

NEWH Fundraising Call

September 4, 2019

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

Reminders:

- Chapter fundraising events – sponsorships: be sure to allow time for the NEWH Inc. office to share your sponsorship menu with our corporate partners to give them first dibs at your sponsorships available. Jena will share with her corporate partner contacts and after giving them 3-5 days, Diane will broadcast to your entire list. Jena cannot send this out if your sponsorship menu shows any sponsorships that already sold out.
- Reminder... companies are doing their budgets typically starting in October so if possible, annual sponsorships or large fundraiser info should be sent out by end of this September for 2020.
- For each chapter/region's main fundraising event – NEWH Inc. will send one of your courtesy broadcasts (you receive 2 courtesy broadcasts per event) to the full email list (18,000+ emails). Be sure to take full advantage of that in that the email you are sending to the full list has all pertinent event information (sponsorships available, ticket purchase, event details, etc) – and not just a 'save the date.'
- Raffles/Silent Auction/Drawing – if you are planning to offer any of these at your event, please be sure to contact Nicole Crawford in the NEWH office well in advance of your event (3-4 months) 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.
- Be sure you are pre-budgeting for your event with a goal of netting 40-50% proceeds on your fundraising event.
- Nominations/voting for your 2020 chapter boards is in the works – if you are stepping down from your position, please be sure to spend time with the new fundraising director to mentor them prior to end of the year.
- 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

Sunshine – they do try get their sponsorships out early – and do solidify some sponsorships in order to help vendors budget those sponsorships early in the year. August is their big push for firming up sponsors for their October event. They'll look at getting their sponsorships out in November for next year, and do revise/tweak with the new board in January and as the year goes on.

Dallas – they give a first push for sponsorships (they call it a sushi menu) in January with all their year's events – trying to get those vendors to plan early. They do have success with this, even if it is a more generic calendar. They are working on a letter to send out to a wider audience – explaining what NEWH is and trying to get different type of auction items.

Note: If you do have a sponsorship menu early, be sure to get it to Jena Seibel and she can send to her corporate partner contacts.

2020 Boards

Both Sunshine and Dallas have a chair for the director/voting positions (programming, fundraising, scholarship, membership, etc.) – and those people shadow the director for the year so they are ready to step up to the plate. Always be thinking about who can step into your role so you can mentor them along the way.

Cincinnati Region – is making sure they do have representatives from designers, vendors, etc. on their steering committee.

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!