



## A Volunteer's Guide to the KGS Studios Legacy Experience

**The Big Idea (The Most Important Thing to Know)** This is NOT a photo package. It is a certificate for a complete, finished work of art OR a \$4,000 credit toward a larger family masterpiece. It's an incredible value either way.

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### Answering Guest Questions with Confidence

When a guest asks: "So, what is this item exactly?"

- Your Answer: "It's a high-end portrait experience with a world-class artist, valued at \$4,000. The winner has a choice: they can receive a beautiful, finished 11x14 portrait for their home, or they can use the full \$4,000 as a credit toward a larger family masterpiece."

When a guest asks: "Is it just another photo shoot?"

- Your Answer: "Actually, no. The artist is renowned for creating portraits that look and feel like classical paintings. The goal isn't a snapshot; it's a 200-year family heirloom."

When a guest asks: "What's the catch? Is this an upsell trap?"

- Your Answer: "That's the most important detail—there is absolutely no catch or pressure to upgrade. The studio guarantees a beautiful, complete portrait for every winner, and our charity keeps 100% of the winning bid."

When a guest asks: "Why is the starting bid \$1,200?"

- Your Answer: "Because the winner is receiving a true \$4,000 value—either as a finished piece of art or as a credit. The minimum bid ensures our charity receives a significant donation for an item of this caliber."
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### Key Numbers at a Glance

- Value: \$4,000
- Minimum Starting Bid: \$1,200
- Proceeds to Our Cause: 100%

**Your Impact** Your role is to confidently explain the incredible value here. By doing so, you will help a generous patron make a wonderful investment and secure a major donation for our cause. Thank you for your partnership.