

# **NEWH Fundraising Call**

## **April 20, 2017**

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 28
- September 6

### **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.

Be sure you are pre-budgeting for your event with a goal of netting 40-50% proceeds on your fundraising event.

Some chapters do have more than one fundraiser but are having a hard time finding enough sponsorship dollars to fund both.

Re: alcohol at your event – be mindful of alcohol available – 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.

### **New York**

Hold the same two fundraising events each year – they are gearing up for the Owners' Roundtable event. They have pretty good sponsorships coming in – struggling a bit with the owner side but are optimistic to have 20 owners.

November event (normally Product Runway) – but coming up with a few new ideas to discuss with designers to get their feedback. Last year was a bit of a struggle so they are coming up with ideas to tweak this event a bit.

## **San Francisco**

They are planning the 8<sup>th</sup> year for Wine by Design. The last few years they have done surveys to get feedback after the event. This year they are changing it up and doing a wine tasting on the Bay – they had a 4 level yacht, wine tasting one a level, lunch on another level, and activities on other levels. They are trying to incorporate a bit of the San Fran and wine history so people can learn wine origins in the area. They are optimistic that the locals will really like it – creating a new client experience with this event.

The yacht company is really working with them on the pricing, tickets prices will actually be lower this year – will be a shorter program as well. Tickets will be on sale in June (around \$305).

## **Arizona**

They just finished last month their Wine and Dine – where they have the winner receive a price/scholarship. They are doing an Honors event at the end of the year – where they will be honoring different areas of hospitality professionals. Arizona does need help getting the word on the street about the event. They do have a full board this year, but do need help/volunteers helping out with this event.

They are trying to figure out how to get others more involved (sponsors from outside their local area).

### *Suggestions:*

Email broadcast a save the date with sponsorship opportunities listed – the first email blast for a chapter's major fundraiser is email broadcasted to the full database, not just the chapter's email list, so it reaches many more people.

Ask your local scholarship recipients who are now employed at design firms to help market your event and reach potential donors. These newly employed individuals are passionate about NEWH and what we do.

The chapter is also looking for ideas in how to get more involved with the Lodging Conference that is held in their area.

## **Atlanta**

Holding their bowling fundraiser tonight (4/20). Every year is a different theme – designers love it. Local reps sponsor design firms. They have 32 lanes and rent the whole building. Reps like it because they are able to sponsor a team but still can network with people in the other lanes. They do have a spectator charge for anyone wanting to attend

that isn't on a team. Each lane gets a certain number of drink tickets (beer/wine only). They do a call for committee members for the event, and the committee does a great job and has fun organizing the 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!