

# NEWH Fundraising Call September 5, 2018

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.
- 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 2019 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.

**Toronto** – trying something new – recently done by Hawaii region. They are renting a room block on a floor of a hotel and everyone that is coming as a guest can mix and mingle on the floor and go into those rooms (vendors would have a table top showing their products) followed up by a party by the pool. Top of the bed tradeshow – 3-6pm. Let's make a splash party – 6-9pm. Toronto is doing this because they'd like to have a tradeshow, but not sure if there's enough interest to hold an actual tradeshow. **This is something that is specific for Toronto or smaller regions that may not hold a regional tradeshow.**

**Northwest** – comment regarding timing of annual fundraiser – theirs is in early July... it's typically a pretty easy fundraiser to sell out any of their sponsorships, except for this year. A new initiative for this year is to have their annual sponsorship packet dialed in before the end of the year – which includes their annual fundraiser sponsors, that way they can put it in front of their reps in time for end of year budgeting.

**San Francisco** – going more online with more of processing their event items – i.e. Wine by Design. They have a lot of competition in trying to get sponsorships and registering guest list. They take 3 busses up to wine country so they have to know what stops people are getting on, meal planning, etc. They also do raffle registration online which makes it easier for them.

If your chapter is interested in this, please contact Diane at the NEWH Inc. office to discuss.

This year is Alice in Wonderland/Mad Hatter theme. Will have a map of walking tours, or art galleries available, tour of stops/destination places, and meeting back at hotel to do more wine tasting, raffles, etc.

**Dallas** – they were going to bingo at their event, but it was way more involved than they thought because it’s actually gambling according to the State, which meant lots of paperwork, training, etc.– so they aren’t doing that anymore. They are now doing a napkin sketch competition. There will be a napkin sponsor with their logo, and a few images people can draw (i.e. skyline of Dallas etc. and other Dallas centered ideas as the subject) – they’ll have a few judges. You have to pay to be part of the competition and the winner gets their napkin framed by the art sponsor of the competition. (there is a time limit)

**New York** – they are going to do a full outfit for their product runway event in November, sponsorships going out soon. The venue is at Rumi – which is an event space – it holds almost 600 people. It does have elevated VIP areas, may have seated tickets and standing room tickets – they are still working on that part.

Any questions? Contact us!

Fernando Diaz – NEWH Inc. VP/Finance - [fernandodiaz@msn.com](mailto:fernandodiaz@msn.com)

Tara Witt – NEWH Inc. Fundraising Directors - [tara@tarrison.com](mailto: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!