

NEWH Fundraising Call

April 19, 2018

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

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

- June 27
- September 5

San Francisco –

Wine by Design – will be by 9th year this year - venue scouting right now. This year they will be taking the event to Healdsburg – a part of wine country they haven't explored yet. Last year they were on a boat, but they are trying to change it up each year to have new experiences each year – trying to do brunch at a winery this year, and then a walking tour of the downtown Healdsburg area, several hotels, architecture and tasting rooms.

They did a survey last year of what people wanted and many said they trusted our judgement because of past successful events. Had a lot of data to help plan for this year and nice having feedback from their guests.

Their other fundraiser is the Gala – sit-down dinner, this past February they had all 6 scholarship winners attend and speak which has never happened before.

Northwest

Their largest fundraiser is July 19 – they also do a food/wine pairing event – it's been very successful each year (sold out). This year in Soto in south Seattle. They pair their fundraiser with their scholarship event, they find it's a great way to raise awareness and share what NEWH does. Last year was biggest year in terms of auction sales, same to hopefully happen this year (including overnight stays, etc.).

Question as to timing of event – the NW events goes to 5:30-10pm – some chapters have problems getting people to their event before 7pm. Suggestion – NW had a champagne tree and someone sponsored it, and they market at first 100 people get glass of champagne or one free drink in order to get the attendees there early. Or maybe get a vendor to offer something to first 100 people who show up early/first. (mystery bag, book, giveaway, etc.)

Dallas

This year they are splitting the scholarship and fundraising event – their fundraiser event is in October – will be a formal black tie event. They are not doing an auction – just to mix it up this year and try something a little bit different. They are instead going to do a black tie bingo and going to raise money by selling different tiers of bingo cards. They are going to associate prizes with each tier – bigger prizes at the higher tiers. They are also possibly doing a side contest with a napkin sketch.

Chicago

The last event in fall they have the scholarship winners come and they did play the video. They had their kingpin bowling event again recently, which was very successful again.

They are in the midst of planning their summer social at a Hawaiian themed restaurant – they'll be using the whole venue and not just the rooftop. They are going to do the masquerade ball again in the fall as well.

North Central

Last year they did their typical event at Brit's Pub, for a twist - instead of having rep donated stuff, they bought a bunch of cases of wine and did a wine draw, which was very successful. There is a top golf being built there and may look into having their event there.

Fundraising Event Reminders

A fundraiser makes money for scholarship – optimally your proceeds should be a minimum of 40%. Be sure you are pre-budgeting for your event with a goal of netting 40-50% proceeds.

Some chapters have more than one fundraiser per year but sometimes have a hard time finding enough sponsorship dollars to fund each of them. Consider the dollars you are asking for from your potential sponsors for the year and be sure those levels are feasible.

Re: alcohol at your event – be mindful of alcohol available – if you are including drinks at the event, limit it to having an open bar one hour before dinner, or wine on the table at dinner, or 1-2 drink tickets per person. Alcohol can really affect your budget.

TopID Awards

All boards were emailed the new TopID nomination criteria and guidelines for 2019. It is also available in the Board Resources section of the website.

NEWH likes the fact that the awards are given at a scholarship or fundraising event – not at a sundowner, etc. We want to really make it special and present them in conjunction with an event that receives good attendance. It will give respect to the award.

At this time, chapter/regions should be in the midst of collecting nomination forms from eligible firms. ***Please note the deadline of your chapter/region 2019 TopID recipients are due to NEWH by September 1, 2018.***

No TopID recipients will be announced by chapters or regions prior to BDNV in November. If any chapters have concerns or questions, please contact the NEWH office.

Any questions? Contact us!

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!