

**NEWH Events Call**  
**August 8, 2016**

Invited participants:  
Chapter Presidents, Chapter VPs/Development, Programming and Fundraising Directors

**Recent Chapter Events:**

**Rocky Mountain** recently held their golf event. This year they had food trucks, in lieu of box lunches, that were paid for by sponsors. They had a dinner after golf with reception afterward. Their day does go long if people are playing so looking for ideas to help with that...

*Comments:* Toronto does do a scramble ball but yes, it does go long sometimes. They do have a marshall on the course to help things keep going. They are changing their tee-off to 11:30 instead of 1pm.

**Rocky Mountain** has NEWH Leadership Conference coming in February. They are working on the sponsorship for opening night reception. Looking for ideas for what sponsors would receive for opening reception.

*Comments:* Dallas did have sponsors by approaching local sponsors and telling them this is their chance to shine as many people are coming in for the LC. As people see more of the branding of event coming, they get more excited and willing to sponsor. The opening sponsor for the evening had a chance to hand out something to product showcase attendees during the day. Key is to come up with the marketing benefits and benefits the night of. Offer various levels of sponsorship in order to get some lower level sponsors as well (i.e. Friend of NEWH level, \$500 instead of main \$1500+ sponsors...).

**Chicago** held summer social recently. It's a successful fundraiser – with food, DJ, music after, etc.

**Northwest** hosted Savor Uncorked – food and wine pairing. Honored scholarship recipients as well that evening. Had silent and live auction to end the night. Do hear some flack on high ticket prices. Anyone have any ideas?

*Comments* on ticket prices for programs: Dallas did an affordable annual programming sponsor for the year – and they cover costs that way. They look for venues where they can stay within their budget. They look at timing of their events and try to do times where they have appetizers only, etc. and if people want to stay after the event (i.e. if it's at a restaurant) they can stay there to eat dinner. They have 6 sponsors who get 4 events for the year and at the events they have a running slideshow or signage on the tables. They try not to have competing sponsors. Sponsors also get 2 tickets to each event.

**Vancouver** asked about dual events with their local interior design chapters.

*Comments:* Dallas participated with TAID (umbrella for IIDA/ASID) and helped promote their event on social media. They are partnering up in the next few weeks for another event. If a chapter was to participate with another organization, you just need to be sure no money is passing through the NEWH accounts and then given to the other organization. Be sure you cross-promote each other's events – make sure the other organization reciprocates any marketing you are doing for them. Sometimes working together with other organizations does depend on the

leaders in the other organizations and their willingness to collaborate. Another idea, donate a ticket for the president of the organization to come to your major event, and get a donated ticket for one of their major events for your chapter president. When collaborating with any other organizations, be sure you are protecting NEWH's brand, and not 'giving away' our strengths as an organization.

**Sunshine** continues to have great attendance at events, especially the membership event. Typically have 40-60 people at their monthly sundowners.

**Los Angeles** – city is very spread out so for sundowners they are always trying to choose different areas of the city to get people involved and to attend the event – looking for suggestions related to transportation, etc.

*Comments:* In San Fran, most of the firms are downtown do have people who are located in Oakland and Marin so each year they try to have an event in each of those locations. They have also helped people with carpooling after the event. In Dallas, for their tradeshow they arranged a shuttle service to pick up designers to bring them to the tradeshow and take them back. May also be looking into Uber in the future...

Sunshine also has a hard time breaking into the Tampa area – they have tried sundowners there but only 10-15 people show up. They were doing an event every 3 months. They are thinking of using their reps to distribute flyers right to the design firms there to let them know about NEWH events going on in their area.

**Los Angeles** is holding a live auction at an upcoming event and including a lunch or dinner with a principal and different people in the industry. Other ideas?

*Comments:* be specific about auction items you would like donated (i.e. looking for 2 chairs, a pair of lamps, etc.). Another unique idea – Wine Toss – like a carnival game where people toss a ring and try to get it around a wine bottle. Or a Wine Grab where you could sell \$25 tickets and the person chooses a wine without seeing the label - only the bottom of the bottle. Wines range from \$10 to \$50 bottles.

Combine items together (gift certificates, etc.) and do a \$25/ \$50 balloon toss, where the person pops a balloon filled with pieces of paper of what they win and whatever came out is what they receive.

In San Fran, for donations they have it set up with a weblink – they are asking for gift certificates, hotel rooms, product, etc.

Regarding auction items: How do you say thank you but no thank you (i.e. if you get 'leftover' lamps, etc.)? Ask exactly for what you want – provide a wish list. One chapter did groupings of items and sold raffle tickets, they would put the raffle tickets in the bucket they wanted. That way young designers can participate (in lieu of silent auctions with a high minimum bid).

One chapter did an Amazon wish list and sent the wish list link out to people saying this is what we'd like for the auction – the person then purchases it on Amazon and donates it to the event/auction.

**Dallas** – do have many programming events. One current challenge is finding location space for end of year event and rental fees involved. They also talked about sponsorships – and wonder if they are asking too much of their sponsors. Seem to be hitting the same people up for each programming event. They are trying to be cognizant of how/who they ask for sponsorships.

**San Francisco** is looking to incorporate community service into each programming event. Have any chapters done this?

*Comments:* Dallas has had food drives, clothing drives, book drives, toy drive, etc. – they list it on the invitation. Figure out what will and will not be accepted and make sure you are making deadlines (i.e. toy drives usually have cut off date).

San Fran is also looking into iron chef competition – one chapter tried, but had issues getting culinary people on board with their schedules. Maybe possible looking into doing something at a farmers market.

*Comments:* Arizona did a wine and dine event where they had culinary students come up with appetizers to serve at event – they had it at a local design firm rooftop. They did have a great turnout and tapped into a new crowd. Out of 10 schools they had 4 participate. They also had a culinary scholarship given out at the event to the winner (\$1500 scholarship).

For a past life of design event, Dallas asked culinary students to prep and serve (meat table, pastry table, etc.).

### **Leadership Conference Update:**

Looking for a culinary type focus for Saturday lunch. If anyone has ideas, let Leigh know.

LC Feb 9-11 – Denver, CO. Inspirational speakers, great key-note, lots of Saturday afternoon activities available. Bring this up at your board meetings – who is going, is your chapter helping out with any expenses? Also, bring students. Your scholarship fund can help pay for scholarship recipients travel/lodging.

Presidents' dinner on Thursday night – good opportunity to meet with owners. OR table will take place as well. There is something for everyone!

Any questions? Contact us!

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We look forward to assisting you in any way we can to make your job easier!