

## NEWH Events Call March 3, 2016

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

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

- May 11
- August 8

Choose the time that works for you:

- 8:00am Pacific/11:00am Eastern
- 4:00pm Pacific/7:00pm Eastern

### Resources

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.

### Programming Events: Quality vs. Quantity

Chapters tend to do a lot – the key is to remember quality vs quantity. Instead of struggling putting on an event every month, plan 3-4 great programming events (tours, speakers, panels, CEUs, etc) that are of high value to designers, manufacturers, and students – and in between those events, do more low-key happy hour/sundowner type events. If the programming director has a committee, maybe a committee member can just plan the happy hours, one can do a CEU, etc.

Think about the event – is this an event you don't want to miss, or is it more of a casual networking event that may not be as beneficial to you? Focus on what your members are going to be attracted to, especially venues – whether it's a newly opened or remodeled hotel, new restaurants, etc. Invite those involved in the project to speak.

## Recent Chapter Events:

**New England** – March 22 they are having their annual portfolio review – students meeting with people in industry to get feedback and answer questions. The last few years, having trouble getting sponsorships because it's more of a student event. But all the students that come are really involved and each year one of them ends up being a scholarship recipient. They usually have about 20 students and have 6-8 firms participate.

Dallas has something similar (Next and Now) and they charge \$375 to have them on the panel which then offsets the event expense. As a rep, these are their future designers so they find people participating because of this.

Rocky Mountain has a speed mentoring event each year, they use a showroom who sponsors the snacks. Maybe have a networking time before the event to encourage people to sponsor and they would then have time for the professionals to network with the students.

**Rocky Mountain** – had their first quarter sundowner at a new up and coming restaurant in Denver. The general manager came in to talk about the history of the building and design. They had close to 45 people there so it was very successful for the chapter, with a lot of designers attending.

**Chicago** – haven't had an event yet this year, but most successful ones are the hotel tours.

**San Francisco** – has done two networking events (Thirsty Thursdays) so far. They held a wellness event (yoga class) which brought in 20 for yoga and 40 for juice tasting. People like that low-key type event and it was something new. In February they had their Marin event – called it happiest hour – at a wine bar. In March they are having a hotel tour in a location that's been renovated. They are having a treasure map leading them around the hotel. They try to keep their programming events free for members by working with ownership as well as getting sponsors.

**Toronto** – had a sundowner in January. They are planning something every month, and are starting to feel burnt out. It is a lot of work and they are trying to engage committee members and a few students to help take over event details. They had an event called Canvas and Cocktails – had 45 people – had an architect by profession but is now an artist. They had space for 20 artists who signed up who were painted a design with her direction. It was held in a restaurant and sponsored mostly by suppliers. They have a good calendar for the year with some great events coming up. One of them is a life coach event which was looked forward to by attendees.

**Northwest** – are planning a walking tour, will then have a panel discussion – they'll visit various places along their hike. Starting at Starbucks Roastery – do a tour of that, have the designer talk about it, and as they go on their walk they'll point out different restaurants/locations along the way. There are food trucks at the end and will have networking time at the end.

**Vancouver** – recently held their Membership Roundup – good turnout. Learned from this event to put a 'RSVP by' date on future events.

**Washington DC** – last week they had their student event at Marriott Headquarters. Students saw Marriott sample rooms, listened to three speakers and networked. They did an event survey and had a great response. They capped the event at 50 but about 40 showed up. From this, they learned to make future attendee capacities a bit higher in order to get a full room (this was a free event).

**North Central** is doing a tour for members only at a distillery. They had a portfolio review earlier this year. Each event is focused on bringing in new members.

**Houston** – their scholarship gala went very well. Stacy Garcia spoke at their event and they had a live auction – doubled proceeds from last year. In March they had a happy hour, a membership drive in April and trying to plan possible crawfish boil in the future. Planning a hotel tour for May.

**New York** – holds Toasty Tuesday every month. They charge \$15 nonmembers and members can go free and they typically pull in 100-150 attendees (and typically have tours at each location). They have a monthly luncheon. Planning a roundtable in June around the HD awards. Their main fundraiser is planned around BDNY in November.

**Los Angeles Founding** – Had a glass blowing factory tour – 25 people saw a live demo and then it was auctioned off at the end of the event. They are planning a hotel tour in April, a brewery tour in May, member drive in June, and July event in the works - game night/tour/panel discussion with owners, designers, etc. They are looking into moving their gala to October this year.

**Dallas** – had a January event at the Happiest Hour restaurant, good turnout with 100 people – designers were there to speak. In February had a 5K team – Form Follow Fitness. In April planning Hotel tour at Westin Dallas Downtown with speakers. Also planning a CEU/sustainability and a hotel tour with that event. In March had a membership drive at Top Golf. Next to Now (student) event in April that includes a panel discussion, mock interviews, portfolio reviews, and interviewing 101. Typically have a great turnout. Panelists are paying to speak to the students.

## **Sponsorships/Marketing**

Under programming/FR resources, there is a lot of information available. Fundraising 101 tips – but also applies to any discipline that needs to raise money – and it talks about committees. You can find the direct link here: <http://www.newh.org/wp-content/uploads/BoardResources/ProgrammingFundraising/NEWH%20Fundraising%20101.doc>

Be realistic in what you can accomplish throughout the year. Create committees – in a perfect world, committees would include designers and reps (sometimes it's easier for designers to ask for sponsorship in lieu of the reps).

Everyone struggles with sponsorships. Never be afraid to ask for sponsorship money – but you need to be sure that the sponsor has good value for what they are receiving. Think of the marketing benefits they will receive – what can we provide to sponsors to make it worthwhile to them. And don't be afraid to ask them what they need from NEWH to participate as a sponsor.

Attached to these minutes is a description of the different kinds of sponsorships.

Be sure to send a thank you note after the event to each sponsor. This will go a long way to getting sponsors for your future events.

## Programming vs. Fundraising Events

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.

### REMINDER:

#### Results of Activity Reports

Be sure you are pre-planning (budgeting) for your events by completing a preliminary Results of Activity Report (available as an Excel document on the website). **Chapters are required to submit a final Results of Activity Report for each programming event within 45 days after the event.** At the time of your broadcast email request, the NEWH Inc. Office will be reminding you to submit the report after the event. If we do not hear from you within 45 days after the event, the NEWH Inc. office will be calling you to complete it over the phone.

Any questions? Contact us!

Ron McDaniel  
NEWH, Inc. Director of  
Fundraising/Programming  
[ron@paravars.com](mailto:ron@paravars.com)

Leigh Mitchell - NEWH, Inc. Director of  
NEWH Conferences  
[leighmitchell@mza-usa.com](mailto:leighmitchell@mza-usa.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.