

NEWH Fundraising Call June 27, 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.

- September 5

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.
- TopID - deadline for nominations to chapters is due July 1st – a few chapters have extended the deadline. Deadline to get top 3 to NEWH office is September 1st – this deadline will not change, so if your chapter has extended the deadline be sure you are allowing enough time for your board to review/vote on your top 3.
- Broadcasting schedule – please note Diane will be on vacation July 3-13, 20th, and Aug 6-7. Any requests coming in during that time will not be sent out until she returns. She can pre-schedule a broadcast to go out when you'd like, so get your requests in this week.
- 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. (Would be interesting to see if anyone on the call has had 2 or 3 fundraising events a year and if they decreased that to 1-2 how that affected their sponsorships for the remaining events)
- 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 for forward that to her corporate partner contacts. We'd give them 3-5 days for first right of refusal and then broadcast it out to the entire group.

Chicago – does 3 fundraisers per year. They do have great committees for each event. They have a bowling event, summer social, and a fall event that will change a bit each year – but will be a masquerade ball. They do have some sponsors who do more than one event, but it is a mixed group. With Kingpin, they reach out to the previous year's sponsors for first dibs. After that they reach out to their broader group.

Question to group: In Toronto, they've had a golf tournament that happens during the day which was very successful each year, but it was held on a weekday – was great for owners but not as much for designers/purchases. One of the things they wanted to change up is to make it more accessible to designers and procurement people in order for them to be able to attend (after hours, weekends, etc.).

Sunshine – they've found what works with their one big event is holding it on a Friday evening, as opposed to a Saturday, which seems to be the good in-between between a weekday and weekend event. (One was a casino night and the other was a circus event at the science center – that they had on Friday nights).

North Central Fundraiser will be end of August – it'll be at a golf course. They did a wine raffle last year and it went over really well. Sell the tickets for \$10 each and then you'd win a bottle of wine, most were donated, some money was donated so they purchased bottles. You could get a \$50, \$25, or \$8 bottle of wine. They used popsicle sticks that were numbered and whatever number you picked is the bottle you get. They also have typically done lawn bowling at their fundraiser – so they are looking at changing that out this year with the new location – so the golf course was recently redone by a local firm (new design). They are doing apps and mingle/networking. (Their local area is a bit more casual vs having a sit-down dinner.)

Ticket purchases:

Sunshine did offer a ticket option do a group pack of 10, and have had some success with that. Toronto did have a benefit doing it because it took the member/nonmember price away from it – but they were getting the commitment of selling a larger group of tickets – which was higher than the member price, but more discounted than offering the tickets individually. *

Chicago – when you purchase a lane you get 5 tickets, they do have issues if they have someone purchasing 2 lanes, where they have then 10 tickets, but some people then backed out (i.e. a whole firm) so that affected the lanes, having only 1-2 those particular lanes.

*This is a great option for larger, no-cap ticket events, however, it may not work for those fundraising events that are limited to a small amount of tickets available for purchase.

Event Space / Changing event location

Sunshine - had their event space booked last year for their event this October. Since then, the space had issues with the city (was red-tagged). Hopefully, it will be resolved by the time the fundraiser rolls around, but they did scout some backup spaces just in case, where they have the first right of refusal with the back-up space.

Toronto had planned an event at an architect's firm – when planning the event and doing the budget it was a very high budget event but they thought it would be very high profile. As they got closer to the date, they didn't see sponsorships coming through and the tickets weren't being purchased as quickly as they thought. They instead found a close restaurant and were able to move the event to the retail location – without having to cancel the event, but it did change the event in a cool way – it instead became an intimate evening and had a great response and good participation.

This was a programming event, but something to think about in changing up something with your event that may be costly and coming up with something that may go over well but not be as pricey.

When talking about feasibility of event – they changed up their budget with formulas and were able to see when filling different numbers in for tickets purchases or sponsorships, the board members were able to see the bottom line visually and was more easily understood by everyone.

NOTE: Before signing contracts make sure there is a provision regarding if the property changes hands and the contract being honored or exactly what will happen if this occurs. Make sure you are protected if the venue is unable to host your event as well.

Budget / Budget ideas

Chicago – upcoming event on 26th – the space was rebranded. They were able to stick with their original budget numbers even though the prices were higher with the new brand. They are going to be tweaking their invite to match the new venue.

In Toronto they have a dropbox account that they all share – and in order for a budget line item to be put in the spreadsheet template they need to upload the quote/contract there before anything is paid.

Chicago – trying to fit aerial dancers into the budget (at their masquerade) – just to have something totally different as far as entertainment into their event.

Sunshine looked into this – offered the suggestion that if the entertainment was more unscripted (just hanging out, not to music) those are more budget friendly.

Any questions? Contact us!

Fernando Diaz – NEWH Inc. VP/Finance - fernandodiaz@msn.com

Tara Witt – NEWH Inc. Fundraising Directors - tara@tarrison.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!