

NEWH Fundraising Call

June 20, 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.

- September 4 – 11am and 4pm EST

Reminders:

- Raffles/Silent Auction/Drawings – if you are planning to offer any of these at your fundraising event, please be sure to contact Nicole Crawford in the NEWH office to check if it is allowed in your state, or if any paperwork needs to be completed prior to the event. Some states even need to be aware that any type of fundraising event is being planned, where raising funds is involved (i.e. proceeds from tickets, soliciting sponsorships, etc.) – California is one example.
- Add event details to invites so people know what to expect at your fundraising event - include in your invitation wording to entice people to sign up – make it exciting! Includes as many details as you can (dinner or hors d'oeuvres, drink tickets or cash bar, dress code, parking, etc.)
- Be sure you are pre-budgeting for your event with a goal of netting 40-50% proceeds on your fundraising event.
- Email broadcast reminder: Be sure to give office 2-3 days' notice for email broadcasts – also reminder of Diane's vacation July 5-12, 19 and August 5-9. Be sure to contact her prior to those dates if you need any emails sent out or scheduled. Any broadcasts requests coming in during that time will not be sent out until her return.
- For your fundraising events, be sure to send your sponsorship menu to corporate partners first – please send the information to the NEWH office and Jena Seibel will forward that to her corporate partner contacts. We give them 3-5 days for first right of refusal and then broadcast it out to the entire group.
- Get the word out about TopID nominations – deadline is July 1st
- Chapter status reports on Fundraising – what fundraising events do you have coming up? How is planning going – do you have any concerns? If you'd already had your event – what went great/not so well?

Chapter Status Reports

Dallas – fundraiser scheduled for October 25 – will be a masquerade ball, with a silent auction (10-20 items – looking at quality vs quantity, trying to make them exciting). Looking at details to have a mask making competition – pairing firms (with wallcovering, fabric, tile) with designers to create a mask. Hoping this will be the competitive element for the event (and a smaller item than a chair that they've used in the past).

Ideas for silent auction items: Experiences are great – like hotel room stays to well for silent auction items – as well as concert tickets or musical/play tickets. Look for those who have connections in the area. Ask if they would be interested in donating tickets, etc. to NEWH.

Chicago - Summer social event coming up in July, and are doing a masquerade ball in October. One thing that is different this year is they are using the same photographer for every event, but are trying someone new this year. They are always trying to do some form of entertainment (they do have a lot of sponsorship so they can look into something special). For sponsors – there is a pool at the venue so they want to look at lit beach balls – as well as something highlighting TopIDs.

Ideas shared: someone was at an event that had a mentalist – or had a guy doing magic tricks who walked around – people loved it. Also may a psychic available.

Suggestion: if you are awarding TopID at your event – making sure that the people in the room are attentive, that your PA system is working well, etc. Maybe close the bar for 10-15 minutes during this time. UK chapter was able to corral everyone into another meeting room – seated theater style – they do their awards and then go back to the party venue.

San Francisco – in the middle of planning their signature fundraising event in September – Wine by Design. Released sponsorships sales last and sold more than half of the spots so far. They are trying something different where in the past they had multiple levels of sponsorship/tiers which is a bit tricky to manage – we want everyone to be happy so this year they re-worked the numbers and same amount of sponsors but they just did one level of sponsorship this year with everyone getting the same thing. So far so good. They also are doing a raffle, raising a minimum of \$5K in the past. Will try to reach out to hotel groups and get hotel stays donated. Have a whole series of email flyers and events going out for the event – general tickets go on sale in July. Last year they did their first themed event – sort of a Mad Hatter Alice in Wonderland and have a theme this year of Woodstock festival theme this year, and have live music to attribute to the atmosphere. With the design community and the creative they have, everyone gets excited about having a little more to do than just wine tasting. It's a nice way to do something a little different with a new element each year.

They really amped up their Instagram and more than doubled their followers. They use this platform to promote their sponsors to give them visibility and it is developing further reach for their chapter to add value to the sponsors being a part of their group.

South Carolina Region – the only event so far was their CEU with charging a small amount for nonmembers to bring in a bit of money. Coming up in October, they are spread out geographically and are doing a pumpkin carving contest where participants pay a fee – theme is dead celebrity for pumpkin carving. In November they have their turkey bowl. They are also working on starting to plan the NEWH Inc. celebrity chef competition that will be held next year.

NEWH, Inc. Culinary event in Charleston – update

The NEWH/South Carolina Regional group was awarded the hosting of the culinary event. It'll be in summer of 2020 – and is in planning stages now. It'll be a competition/iron chef type of event with

local chefs and local culinary students. Goal – to get NEWH more recognized in the community and attract individuals to the event that may not already be integrated into our industry. Also, they expect it to be very successful as a combined effort between NEWH, Inc. and the local regional group. They will create a template so if other chapters want to try it in the future, they'll have guidelines to follow.

Any questions? Contact us!

Fernando Diaz – NEWH Inc. VP/Finance - fernandodiaz@msn.com or Kelly Gaddes, NEWH Inc. Director of Fundraising - k.gaddes@cr-architects.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!