

Writing an Invitation Letter – Format and Content

(Date)

Company Name
Company Address
City, State Zip Code

Dear (person's name)

Hello. I would like to take a moment to introduce myself, my name is *(your name)*. I am a member of the Baltimore County 4-H Program, *(club name)*. I am *(age)* years old and have been in 4-H for *(number)* years.

This is a letter to inform you about my 4-H swine project. This project provided a great learning experience for me as well as others between the ages of 8 and 18. This is a wonderful opportunity for me to learn about responsibility and how to care for an animal.

For my project, I purchased a feeder pig in May to show at the fair. I will take care of my feeder pig, *(name)*, until I show it in a market hog class during the fair. I fed and cared for my hog on a daily basis. After the show, I will sell it in the Livestock Sale. The money raised, minus expenses for the care of my animal, will go to my future projects and college fund.

At this time, I would like to invite you to the Baltimore County 4-H Livestock Sale on July 15th at 6:45 pm at the Maryland State Fairgrounds to bid on my market hog. Prior to the sell, there will be a reception for potential buyers. This will take place at 6:00pm in the Cow Palace. I will meet you at this reception and answer any questions you may have.

By purchasing my market hog, you will receive quality meat for your freezer and consumption. After the sale, the hog will be taken to a butcher and cut up to your specifications. Or, if you would like to contribute to 4-H, you may donate the hog back to be resold and the proceeds will go to your choice of either the Livestock Sale or Scholarship Fund.

Thank you for taking the time to read my letter. I hope you accept my invitation to come and bid on my market hog at the sale. Should you have any questions or need additional information, please feel free to contact me at *(telephone number)*.

Thank you for your consideration in supporting the 4-H Livestock Program.

Sincerely,

(YOUR NAME)
Address

Samples of Good Letters

Dear (person's name)

This is my sixth year in 4-H. I belong to the 4-H Busy Clovers. I would like to invite you to this year's Clark County Junior Fair Livestock Auction. There are three days of sales – July 23-25 at the Clark County Fairgrounds.

The first sale is the Sheep Sale on Wednesday, July 23, 9:00 AM at the Sheep Arena. A new Art Auction will begin at 12:30 PM followed by the Dairy Feeders and Dairy Milk Sale at 1:00 PM, Wednesday, July 23 in the Sheep Arena. The Swine Sale is Thursday, July 24th, 9:00 AM in the Swine Arena. I am planning on selling my market hog "Butch" at this sale. Small Animals sell on Friday, July 25th starting at 8:00 AM in the Champion Center Banquet Hall, Market Goats at 9 AM in the Cattle Arena, Baking Auction at 12:30 PM in the Expo Center followed by the Market Beef Auction.

I have spent many hours feeding, watering, walking and grooming Butch, my Hampshire market hog, for show and sale at the Clark County Fair. Other members in my club are showing sheep, dairy feeders, and turkeys. I hope you will be able to attend this year's sales to support 4-H members.

Come enjoy a day at the Fair, see all the 4-H animals and spend some time in the auction barn. Your bids will make a difference whether you buy "Butch" or some other member's 4-H project animal.

If you need a buyer's packet, please contact the Sale Committee at 123-4567.

Sincerely,

(YOUR NAME)

Address

Dear (person's name)

My name is Whitney Green and this is my first year in 4-H. I am taking a market lamb project. My lamb is a wether and his name is Duke. I have spent a lot of time with Duke this summer. I have walked him, fed him, and even given him a bath.

I will be showing and selling Duke at the 2014 Clark County Junior Fair. I would like to invite you to the Clark County Junior Fair Market Lamb Sale on Wednesday, July 23 at 9:00 AM, Clark County Fairgrounds Sheep Barn.

I hope you will be able to come to the Fair to see all the 4-H and FFA sheep at the Auction. I don't know what time Duke will sell in the sale. But please come to the Market Lamb Auction and bid if you find a lamb you would like to try to buy.

My 4-H club advisor told me you can request a Buyer's Packet by calling the Livestock Sale Committee at 123-4567. I hope you have a chance to come to the Fair and see all of my 4-H club's sheep.

Sincerely,

(YOUR NAME)

Address

Dear (person's name)

I am David Gold, President of the Clark Star FFA Chapter. We have thirty FFA members participating in the 2014 Clark County Junior Fair – July 18-25. Many of the members will be showing dairy feeders and then selling them on Wednesday, July 23.

As the chapter's President, I would like to invite you to the Dairy Feeder Sale that follows the Sheep Sale in the Sheep Arena, 1:00 PM. There will be nearly 250 dairy feeders sold by 4-H and FFA members at the Auction.

I have enclosed a 2014 Buyer's Packet that tells you about all the Clark County Junior Fair Livestock Auctions – July 23-25. You can decide what day you want to come enjoy the Fair and take in some of the Auction. You may also invite friends or join with other businesses to purchase an animal(s) together out of the Livestock Auction(s). The enclosed Buyer's Packet explains how multiple buyer sells will be handled and processed.

Your support of the 2014 Clark County Junior Fair Livestock Sale will be greatly appreciated by FFA and 4-H members. If you have any questions, please contact the Clark County Livestock Sale Committee at 123-4567.

Sincerely,

(YOUR NAME)

Address

Dear (person's name)

Last year you purchased my pen of market rabbits from the Clark County Junior Fair Small Animal Sale. Thank you once again for your purchase, I used the money I earned from last year's sale to buy my market chickens and rabbits for this year.

I am going back to the Clark County Junior Fair – July 18-25. I will be showing and selling my pens of market chickens and rabbits. I have learned a lot through 4-H with my projects. Some critical lessons I have learned are responsibility and time management. This is important since I am trying to balance school, high school sports, 4-H and church youth group.

I wanted to invite you to the Fair. You can bring your whole family to enjoy seeing the 4-H and FFA animals, entertainment and eating the great fair food. Don't forget to visit the Rabbit and Poultry Barns.

After you take in all the great Fair fun, I hope you attend one of the Junior Fair Livestock Auctions. The Rabbits and Poultry will sell Friday, July 25, 8:00 AM in the Champion Center Banquet Hall. But there are also sales on Wednesday and Thursday. I have enclosed a Buyer's Packet that outlines all the sale days. If you have any questions, don't hesitate to call the Livestock Sale Committee at 123-4567.

Thanks once again for your support last year. You helped me be able to participate another year in 4-H with rabbit and poultry projects.

Sincerely,

(YOUR NAME)

Address

Sample Letters of Letters NOT To Use

Dear (person's name)

My name is Rebecca. I live on a farm in Bethel Township with my mom, dad, brother and sister. I am going to be showing a market goat. My brother and sister are showing dairy feeders.

We will be showing our 4-H project animals at the Clark County Fair, July 18-25. We would like to ask you to come and buy our project animals. We need them to sell for a good price, so that we may pay for the feed and still have money for us to spend.

If you can't come to the Auction, that's okay you can send us \$50 or more. We can use this money towards purchasing our project animal at the fair by putting your money with other businesses money we are contacting.

Thanks for helping me, my brother and sister!

Sincerely,

Dear (person's name)

I know that you have been buying livestock at the Clark County Junior Fair for many years. I would like you to buy my prize market hog "Chester" at this year's Clark County Junior Fair Market Hog Auction, Thursday, July 24, 9:00 AM in the Swine Arena, Clark County Fairgrounds.

You can purchase my hog by yourself or you may ask friends and other businesses to join you to buy my pig. You can learn how to buy my hog with other people by requesting a Buyer's Packet by calling the Sale Committee at 244-4047.

If you can't come to the Hog Sale you can send me a donation towards my hog project. I can add your donation to my hog's sale price. Just send your check to Joe Hamp, 1444 Rural Road, Springfield, 45502.

Thanks for helping me out with my hog project.

Sincerely,

Dear (person's name)

This is my last year showing at the Clark County Junior Fair. I have been taking 4-H and FFA projects for ten years. The money I have gotten for my livestock projects I have used to buy my pickup and put gas in the tank.

This year I will be showing a market steer and a market hog. I really need to make lots of money on these projects, since it is my last year. I need for you to come to the Market Hog Sale on Thursday, July 24, 9:00 AM and to the Market Beef Sale on Friday, July 25, 1:00 PM.

If you can't come to the sale, you could send a bid to my father. He could bid for you – I was thinking maybe \$5.00/lb for the market hog and \$4.00/lb. for the market steer. My market hog weighs 240 lbs. and my market steer weighs 1250 lbs. I thought you would want these weights so you could figure the amount of money you would be spending.

Thanks for helping to make my last year at the Clark County Fair a profitable and memorable one. I will be looking for you at the Sales.

Sincerely,

To Market, To Market Writing Letters to Potential Buyers

Why Write A Buyer's Letter?

- ⊗ **Your Responsibility To Help Get New and Returning Buyers to the Livestock Sales**
- ⊗ **Buyers Like A Personal Invite From Kids**

Who Do I Send A Letter To?

- ⊗ **Your Family's Doctor, Dentist, Eye Doctor, Orthodontist**
- ⊗ **Your Family's Insurance Agent, Banker**
- ⊗ **Your Family's Grocery Store, Restaurants, Hair Stylists, Mechanics**
- ⊗ **Your Family's Veterinarian, Feed Store, Implement Dealer, Car Dealer**
- ⊗ **Previous Buyers of Your Project Animals**
- ⊗ **Relatives, Neighbors, and Family Friends**
- ⊗ **Parents or Your Workplace**

What Should I Write in a Letter?

- ⊗ **Information About Yourself**
- ⊗ **Information About Your Project and Club**
- ⊗ **Fair Dates**
- ⊗ **Sales Dates, Time and Locations**
- ⊗ **How They Can Participate?**
- ⊗ **Where They Can Get More Info?**
- ⊗ **Thank You!**

What Should I Not Write in a Letter?

- ⊗ **Asking the Person To Just Buy Your Project**
- ⊗ **Asking for a Donation or Sponsorship**
- ⊗ **Buy My Animal or We Won't Do Business With You!**
- ⊗ **Asking For A Certain Price or Bid**
- ⊗ **Statements Related to Your Debt, Family Hardships, etc.**

Letter Etiquette

- ⊗ **Send Your Letters Out About 2 Weeks Before Fair Begins**
- ⊗ **Write Neatly or Create Your Letters on the Computer**
- ⊗ **Be Creative – Add clip art, pictures with your project animals, create your own paper and envelopes.**