

# NEWH Development Call

## October 7, 2015

Invited participants:

Chapter Presidents, Chapter VPs/Development, and Fundraising Directors

### Fundraising Events – status check

**Arizona** – on Friday, they are holding their 2<sup>nd</sup> annual Swinging for Scholarships golf outing. Huge improvement over last year – last year were 8 hole sponsors, this year 17! Met goal of 50 golfers. They made a concerted effort this year to put together great silent auction packages (golf, fitness, Diamondback tickets, and pass for 2016 Lodging Conference). Way to go Arizona – thank you for all your hard work!

**Toronto** – just held a very successful golf outing/silent auction in August – 176 attendees from industry attended with 144 golfers. Each person was given a new knapsack to put golf balls in. They had a very successful auction – TV, iPod, etc. and 50/50 draw. Whoo hoo Toronto!

**San Francisco** – had 6<sup>th</sup> annual wine by design fundraiser – had 160 attendees. Sold various levels of sponsorship and had \$10,000 called Vineyard level (RH Contract) – net proceeds about same as last year. Did a different type of raffle, (not getting rid of old showroom stuff) – new raffle committee that did great job of bundling things together (spa, outdoor BBQ, gift certificates from manufacturers, vs. product offerings). They put together a flyer with pictures of all the items and handed that out so people could read over what the items were while they were on the bus to the vineyard. They had little bags associated with the prizes that read what was bundled in that prize. People put in their tickets in whatever prize bag they wanted to win. They sold \$6000 in raffle tickets (1/\$5, 5/\$20, 12/\$40). The day started in Union Square with pickups at 8am and got back at 6pm. Their main problem is that is it a highly coveted event but they really can't make it any larger due to the venues they are visiting and what they can accommodate. Great branding San Fran!

**Dallas** – Life of Design event and scholarship dinner coming up next Friday. Raised \$54,000 in sponsorship and ticket sales (\$23,000 more than last year – way to go!). The chapter started planning this event last year already so many things were in place. Had a cap at 280 people, have 18 design teams, 5 student entries to be auctioned off. They upped the sponsor levels this year and added marketing benefits. One of the benefits of the top VIP sponsors this year was an hour meet and greet an hour prior to the event. They also had a lower sponsorship level (Friends of NEWH) which had a lower cost sponsor at \$500 but still received 2 tickets, logo on banner and sponsor name on video – sold quite a few of these.

### NEWH Signature Event

The signature event will be March 20, 2016 at the Pavilion of International Polo Club Palm Beach South Beach, FL – verbally secured Sandra Bernhardt as headliner. This will be a major event and will bring people in from outside the hospitality industry. Sponsorship of \$30,000 has been secured so far with a \$200,000 goal. Information to chapters will go out within the next 1-2 weeks – all chapters can participate by donating one or two pieces of art to the auction. Every chapter will get a percentage for their scholarship account.

## Merchant Fees

Just a reminder, especially for high sponsorships, to be sure to work merchant fees into your budget (5%). To eliminate the credit card fee, ask your sponsors to pay by check.

## 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.

## Transition to 2016 Fundraising Director

Start mentoring your 2016 fundraising director now – include them in your board meetings and your fundraising plans.

REMINDER: There will be a training call for each discipline set up in the month of November and December that is mandatory to attend in order to serve on the board. Please watch for the schedule to come out soon.

## Reminder – Programming vs. Fundraising Events

With holiday events starting to be planned, here's a reminder of the difference between what type of event you are planning...

To qualify for a **programming** event, the event must have an educational aspect. Did you have a speaker, a panel discussion, a tour, did industry members find your event informative and educational? You just held a programming event. Programming events are meant to be lower cost – enabling all your members to attend.

Is it going to be a 'FUN party'? NEWH doesn't throw parties unless they are FUNdraisers. Any event that is named 'gala' or 'black-tie' would be considered a fundraiser. A fundraiser makes money for scholarship – optimally your proceeds should be a minimum of 40%. A program should cover its costs and maybe have proceeds of 5 – 10%. A FUNdraiser's purpose is to raise money for NEWH's mission of Scholarship & Education; a program's mission is to develop relationships and build membership in a more business type setting.

Happy Hour events (sundowners, Tini Tuesdays, Thirsty Thursdays, etc.) are neither a program nor a fundraiser, they are not required to have any proceeds, and speakers or tours are not necessary. You have not contracted with a venue to provide a special room, etc. for a Happy Hour type event.

Any questions? Contact us!

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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!