



**Parents of PS 334, Inc. The Anderson School**  
Planetarium Station, P.O. Box 339, New York, NY 10023

## **GUIDE TO HELPING / GETTING GREAT DONATIONS**

The Anderson Annual Auction is coming up on Saturday, March 28, 2026. Funds raised at the auction contribute to classroom assistants, arts programming, technology, sports, and other enrichment programs that directly benefit every Anderson student. This the school's biggest fundraising event of the year, and its success relies upon the support of our full community

### **1. Procure Auction Items – it's as easy as asking!**

We are hoping every Anderson family will help procure auction items. Below are details on how to get going, and here is a [template letter](#) to aid your efforts. Whether it's a gift from a business you frequent, a service you can provide, a special experience from your network, or a stay at a family vacation home all make a huge difference!

**Many businesses need to make donations in THIS calendar year - please start your outreach before 2025 is behind us!**

Businesses that donated last year will receive an email requesting their renewed support via our auction chair email, but **nothing beats a direct personal ask or follow up from a customer / member of our community!**

Donated items must be entered into our [online donation form](#) or send a scanned paper form to [auctionchair@andersonpta.org](mailto:auctionchair@andersonpta.org)

### **2. Help secure in-kind donations for the event**

Please reach out if you can donate or have a great connection that might be able to help! We are seeking Donations-in-kind for Alcohol (wine, beer, spirits), Catering and Desserts, as well as for other professional services (Auctioneer, A/V, DJ, Printing, Photographer, Florist,) that can help us produce a high-quality event while keeping costs low.

### **3. Identify potential event sponsors**

Sponsorships provide vital funding and allow companies to connect with our community of 500+ families. Auction Sponsorship is a great way for a local business to gain valuable visibility with our community while supporting Anderson. A link to various sponsorship packages will be added to this page soon. For now, please email [auctionchair@andersonpta.org](mailto:auctionchair@andersonpta.org) with any leads or questions.

### **4. Join our volunteer team**

Volunteers are still needed in various areas! Set-Up & Operations (night of check in etc) Reviewing Donations, Food & Beverage, Party & Décor, Paddle Raise / Live Program, are just a FEW of the areas where still need volunteer help. Email [auctionchair@andersonpta.org](mailto:auctionchair@andersonpta.org) if you can help contribute!

**Every contribution helps our students shine. Thank you!**

## **GUIDE TO GETTING GREAT DONATIONS**

### **GETTING STARTED**

#### **1. Make a List**

Begin with the people and places you already know. Make a list of PEOPLE - friends, family, coworkers – and think about who has a great connection, cool job, vacation home, or access to something unique. Make a list of PLACES -- Where your child takes/has taken classes or attended camp, and don't forget your favorite restaurant, bakery, boutique, salon, gym, etc...

#### **2. Brainstorm about what a great donation could be and suggest it when you ask.**

High value items include: Vacation Home Stays/Weekends, Restaurant or Culinary Experiences, Tickets (Sports, Theater, Concert), Kids' classes or Camp weeks, Unique Access or Behind the Scenes Access, Professional Services, Potential grade-wide Experiences (would your scientist friend volunteer to do an in-class grade-appropriate activity for a period?). More ideas are below.

#### **3. Just do it! Make the conversation part of your regular interaction with the person or business.**

**4. Be Clear and Reassuring.** Donors can set all terms, including blackout dates, expiration dates, guest limits, and location constraints.

**5. Share Why It Matters.** Parents of P.S. 334, Inc. is a 501(c)(3) nonprofit. Donations are tax-deductible. Funds support programs not covered by the DOE budget. The auction supports valuable programs including:

- Foreign language instruction
- Assistant teachers who support classrooms of 30+ students
- Chess and instrumental music
- Classroom technology
- Field trips and experiential learning
- Middle school sports programs

**6. Emphasize the Benefits and Highlight Visibility.** Donors are recognized across emails, our online catalog, event materials, and the auction website, and Anderson families love to patronize businesses that support our school.

**7. Think Beyond NYC.** Our online auction reaches bidders nationwide.

**8. Please Avoid Purchasing Gift Cards.** Please do not purchase gift card with cash, there is a risk they sell below face value—direct donations are more impactful.

### **MORE DONATION IDEAS**

- Travel & Getaways — vacation home weekends/weeks, hotel certificates, airline tickets/miles, boat outings, regional trips, passes to local attractions/theme parks
- Unique Experiences — behind-the-scenes tours, meet-and-greets, shadow-a-professional experiences, VIP access, private lessons, stargazing or science experiences.
- Sports & Entertainment — premium seats, memorabilia, lessons, concert/Broadway tickets, movie passes
- Dining & Culinary — chef's tables, tasting menus, cooking/mixology classes, subscriptions, host-a-party packages.
- Kids & Family — camps, party packages, classes, lessons, ski/skating passes
- Health, Wellness & Beauty — spa services, salon services, fitness packages or memberships
- Professional & Home Services — photography, interior design, organizing, tax prep, handyman, tech services.

### **HOW TO SUBMIT A DONATION**

Use the [online donation form](#) or email a scanned paper form to [donations@andersonpta.org](mailto:donations@andersonpta.org)