotel that is hosting your state convention for a donation of rooms, meals, or anything else they offer.
* Is there a restaurant where you hold your chapter meetings? Ask them for a certificate.

Here are some stats from last year that might help you choose what to look for in a package:

* + Travel had the most bids.
	+ All unique experiences sold well.
	+ Memorabilia reached 90% of total value.
	+ Entertainment reached 38% of total value.
	+ Tickets and sports reached 48% of total value (for example: Thunder basketball game).
	+ Baskets made less than 28%. We suspect that tangible items don't do as well because people like to touch, see, and feel the items before they purchase.

Below are pieces of info that we will need about your package upon submission. We want to let you know these in advance so you can think about them when acquiring your packages.

* Logo of the company who donated
* Description of the company who donated
* Descriptive title of package
* Description of package
* Estimated package value
* If your package has a certificate, please include it.
* If your package is composed of loose items, please send a basket or container for items to be presented in.
* Any fine print about the package, or any special notes that are not evident. Examples of this include:
	+ Caveats, i.e., dates or times when the item/certificate cannot be used or redeemed
	+ Closing dates
	+ Whom to contact if won
	+ Confirmation number(s)
	+ Package verification on company’s original letter head

How to submit a package:
This year we will be using an electronic submission form. Please click this link <https://nfb.org/bid-equality-2014-affiliate-donation-form> and fill out the form before you send your package to Raquel at our national office.

How to bid on packages:
Everyone can participate by registering, and inviting others to register, to cast their bid for equality by visiting: <http://www.biddingforgood.com/bid-for-equality>.

Michelle Chacon of Colorado is Chairperson of this campaign.  You can email questions to bidforequality@nfb.org, or call the NFB Jernigan institute at 410-659-9314, extension 2357.

We look forward to seeing all of the unique and attractive packages you create!