



The 2010 Hillcrest Benefit Auction Newsletter
April 20, 2010
Volume 1

Celebrate Earth—April 22, 2010 is the 40th anniversary of the first Earth Day, held in 1970. Bring out your inner flower child and celebrate the groove of the early 70's as we bring green awareness and action to Hillcrest with a green theme for the annual **Hillcrest Benefit Auction on Saturday, November 6th, 2010**. Mark your calendars now!

Celebrate ideas—It's not too early to start brain-storming! We want to hear from you at our 2010 auction kick-off brain-storming session. What would you love to bid on? What would be your dream green getaway? What would be the ultimate must have experience that you couldn't miss? Come share your ideas on **Wednesday, April 28th at 7:00 p.m.** at the home of Kelli Brown, 193 Florence Ave. If you can't make it, please e-mail your thoughts to Kelli Brown or Erika Lonergan at 2010benefit@hillcrestpta.org

Groovy party people—Did you know that Hillcrest raised a whopping 22% on parties in the 2009 Hillcrest

Benefit? And that's not even including the fabulous kids parties. Hillcrest was even mentioned by our auctioneers, Reynolds & Buckley, at their recent seminar as extraordinary in our party efforts and an example of strong community building. Keep grooving on and start planning your 2010-2011 event! Not only are the parties fun, but they are crucial to the Hillcrest budget. Boogie on!

And speaking of parties! Testimonials, testimonials —

As you attend the parties you won at the 2009 auction, let us know your thoughts so we can share your testimonial in the 2010 auction catalog. Thank you to Aviva Black for reminding us how important your testimonials are in creating excitement for some amazing not to be missed experiences.

Corporate green —Are you already scratching your head wondering what to donate to the 2010 event? If you are short on ideas, check in with your office to see if they offer corporate matching for charitable

donations. This is a really powerful way to help the Benefit. For example, if you donate \$250, and your employer matches with a \$250 donation, the auction acquisitions team can use that \$500 to solicit vendors with a "buy one, get one free" donation; a much easier way to solicit in-demand items. This will turn the \$500 into \$1,000 of value. Far out! Your donation of \$250 was just quadrupled. But corporate green can take some time, so please get the party started now.

The lingo – In case you are too young to remember (aren't we all?), here is a refresher course on the grooviest expressions of the era: Peace, flower power, far out dude, boogie, funky, wowzers, blast, hangin', threads, what-say? . . .

Green idea of the week – Waste free lunches! Let's save some green at Hillcrest by reducing our trash output. Start packing reusable containers now!

For more auction info - Please visit: www.hillcrestpta.org/funds/auction