

# NEWH Fundraising Call

## April 25, 2019

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 20
- September 4

### Reminders:

- Fundraising event reminders (a fundraiser makes money for NEWH's mission of scholarship and education – 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).
- TopID awards – these awards have been typically given at a scholarship or fundraising event – make it special. Make the recipients feel very special.
- Status reports – what fundraising events have they had so far this year, what are they planning – address any questions/issues they may have

### Atlanta

The do their scholarship event in December. Golf fundraiser coming up in June – most sponsorships are sold. They moved it to June this year instead of in the fall.

### Chicago

They just had their big kingpin fundraiser (sold out in 6 minutes). Summer social will be this summer (early June) at a newer hotel on the rooftop – everyone is excited about it and it's very new. One of their TopID winners did the procurement up there. Masquerade ball is in October and they do have the date out there.

### San Francisco

They just completed their award gala in March for their TopID and they had about 150 people attend that event - they did their student scholarships as well. They are currently working on Wine by Design in September – capping at 175 people this year. In process of getting that going and securing location and making sure budget expectations meet the fundraising requirements of the 40% - want to look at changing up sponsorship opportunities this year.

*Suggestion* – for other ideas for sponsor opportunities – go to design industries as well as other areas (in Cincinnati they solicited city officials, chefs, etc. get creative, what can you offer other sponsors (non-hospitality). Cincinnati started planning for the year and did a sponsorship menu for the year.

Find sponsor opportunity samples and template in the Board Resources section of the website here: <https://www.newh.org/wp-content/uploads/BoardResources/ProgrammingFundraising/AnnualSponsorship-Samples.pdf>

## **Northwest**

They have IIDA who gets a lot of sponsorships from design firms – they have looked at that and wondered why don't they do that. They did get an annual sponsorship from a design firm and are looking at other firms to help sponsor events (design firms sponsor a table). They just finished a big hotel tour and then do another in Portland – the Seattle tour was the best turnout yet for hotel tour (some annual sponsorship funds helped with that event). (hotel tour sponsorship option – where vendors have product in the room, they can sponsor for \$500, and they put a sign in each room and signage at the cocktail hour). Savor – is their fundraising event – a wine dinner. They are making their tables a little more cost effective for their sponsors – to spend \$3000 on a table was too much, so they now have 2 options of \$1500 and \$2000 with different perks. In one day they sold 6 tables. This year they'll be giving \$35,000 in scholarships. They are also planning to have a silent and live auction and using a professional auctioneer this year to help people get excited.

With their live auction they auction off a night stay at a local hotel (donated items). In fall they'll have a multi-location event (hotel tour) – as well as a restaurant tour.

## **Arizona**

They just recently had Wine and Design under the Stars – did well in fundraising and gave a scholarship to a culinary student in one of the local schools. Had it on the rooftop of a local company – it was a successful event. They did have a photographer which was nice to use the social/marketing aspect of the event.

## **Sunshine**

They have their TopID presentation coming up in a week – they are doing it at their social - but their main fundraiser is in October so they want to think of a way to get it moved for next year. New theme for their fundraising this year – is Sunshine Derby – and they'll have races to bet on, have casino tables, etc.

## **North Central**

They have a new Top Golf in Minneapolis so they'll be having it there this year. They had lawn bowling for a long time but are switching it up for this year.

## **South Florida**

Next big fundraiser is their bowling event that is currently being planned. They are going to do a comics theme this year – they are always sold out, so they are switching venues this year. (bigger) To bring in more money, they now have a ticket for bystanders.

They did just have their TopID brunch on a Saturday at a local country club (they weren't charged for the room since they were a nonprofit) – it was a perfect day and it was a white themed party. Check out the pictures on the South Florida/Event Recap page!

*Note to others chapters/regions: check into your local country clubs to see if they have a no-charge policy for nonprofits!*

*Idea – get students involved: get them to compete (or compete between schools) – maybe have them make the desserts.*

## **TopID Awards**

The new TopID nomination criteria and guidelines for 2020 is available in the Board Resources section of the website. <https://newh.org/boardresources/topid/> (it will also be emailed to all board members)

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 2020 TopID recipients are due to NEWH by September 1, 2019.***

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

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!