

# Buyers Letter & Dress Code Reminders

A dark blue diagonal graphic that starts from the bottom left corner and extends towards the top right corner, creating a triangular shape in the bottom right of the slide.

# Show Dress Code

- Very high standards
- Can forfeit all show proceeds if rules are violated

## We give you:

- Official FFA Jacket
- FFA scarf (ladies) or tie (gentlemen)
- If you are expecting a new one this year, they are on their way!

## You get on your own:

- Black jeans-minimal embellishments
  - No holes
- Black closed toe shoes
  - Boots recommended
- White collared shirt
  - Does not have to have long sleeve
- Black socks
- IF you wear a belt, it has to be black but it's not required.

# Show Dress Code

- **What else?**
  - No unnatural hair color
  - Clean shaven, no facial hair
  - Boys hair must be off the ears and collar
  - Boys may not have earrings
  - No visible body piercings-girls may have their ears pierced.
  
- **When do I need this by?**
  - We suggest you starting looking for these items now. Black jeans and solid black boots are hard to find. Many brick and mortar stores around here will be out by February due to demand.

# What is a Buyer's Letter?

## Why should we write them?

- Buyers Letters are letters that are sent to potential buyers in hopes that they will purchase your animal at the KISD Livestock Show.
- They can also be used to solicit add-ons if the entire purchase isn't possible
  - Especially popular with friends and family
- Your animal is not guaranteed to sell, having a buyer is like having a safety net.

# When should we send them?

# How should we send them?

- Start writing and sending them between now and next week
  - 3-4 weeks before show is enough time to not be rushed to write them, gather materials like personalized stationary or pictures etc.
  - New buyers-never too early to explain the process
  - Veteran buyers-don't wait!
- Don't wait until the last minute
  - Early bird gets the worm!
  
- In person is preferred but mailed is ok, just get those letters out there!
  - If you go in person, wear Official Dress, very professional looking.
    - Check with the company's current Covid protocols
  - Jackets are on their way!

# So what should go in the letters?

# Don't we have to write thank you letters too?

- Introduce yourself
  - First and last name, animal species, animal name, grade, high school
- Talk about what you've learned in the process, what you like most, what has it taught you etc.
- Thank them for their consideration
  - Due to Covid a regular buyer may not be able to support this year. You should still thank them for their consideration as they may become buyers again the following year or give an add-on instead!
- Pictures are popular
  - Make sure they are professional looking, no silly selfies, make sure they can see your face
- Don't forget to include what school you're at!
  - People walk in and say I'd like to purchase an animal from "so and so school" all the time!
- Yes, you do! As a show requirement AFTER you show.
- Different formula and timeline
  - Even if you for sure know who your buyer will be, don't write your thank you letter yet!

Practice writing  
buyers letter ahead  
of time!

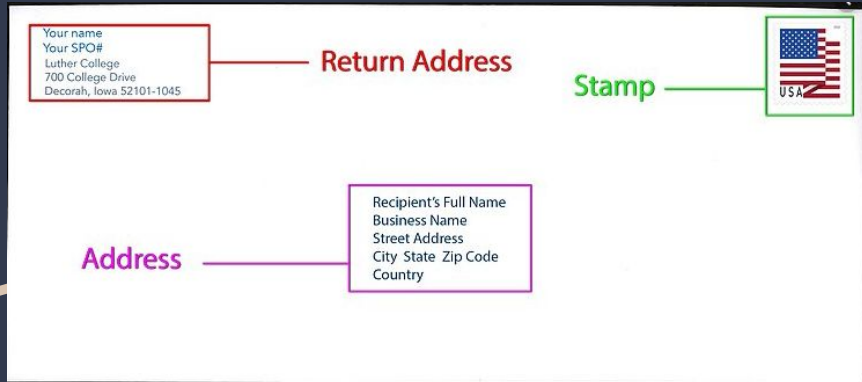
You can always ask  
your species  
advisor to look over  
your letters before  
you send them!

- Always start letters with Dear \_\_\_\_\_,
  - If it is a woman, ALWAYS USE MS. unless you know for sure they're married.
- My name is first AND last name.
  - Ain't nobody in here Beyonce. They need your first and last name.
- Now using the formula, on your tables, just start writing!
  - Remember this is a letter, not an essay!
  - Write enough to get your point across but there's not a word minimum you have to achieve.
- We'll give you about 5 minutes to practice writing then we will talk about addressing an envelope.

# How to address and envelopes in the mail

- Your address-top left hand corner
  - Name
  - Street Number, Street Name
  - City, State
  - Zipcode
- Their Address-dead center
  - Their Full Name (with title if appropriate)
  - Street Number, Street Name
  - City, State
  - Zipcode
- Stamp-top right hand corner

- Keep in mind postal abbreviations!
  - Ln is Lane
  - St is Street
  - Cr is Circle
  - Rd is Road





# Now you know how to write buyer's letters!

## Who can we write buyer's letters to?

- Now what do you do...???
  - Go home and write your letters
  - Practice first
  - Make sure your "titles" are correct
- **They should be handwritten and on cards!**
  - Don't have any?
    - Dollar tree sells a 6 pack of stationary for \$1.
  - Practice if you have bad handwriting.
  - Many buyers do not like typed cards.
  
- Look on the Paetow FFA Website for a list of past buyers that you can write letters to.