

## NEWH Fundraising Call June 28, 2017

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

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

- September 6

**New York** – just had their owners' roundtable – still waiting for final numbers, but did raise \$35,000 in sponsorships. They had 210 people (increased from last year) and did sell out. Twenty-one different hotel owners rotated around the tables. They do have another FR event in Nov (Product Runway) – having a kick off meeting in a few weeks to pair design firms with vendors, but they are a bit short of design firms (they are looking for 20 firms).

This year they are not doing an outfit but a mask (like a masquerade ball mask) – they did this so it's not as time-consuming to complete, so it'll be hopefully easier to get firms to sign up. If they do need more firms to sign up, they may look at firms in DC, Boston, etc. to reach out a bit more.

**San Francisco** – their Wine by Design – Yacht edition plans are going very well. They are starting their raffle organization soon. It's a bit different this year - in the past they made books with item descriptions and sold raffle tickets on the busses. Since they don't have that this year because they'll be on the yacht – they are adding their raffle items to the guide they are handing out – they are selling tickets at lunch and then people can throw their tickets into the items they want to win. If they buy a certain amount of tickets they get one ticket to throw into a 'grand prize.' They are looking to have around 175 people. Tickets sold out in a week, and only two sponsorships are left.

**North Central** – they are working on the fundraising event this year at Brit's Pub. They had quite a few sponsors at the beginning of the year so are having a bit more trouble finding sponsors for end of year events. They typically do a silent auction where they have vendors donate things – some items aren't the greatest silent auction items, so they are contemplating doing a call for wine donations and do a wine pull.

*Note:* If your chapter is having a silent auction and having issues getting payments after the event from winners – have people complete a bidder registration form at the door which collects payment information. They receive a bidder number upon completion of form and use that on the silent auction bidding forms. That way, you have their credit card information up front. A bidder registration template is available at the NEWH office, give us a call.

**South Florida** – currently working on big awards event coming up in October. Some of the challenges – they have a lot of designers on their committee this year and having some difficulty agreeing on categories. Two reps on the board will be handling the submissions to control any bias. (Renamed awards to Golden Palm Awards.... i.e. best hotel, best

guestroom, best restaurant, etc.) Considering having some hotels in the area be the judges – but they are trying to figure out the best options to keeping it anonymous and fair as possible.

**Washington DC** – has had amazing programs that have been very well attended. In the middle of planning golf tournament – which is always very successful – they are expecting 36 foursomes and for dinner have 200-250. This year they are doing sponsor for the cocktail event as well. They are looking at netting about \$60-70K this year – a great fundraiser for their scholarships!

### Scholarship Event

If your chapter is planning the scholarship event to be a stand-alone event (i.e. that is not part of a fundraising event or programming event – like a hotel tour or panel discussion), please contact the NEWH office to be sure everyone is on the same page as far as IRS requirements, ticket cost, sponsorship levels, etc.

### TopID Awards

All presidents and VPs were emailed the new TopID criteria for 2018. It is also available in the Board Resources section of the website.

NEWH likes the fact that the awards are given at a scholarship 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 2018 TopID recipients are due to NEWH by September 1, 2017.***

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!