



BUYER LETTERS 101




Buyer Letters

So I made the sale with my animal. .
now what??

- You need to send a few buyer letters out **BEFORE** the show!
- There are several buyers groups/ businesses that support the auction. You can also send letters to family members, friends, etc.
- I will send a list of buyers groups to give you a few options to send letters to
- **BE RESPECTFUL!!** You should not be begging for money, tell them about yourself and your project and thank them for supporting you.
- If you do not send buyer letters you are at the mercy of the auction/ barn sale

Buyer Letter Intro



- Your Name
- What animal you're raising
- Show Time
- Auction Time
- Thank them for their support
- Sign it!!
- Can Include Pictures of you and your project

Buyer Letter Example



Hello!

My name is Brooke Lowery and I am a senior at Katy High School and proud to be a four-year member of the Katy FFA. This year, I am serving as the Katy FFA President, and Area III Vice-President and was recently elected as the Katy FFA Sweetheart. I have been so honored to be a part of the largest FFA chapter in the State of Texas and my life has been changed by the life lessons I have learned during my 4 years of raising an animal, competing in both Career and Leadership Contests and in the community service I have conducted.

This year is bittersweet as it is my last. I am raising a goat for the Katy ISD Livestock Show and Rodeo that is occurring Feb. 14-17th at the LD Robinson Pavilion. I'd like to invite you to come out and celebrate all of the hard work of all of the FFA members in Katy ISD. I'll be showing my goat "Altuve" on Friday morning at 7:30.

I've included the schedule and information for you, including all of the ways you can support FFA students, like myself. I invite you to the show, the auction, and to "add on" to my project. The funds I raise will help me pursue my dream of attending Texas A&M in the fall to become an ag teacher.

Your support means so much to me!

Sincerely,

Brooke Lowery
Katy FFA President
Katy FFA Sweetheart
Senior



Ad Ons

Your Friends & Family can donate towards your project!!

- They can go to this link:
<https://auction.showworks.cloud/fair/katy/addon>
- Also have sent out this link & it is on the Jordan FFA Canvas Page
- They will need to register and create an as a buyer and then find your name to complete the Add-on