

NEWH Development Call

March 31, 2015

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 10
- September 23

Job Description

The fundraising position is one of the hardest jobs but one of the most fulfilling on the board! If you did not participate in the mandatory fundraising call that took place in December/January with the NEWH Inc. office, please contact Diane to schedule (diane.federwitz@newh.org)

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.

Branding / Marketing

Some chapters have some established annual fundraising events – if you are continuing to do your fundraising event from the past, be sure to continue the branding of it – use the same type of marketing materials so people are familiar.

Marketing at Inc. will come up with a checklist (who, what, when, where, why, how much) – all the information that has to be on the invitations – the more info we have up front the more simplistic it will be to get your job done. Less surprises at the end.

Sponsorships - Corporate, Event, In-kind

Corporate partners – help support NEWH at the national/international level – sometimes CPs are willing to support the local event – direct any information to submit to CPs. Jena is the point of contact for the CPS – we'd like to give them a few days advance for sponsorships available and then sending to other potential sponsors after that.

Event sponsors – Come up with different levels that may be more attractive to do a higher level than a lower level. Never be afraid to ask for money – ask for the higher dollar amount – you never know until you ask! Feel free to shoot Ron an email to review the levels you came up – look at the marketing benefits at each level (Facebook, website, recognizing them at the event, at other events, etc.) – look at event benefits – what do they get at the event (do they have prime seating, is there a VIP party prior, etc.).

In-kind sponsor – a sponsor you receive goods from that you do not have to pay for (i.e. beer/wine, dessert, printers, photography, etc.).

Resources - Inc. level, local level, shared

Inc. Level - There are many resources available on the NEWH website for fundraising. You do need to login in order to view the NEWH Board Resources area. Once logged in, go to the bottom of the home page, under Resources menu, click on NEWH Board Resources.



In the Programming/Fundraising folder you'll find many templates/samples to use for your directorship.

Attached to these minutes are a few resources to refer to:

- Results of Activity (PDF) – there is an Excel spreadsheet on the website
- Fundraising 101
- Budget checklist
- Fundraising director job description

Website pages – upcoming events (once you have date set – talk it up on your event page).
Once the event happened, be sure to add it under the event recap page.

The website is a great marketing tool! Potential members look to these pages to see what kind of events you are planning and what you've had.

Local Level

Share resources with other chapters... let's say Atlanta uses a step and repeat 3 times a year, and pays \$500 a year. They find out that Dallas gets their step and repeats printed for \$300. Sharing this information will allow Atlanta to order from the Dallas vendor if the cost is lower (even with shipping). Be very budget oriented – for marketing, look at who does your invites, printing, etc.

Gmail / google docs - pros/cons

Great record keeping tool from one year to the next – can do spreadsheets/budgets, invites – see if it works for your chapter.

Could add validity if NEWH is part of the email (newatlanta-fundraising@gmail.com)

Ron will be reaching out to all directors to see what they may need help with – finding out their goals, etc.

Chapter Status

San Francisco – Wine by Design in October – 5th year. Had their first committee meeting last week – have about 10 committee members. Identified main goals – in process of solidifying venues/dates, researching transportation, solidify sponsor levels, etc.

Dallas – looking at fundraising event and scholarship dinner combined as one in October. Started planning in December 2014, found venue, came up with sponsor levels (did increase sponsor level since it's a combined event – top level is \$8000). Looking around 275-300 attendees. In the past the scholarship dinner was about 175, now they are combined they are hoping for a higher attendance.

Chicago – held their bowling event in March – went very well, all sponsor levels and lanes were sold out. Also having bootleggers event in early fall also planning a summer event.

Toronto – annual golf tournament in August – 10th one this year. Looking at sponsors to sponsor different holes – also have very successful silent auction. Typically get 144 golfers and usually max out every year – they also allow people to attend dinner only if they are not golfing.

Los Angeles – does the gala in November/December. They are in the beginning stages of planning. They would like to have date/location picked by this month and send a save the date. They are talking about a possible summer fundraising event as well (maybe an outdoor, top of hotel type venue).

Suggestions:

Don't be afraid to change something (date, venue, type of event)

You can add sponsorships to your online registration so people can pay online.

NEWH Signature Event

NEWH is developing a national fundraising signature event (held on off years of the Leadership Conference). It will be called Art M \acute{e} lange or something like that. 2016's event will potentially take place in South Florida. This signature event is designed to bring in people outside of NEWH. It will be a silent auction/art auction type of event where pieces are brought in by major artists, celebrities, etc. Sponsorship levels are high (\$100K top level). Cindy Guthrie is spearheading this event – people are starting to bite for sponsorships. Fernando is creating an honorary committee including Gloria Estefan, Katherine Heigl, and the like. Our intention is to introduce NEWH to people who have no idea – with the main purpose of raising money for scholarships. We are approaching major magazines/TV/radio for media sponsorships. We are hoping to get everyone on the Inc. board and chapter boards involved so we have the most successful event ever. Every two years it will be done in a different city – stay tuned and we will keep you informed.

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!