

Livestock Sale Buyer Letters

Why?

- Inviting prospective livestock buyers to the Fairfield County Livestock Sales is an opportunity for youth to market their animal project to increase profit potential.
- Buyers do like to be personally invited to attend the auction, but the request needs to be done in an appropriate manner.

Who?

- People you and your family may know personally.
- Individuals/organizations/businesses that you/your family engage with.
- Examples: bank, accountant, dentist, doctor, grocery, relatives, and family friends, feed store, veterinarian.
- Consider businesses that support the Fairfield County community.

When?

- Mail your letters (or deliver them in-person) at least 2-3 weeks before fair begins.

Include

- An introduction! Let them know who you are.
- Information about your project and 4-H club/FFA chapter.
- Share what 4-H and/or FFA has done for you - what has the organization taught you or done for you as a person?
- Share your future goals and career aspirations.
- Information about your animal project - type of animal, how long have you been raising your animal, what do you feed it, and anything else you'd like to share.
- The Fairfield County Fair dates, times of shows, and locations.
- The Livestock Sale dates, times, and location.
- Explain how they can participate as a buyer.
- Directions to resources to get more information. The Fairfield County Fair Livestock Sale website is <http://u.osu.edu/livestocksale>
- A *Thank You*, especially if they are a previous buyer.

Do NOT Include

- Add-on forms in buyer letters. Add-on's are at the discretion of each buyer and exhibitors should not ask for them directly. Add-on's can only be made once an exhibitor has an animal that qualified for an individual/group sale slot. Take home animals are not eligible for add-on's.
- Specific requests to buy YOUR project.
- A request for a donation or sponsorship.
- Statements such as, "buy my animal or my family will not do business with you."
- A request for a certain price or bid.
- Statements regarding finances or personal hardships.

Other Tips

- Write neatly and legibly. Or type your letters and print from a computer.
- Be creative! Add a picture of you and your project animal(s).
- Do not ask for buyers to bid on YOUR animal in the show arena on sale day.
- Visit your buyers immediately after you sell your animal and personally thank them with a smile and handshake. Extra buyers gifts are not necessary.
- After the auction, a personal thank you note to each buyer is required and important.
 - You will need to show your 4-H Advisor/FFA Advisor that this is done to receive your sale check in December.
 - Thank you notes should be sent/delivered to your livestock sale buyers by November 1st.
- Remember, buyer letters are an INVITATION to support all 4-H and FFA youth at the Livestock Sales. They are not obligated to support you personally.

Social Media Tips

- Post pictures and videos of you and your project throughout the year - action shots!
- Share dates/times/locations of different events at the fair.
- Invite your followers to come to the fair and support Fairfield County 4-H and FFA youth.
- Do not ask for donations, ask people to purchase your animal, or solicit funds on behalf of 4-H and FFA organizations.

