

Make your index interesting and profitable...

Auction Your Initials

Here is a last-minute fund-raiser that is not only fun but could make you some serious moolah—auction off your initial letters in your index.

We have heard of schools that make great money doing this. They first get permission to hold an auction. Each letter of the alphabet is up for grabs. Students can bid on any letter they want. Winning bidders get to submit a certain amount of copy and photos that can fit into a specified space. The photos can be of themselves or friends or anything they want but it needs to start with the letter they purchased. To give you an example, here is how one group of students who pooled their cash and bought the letter F might have done it.



So, you have 26 letters to work with or maybe less if you combine X, Y and Z. But one school that tried this made an average of \$25 per initial for a total of \$650. Not bad for a quick lunchtime auction. The staff used the money to pay for part of summer workshop tuition for the editors.

Before you run right out and do this, make certain you have the room in your book to do it this year. An initial letter treatment like those here would take up a substantial amount of space.

If you have only planned four pages for your index, you will now need to add another four just to fit the letters. If you want to do it, the index is usually at the back of your book and adding pages there is much easier. Just make sure to let us know in advance that you are going to add those pages so we can notify the plant. □

