

Subj: **Help Send a Child to PCA: The 5 W's of the PCA Auction**

*"Wow! I'm blown away!"* said an attendee at last year's Annual Auction. *"I never expected this!"*

And...

*"We always wanted to be a part of the PCA community, but our combined income made it seem impossible. Because of the school's Variable Tuition program, we were able to enroll our two children and the difference in their attitude towards school and even at home is like night and day. Our kids are thriving, and our family is, too. We're so thankful to be able to be here,"* shared a PCA parent.

These are the words of an attendee to PCA's Annual Auction and one of the beneficiary families of it. Together, they capture both the excitement and gratitude of this special event.

Over the course of the school year, you will be receiving frequent communications from our Auction Team regarding Portsmouth Christian Academy's premier fundraiser to benefit Variable Tuition. The auction is an important community event at PCA, so it's essential that we plan early and communicate frequently to ensure the Auction runs smoothly and you have all the information you need. **Valuable information** about all aspects of our auction event will be shared through the following channels:

- All-school Peek of the Week
- Emails
- Newsletters
- [Auction Page on the school website](#)
- Social media
- Paper Peeks at the Lower School level
- Electronic Peeks at the Middle and Upper School levels
- Blog

While you will receive frequent Auction communications, it's **important that you read these communications** in order to stay in-the-know about PCA's largest fundraising event. Yes, some of the information will be repeated, but much will be new or time-sensitive.

## WHAT IS THE ANNUAL AUCTION: THE 5 W'S

PCA's Annual Auction is a fun event that brings together current PCA families and guests in community and fellowship with each other, with the end goal of raising monies that will allow more children to either join the PCA family or remain a part of it each year.

WHO: You, me, grandparents, friends, coworkers, aunts/uncles, church members.

WHAT: A morning Auction, including a live auctioneer, bidding numbers, catered breakfast for ticket-holders, silent auction, and live auction. Auction items include things like: vacation getaways, theatre and sporting tickets, sports memorabilia, restaurant certificates, complete class-themed gifts such as Outdoor Movie Night; For the Kitchen; Game Night; Children's Library; Outdoor Grilling, and so much more!

WHEN: Saturday, March 16, 2024. THIS IS A SCHEDULED ½-DAY OF SCHOOL FOR ALL STUDENTS. Mark your calendar now.

WHERE: Main Gymnasium and Annex, PCA Campus

WHY: To serve the Lord by serving and blessing our community through giving that enables children to join or remain at PCA who could otherwise not afford to be a part of the PCA family.

HOW: Pray, attend, volunteer, give, sponsor.

## WHAT CAN I DO RIGHT NOW?

- **Register.** It all begins with registering for our event [here](#)! Your registration allows you the benefits of bidding online for the silent auction as well as for potential early time-sensitive offers prior to the main event. Get [registered](#) early! Registering does NOT obligate you to purchase.
- **Volunteer.** Getting involved with the Auction is a great way to get to know other parents and work together on a purpose bigger than any one individual! Whether you have a lot or a little amount of time to spare, we have an opportunity for you. Our Auction Kickoff Breakfast is Thursday, September 21, at 8:30 am. Explore some of the volunteer opportunities [here](#).
- **Be on the Lookout.** Early Bird breakfast tickets go on sale in a few weeks. Be on the lookout for that communication. Admission to the Auction is complimentary; fellowship breakfast is for ticket holders.

- **Invite.** Extend the invitation to the Auction to those you know: parents, siblings, friends, fellow church-goers, colleagues, etc. Show others what PCA's culture of compassion and community look like firsthand.
- **Be a Business Sponsor.** Sponsoring the Auction is your opportunity to show your support for Christian education broadly, and for PCA in particular, and helps every qualified student be able to attend PCA. *Over 400 local business owners, families, and community leaders* from the greater Seacoast area attend this event every year. And with PCA's enrollment up again this year, your business has the opportunity to be seen by more people than ever before. Our bidding website is open year-round, and all sponsors at any level are promoted online as soon as they are fully registered. Find out more about sponsoring our event [here](#). The sooner you commit to sponsoring, the longer your business is presented to our community.
- **Donate Items:** Do you have a timeshare or vacation home; youth camp program; theatre or sporting event tickets; special items, services, or skills that you can donate to the Auction? Services and experiences are popular items for bidding. You may make your donation online [here](#).
- **Donate to Your Class Gift:** Class gifts are complete packages presented by each grade, making it possible for all PCA families to participate meaningfully in the Annual Auction. If you are not sure who your Class Gift Coordinator is, please contact [Nicole Marquis](#).

We look forward to working alongside you and seeing you at the Auction in March. If you have any questions that can't be answered by visiting us [here](#), please feel free to reach out to [Elizabeth Nanda](#).