

NEWH Fundraising Call

March 15, 2016

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

Please mark your calendar to participate in the next quarterly Development calls. You will get a Ready Talk invite for the calls.

- June 22
- September 14

Committees

Do not do this alone! Be sure you have some committee members to turn to. Look to other board members, other members/volunteers – look at your committees – keep in mind those who may move into your position next year. Some chapters have a co-chair who will step into their position the following year. Be their mentor.

- Develop list of positions/tasks needed for event (food/decorations/sponsorships, etc.). Each director can provide list of needs. Have this list available at all events therefore if someone ask or indicates they are willing to assist they can pick a committee task right there on site. (targeting non-board members)
- Target those you see at events often to ask about assisting.
- Like all other disciplines within NEWH, fundraising is hard work. Let those interested in volunteering know this up front. Give accurate time frame needed per month/week.
- It is a good idea to have a good mix of designers and reps/manufacturers. Designers are typically best for sponsorship connections.
- Students – offer for them to attend event at no charge if they can volunteer time prior or at event.
- Committees are where we can find our future board members-someone who has assisted with a position and therefore now willing to be director.

Northwest Chapter: Indicated momentum and dedicating one specific person to recruit volunteers has helped them get non board member committee members this year. It's about asking people. Surprised many people didn't know they could be involved and were more than willing once they were approached.

Sponsorships - Corporate, Event, In-kind

See attachment for sponsor descriptions.

Rocky Mountain did a great sponsor menu this year - check it out:

http://www.newh.org/wp-content/uploads/BoardResources/ProgrammingFundraising/rm_4-2016SponsorshipMenu.pdf

Corporate Partner and Courtesy Tickets

There are three levels of Corporate Partnership (this is not the same as chapter business level). Each level receives 5, 10, or 20 courtesy tickets to use for the year (NOT per event). Main contact of partnership must complete request form to use courtesy tickets for an event. This form is sent to Jena Seibel NEWH, Inc. who is the partner's main contact. If local rep ask about tickets they can contact jena.seibel@newh.org and she will follow up with main contact of the partnership.

Estate Sale Fundraiser

This is an event each chapter would hold on one designated date. They would acquire donated items for the sale and the sale would be held in a well-traveled local area. It would be advertised in local paper.

All agreed this needs to be planned at least a year out (looking at 2017 or 2018 so it's not a leadership conference year) so chapters can incorporate into their calendar. Overall proposed month of August did not work well with most (vacations and hot weather). Thinking spring time (April) may be best timing due to many chapters have their fundraisers in the Fall and are very busy at that time. Fernando indicated will discuss in May at HD during NEWH, Inc. Board Meeting.

NEWH Art Melange Fundraiser - March 20th

The event is almost sold out. There will be many wonderful art pieces up for auction. Stay tuned!

Chapter Events - status check

Dallas - is combining Life of Design and their scholarship event together. Having auction items instead of chairs - taking year off. Using pieces from tradeshow which will be day prior. Exhibitors can donate their product vs ship it back. Hoping those coming to town for tradeshow will stay for event. Tradeshow is October 27th and fundraiser is October 28th. Looking at having more local things to auction off, i.e. hotel packages with restaurant certificates. Focusing on usable items.

Washington DC Chapter - September 8th Tradeshow and working on having golf tournament day afterwards. Tradeshow is Thursday and then Golf event would be on Friday. Having a bit more difficulty with venue doing it on a Friday vs earlier in the week. Scaling down to 9-hole vs 18-hole... working on finalizing details.

South Florida - Tradeshow is March 22nd. Planning bowling event in May. Bowling event is easy to plan for them and people are waiting for it. SOPHIE awards is a larger fundraising event – they are trying to start putting committees together and focusing on getting non board members to get involved. Venues are a big challenge. Designers want nice venues for good event. Sit down dinner not working that well anymore so they are looking at more of

music/high boys/passed apps type event, and then go to auditorium for awards. Some sponsors from last year are interested this year which is great.

Feedback: One chapter changed last year from dinner to apps and sponsors didn't feel like they were hosting their clients when they didn't have a table. In addition, another chapter shared people were confused as they didn't realize the appetizers was actually the main food.

General Suggestion: Have a keynote speaker/ celebrity to keep people there or interested. Someone local perhaps, but well known and big name - chef/designer. Another chapter had a motivational speaker and it was very well received.

Seattle - This summer they are combining scholarship and fundraiser into one – half silent auction and half live auction. They are trying this and looking for anyone that has experience with this to reach out. Recommended for live auction – getting someone the people know vs professional auctioneer. Someone known locally and from the industry seems to work better and makes it more fun.

Live auction items suggestion - get design firms to design an outfit/hats, offer dinner or luncheon with someone high in priority. Rep to have lunch with a person who is high in company they are trying to get into. Lunch with an ICON. Huge name in the industry.

San Francisco - Wine by Design event moved up to September due to harvest time and more options in securing venues - September 24th. Time frame changing to 2-9pm or 1-8pm.

Chicago – April Fundraiser: Kingpin bowling event. All lane sponsorships sold out in less than a week. Chicago has three fundraisers for the year planned. They added a bigger sponsorship instead of increasing lane sponsorships.

Las Vegas – Planning their GLAMPING event. Check out the website for all that's going on!

Atlanta – planning their events around other organization events and trying not to stack events too close together. They are also keeping all information in a binder so it's easy to pass the information on the next person in line.

Any questions? Contact us!

Ron McDaniel - NEWH Inc. Fundraising Director - ron@paravars.com

Fernando Diaz – NEWH Inc. VP/Finance - fernandodiaz@msn.com

Or feel free to call the NEWH office if you have any questions. – 800-593-6394.

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

SPONSORSHIPS

Corporate Sponsors

- Work with National (Jena Seibal) to disseminate information to our Corporate Sponsors to offer the opportunity to participate as an event sponsor at the local level
- Recognize at ALL events

In-Kind Sponsors

- Donate goods or services rather than cash as their sponsorship offering
- The primary benefit of in-kind sponsorship for the sponsor is the ease and convenience
- Types of in-kind sponsorship...catering, venue location, printing, floral

Event Sponsors

- Develop levels of sponsorship for the event
- Create action plan to obtain sponsors. Some feel it is easier for a designer to ask for sponsorship dollars from manufacturers they have a relationship
- Establish marketing benefits (ie..chapter facebook page, Instagram, NEWH chapter page)
- Establish event benefits (ie..signage, additional time for networking, printed programs, continuous loop feed...)
- Send sponsorship opportunities along with "Save the Dates" and "Invites" for the event to INC. to put online.