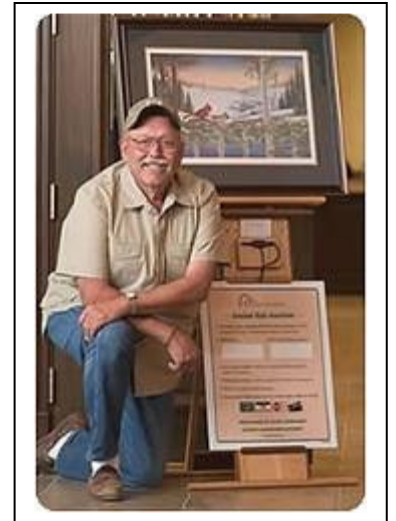


# Introduction to the Ducks Unlimited Sealed Bid Auction Program

## SBA Volunteer

Thank you for your interest in the Sealed Bid Auction (SBA) Program operated by Ducks Unlimited. As a SBA volunteer, you will be tasked with establishing and maintaining an artwork easel at one, or several, locations within your community. The SBA Program provides volunteers with a wonderful opportunity to generate extra revenue and earn incentive firearms for their respective chapters. In addition, by placing SBA easels throughout local communities, volunteers are spreading the message of Ducks Unlimited to members of the public that may not be familiar with our wetland and habitat restoration efforts. Many individuals completely new to Ducks Unlimited have gained their first membership into the organization through the SBA Program! Starting and maintaining a SBA Program in your area is easy...the following information will help walk you through the process.



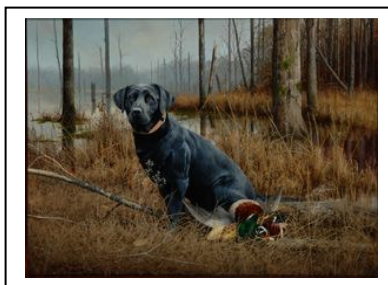
## Selection of Easel Sites

Just as in real estate, the success of your SBA Program relies on location, location, location! A variety of locations are ideal for setting up a SBA easel. Select high traffic locations and places with good lighting such as restaurants, hotels, sporting goods stores, boutiques, athletic clubs, food markets, barber shops, etc.

When starting your search for the perfect SBA easel location, look for DU friendly businesses such as Bass Pro Shops, Sportsman's Warehouse, and Academy Sports + Outdoors. Please note that the final approval for establishing an easel in a location is determined by the local owner/manager of these businesses. DU is constantly seeking to add new partnerships with respect to the SBA Program!

A helpful tool when approaching any business owner/manager regarding easel set-up is the Placement of Sealed Bid Auction (SBA) Easels-Liability letter found on the SBA website at [www.ducks.org/sba](http://www.ducks.org/sba). This letter clearly states that the business is not liable for damage caused to the easel or artwork displayed throughout the duration of the program. This letter will ease liability concerns and can make the difference in gaining access to an establishment. Always remember to approach new business owners/managers in a friendly and respectful manner. Not only are you asking the business for assistance in your volunteer fundraising efforts, you are also representing Ducks Unlimited as an entire organization.

Once you've established a location to place your SBA easel, the next step is acquiring one. Work with your Regional Director (RD) and let him/her know that your chapter is interested in starting a SBA Program. The RD can place an easel order for you through DU NHQ, or he/she will supply you with the necessary contact information to get your initial art order placed.



## **Easels: (There are two easel options available to your chapter)**

### **1. Wooden Framed Art Easel**

**A cost of \$94 is charged to your chapter for this easel.** Charge is applied to the chapter's SBA Store when DU NHQ processes the easel order.

- After placing the easel order, a wooden easel suitable for displaying Framed Art will be mailed to you.
- Carefully remove the wooden easel from the packing box.
- Support materials included with order: bidder forms, easel sign, Call Center stickers, and tethered pen.
- The "easel sign" is made for dry-erase pens only.  
Don't use a permanent marker. Write the date the auction will close and the minimum bid amount in the spaces provided. Minimum bids on framed art supplied by DU Vendors must start at \$100 or more.



### **2. Combination Easel**

**A cost of \$55 is charged to your chapter for this easel.** The easel itself is only suitable for displaying one or two pieces of Framed Art. An additional \$55 charge is applied to those chapters wishing to acquire the Acrylic Display Cube used for 3D art display. Total cost for both easel and acrylic display cube is \$110. Charge is applied to the chapter's SBA Store when DU NHQ processes the easel order.



- After placing your easel order, a corrugated Combination Easel will be mailed to you. Again, the easel itself can only be used to display Framed Art. If your chapter wishes to acquire the \$55 Acrylic Display Cube for use in 3D art sales, this item will also be shipped with your initial order. Your chapter is not required to purchase the Acrylic Display Cube to sell 3D art, but it is encouraged to enhance the appeal of any 3D art and to minimize breakage and theft.
- Carefully remove the Combination Easel from the packing box and follow the enclosed instructions for easel set-up. Support materials included with easel: bidder forms, Call Center stickers, and two tethered pens.

- If your committee acquired an Acrylic Display Cube, carefully remove the contents from the packing box and follow the enclosed instructions for assembly. Velcro tabs are included to secure the Display Cube to the Combination Easel.
- The Combination Easel comes with four (4) dry erase stickers. Do not use permanent marker on these stickers. Write the date the auction will close and the minimum bid amount in the spaces provided. Minimum bids on Framed Art supplied by DU Vendors must start at \$100 or more.
- Chapters are encouraged to zip-tie Prints and secure 3D art whenever possible to the Combination Easel. **Chapters are solely responsible for SBA merchandise and will not be reimbursed if theft or damage occurs while the item is being displayed. Choose trusted locations!**

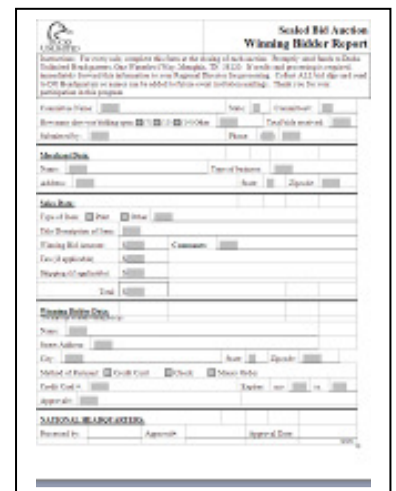
**Supplies:**

The following supplies can be ordered through Ducks Unlimited NHQ to replenish any easel. Simply contact SBA Coordinator (Jackie Rayford) at 800-856-6014 (ext. 3804) to place your supply order.

- SBA Business brochure
- SBA Dry Erase Sign
- Bid Slips (100/pack)
- Tethered Pen
- Call Center Stickers
- SBA Bid Card
- Winning Bidder Reports (25/pack)...also available on the SBA website

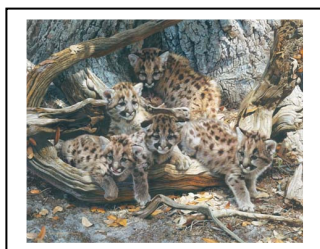


Upon payment, the successful bidder will receive a framed print of this artwork with a different print number. This print is for display only.





## Artwork:



### Framed Art

- Our national SBA Program supplies SBA participants with high quality framed art. Go to [www.ducks.org/sba](http://www.ducks.org/sba) to view all of the framed art made available from DU and DU Vendors: (Wild Wings, Sporting World, and Mill Pond Press) Framed art is ordered in groups of five (5) and order forms are found on the SBA website. All five (5) prints in an order must come from the same Gallery. A Chapter cannot mix and match between vendors when placing the five print orders. Fill out the order forms as indicated and submit your order to your Regional Director. **Minimum bids on all framed art ordered through the DU vendors must start at \$100.**
- Chapters are charged \$250 for five (5) Sporting World or Mill Pond Press prints and \$275 for five (5) Wild Wings prints. These charges are applied to the chapter's SBA Store when DU NHQ processes a print sale.
- When available, Chapters may use framed art they have in their possession to supply their easels. In order to maintain the integrity of the SBA Program, all framed art supplied by the Chapter must have a minimum starting bid of \$50.
- You can sell the framed artwork directly from your easel **OR** use your artwork as sample/display prints and have the DU Call Center ship individual prints to the winning bidders. See Collecting and Reporting Sales below for more details.
- Instructions for replacing framed art damaged during shipping are enclosed with each order.
- Chapters are responsible for damage that occurs while the framed art is being displayed.

### Shaker Prairie Decoys

- Ducks Unlimited has also partnered with Shaker Prairie Shop to stock your 3D easels with quality decoys.
- The order form and gallery for Shaker Prairie Shop can be found at [www.ducks.org/sba](http://www.ducks.org/sba).
- Fill out the Shaker Prairie Decoy order form as indicated and submit to your Regional Director or SBA Regional Director for approval.
- Decoys offered by Shaker Prairie have varying costs. These costs are outlined in the order form and gallery. Chapters will be charged accordingly based upon the total order received to DU NHQ.
- You can sell the decoys supplied by Shaker Prairie directly from your easel **OR** use your the decoy as a sample/display and have the DU Call Center ship individual decoys to the winning bidders. See Collecting and Reporting Sales below for more details.



## Collecting & Reporting Sales

Display your art for 7-14 days before collecting the bid slips.  
Once the bids have been collected, there are two ways to handle payment and collection of SBA sales.

Make sure payment is collected before delivering the merchandise.



**Option 1-** Collect payment yourself

**Option 2-** Allow the **DU Call Center** to handle payment collection

### **For Option 1**

- Immediately notify the winning bidder for payment collection. If the highest bidder declines or cannot be reached within a reasonable time, go to the next highest bidder.
- Report each sale on the Winning Bidder Report (found at [www.ducks.org/sba](http://www.ducks.org/sba)) immediately to DU National Headquarters. Send the Winning Bidder Report along with check or money order to: Ducks Unlimited, One Waterfowl Way, Memphis TN 38120.
- If payment is by credit card, collect winning bidder's card information and confirm payment by calling DU at 800-856-6014 ext. 3804 or your Regional Director. Once payment authorization has been verified, fill out the Winning Bidder Report and submit to Ducks Unlimited, One Waterfowl Way, Memphis TN 38120. Please destroy all credit card records obtained once payment has been authorized and the Winning Bidder Report has been submitted to DU.
- It is very important that you include the name of the print/3D art when completing the Winning Bidder Report. This is critical for adding value to our data and gives us the ability to understand and tailor communications to bidders.
- Always be sure to offer lower bidders the chance to purchase the displayed product at the highest bidder's winning bid amount. Often, multiple sales can be made through this practice.



### **For Option 2**

- When using the DU Call Center, please be sure to display your art with a Print/Product Call Center sticker visible. This cling-on sticker lets the public know that they will be shipped a copy of the Print/Product on the easel.
- Fax or email your completed copy of the Call Center Winning Bidder Report (found at [www.ducks.org/sba](http://www.ducks.org/sba)) and collected bid slips to the Call Center [fax: **800-856-6011** or email: [sbacallcenter@ducks.org](mailto:sbacallcenter@ducks.org)]
- The Call Center will notify you once payment is collected or if payment collection was unsuccessful.
- In order to cover drop shipping costs, **an additional \$20 charge is applied to any Framed Art sale made through the DU Call Center. An additional charge of \$10 is applied to Shaker Prairie Decoy sales. This fee is added to the winning bidder's bid amount.**
- You may also call 800-856-6014 ext. 3804 for more details regarding use of the Call Center.
- Related forms and additional instructions regarding the use of the Call Center can be found on the SBA website.

## **Bidder Information**

Any winning bid of \$150.00 or more entitles the bidder to one (1) free year of membership to Ducks Unlimited. Chapters are encouraged to record bidder slip data so that these individuals can be invited to attend local events. Also, be sure to invite bidders to join one of your local DU committees if they so desire.



## **Incentives**

For every **\$1500 in net/net revenue** generated through the SBA Program, your **Chapter will receive one (1) firearm at no cost.** Firearms are distributed at the end of every fiscal year (June 30<sup>th</sup>). Any revenue not used toward the acquisition of a firearm is carried over into the next fiscal year. In this way, your Chapter is assured that any revenue you generate will be put toward the next incentive. The Chapter can use this firearm at their discretion for future events and/or raffles. The firearm awarded to SBA Chapters for 2012 Fall and 2013 Spring events is the TriStar Raptor detailed below:

### **TriStar Raptor 12 gauge, 3 inch semi-automatic shotgun**



## **SBA Contact Information**

**SBA Website:** [www.ducks.org/sba](http://www.ducks.org/sba)

**Call Center Phone Line (Jackie Rayford):** 800-856-6014...ext. 3804

**Call Center Fax Line:** 800-856-6011

**Call Center Email:** [sbacallcenter@ducks.org](mailto:sbacallcenter@ducks.org)

**Thank you very much for your dedication & service to Ducks Unlimited and wetland conservation!**

