

July 1, 2020

Dear 4-H supporter,

Thank you for your support and dedication to the 4-H youth in Monroe County. This year, MSU Extension made the very difficult decision to suspend face-to-face programs during the COVID-19 pandemic. As many of you know, the fair industry has also been devastated by this health crisis and is unable to offer a fair in the traditional experience. Because the 4-H youth were already engaged in raising livestock and growing personally in their knowledge and skills, Monroe County MSU Extension and the Monroe County Fair have partnered to offer a virtual learning showcase and auction. We felt it was important to offer an experience for participants to showcase the skills they have learned and receive feedback that will assist in their growth and development as well as to assist them with marketing their animals.

Due to the prevention measures for the COVID-19 pandemic, the Monroe County 4-H Junior Livestock Association and Small Animal Associations have converted their normal auction(s) into an Online Virtual Auction format. Both the large and small animal auctions will last 60 hours. As a buyer, you will be able to sign-in and bid regularly on the site. Once you have placed a bid, an email notification will be sent to you in the event of being outbid.



The Online Auctions for Livestock and Small stock are scheduled as follows:

- **Large Livestock Auction:** Opens Monday, August 3 at 10AM and closes on Wednesday, August 5 at 10PM.
- **Small Animal Auction:** Opens Wednesday, August 5 at 10 AM and closes on Friday, August 7 10PM.

Registration for the online virtual auction is a convenient and easy process following the instructions below. Once the auction goes live, you will be able to log in and bid on animals between the dates and hours listed above. As a potential buyer, when you bid on a project and someone bids higher, you will receive an email notifying you that you are no longer the top bidder. This will allow you to up your bid or support another exhibitor. Additionally, if you would like to do add-on bids, the system allows you to support an exhibitor without actually purchasing the animal. Just click on the add-on button and enter the amount to which you would like to support the exhibitor. We encourage you to visit the site frequently in order to support the youth and the hard work they have put into their projects.

Previous Buyers: Thank you for your support as a buyer in previous years. If we have an email on file, a profile has already been created in the FairEntry auction platform for you and you will be receiving a link to activate and update your account shortly. *Please note:* you may need to check your junk or spam box for sender: no-reply@faireentry.com.

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Once the profile is activated and complete with a username and password, you will then be able to see all of the lots on the website when the Online Auction opens. If you are a previous buyer and we did not have an email on file, you will need to follow the 'new buyer' instructions below to create a new account OR you can contact Sara Lewis at seitzsa1@msu.edu or 734-240-3174 to update your current account information. The auction(s) can be viewed once they are open on the following website <https://monroecountyfair.fairentry.com/> where you will need to select "View Online Auctions". **Please note: the "View Online Auctions" button will not be visible on the website until the auction(s) open!**

New Buyers: Welcome and thank you for your support. As a new buyer, you will need to register as a buyer in the FairEntry auction platform. **Please note: new buyers will not be able to create a new account prior to the first auction opening at 10am on August 3.** The auction(s) can be viewed on the following website <https://monroecountyfair.fairentry.com/> where you will need to select "View Online Auctions". Once there, you can register for either the Small or Large Stock Auction by clicking the button that reads "Sign Up to Bid." Once this happens, a pop-up window will open where you will "Create an Online Bidding Account". The window will ask for an email address and prompt you to create a profile. Once the profile is complete with a username and password, you will then be able to see all of the lots on the website once the Online Auction opens. **Please note: the "View Online Auctions" button will not be visible on the website until the auction(s) open!**

In addition to this letter, you will find a brochure for you to reference and or share with friends, neighbors, colleagues, etc.

As businesses, families and individuals have been greatly affected by COVID-19, we understand that for many of our supporters your contribution may be different this year. We thank you in advance for however you may be able to support the members and our program. 4-H members from all over Monroe County have worked hard this year to raise top quality livestock for the sale. Please consider checking out our online auction and supporting the youth of Monroe County. Thank you for being a supporter!

For more resources on registering and purchasing on our virtual platform, you can view the Potential Buyers page on our [MSU Virtual Showcase and Auctions website](#).

If you have any questions about technical support or participating in the Online Virtual Auction, you can contact me by email at seitzsa1@msu.edu or phone 734-240-3174 and I will be happy to assist you.

Sincerely,

Sara Lewis

Sara Lewis
4-H Program Coordinator
Monroe County MSU Extension