THE DINNER Sept. 2015 Learnings 1/1

A few thoughts on the dinner came out of The Board’s Nov. 4th, 2015 conversation.

Organization of the houses, cooking/meals dinner, cocktail and sending people to their “houses” went very well. The steps should be documented & repeated for next time.

Food donations were very successful.

DATE: September seems to be a better time. We “lost the window” of April/May to NHHS and their results were quite poor for what ever reason. Turnout of less than 25.

\*\*\*Set the date very early in the Calendar year and get it pre-announced on our web site. Maybe even send a “hold the date” email to members.

Organization of the sponsorship drive was a success financially but we ask:

1. did we reach our sponsorship financial goal? no.

2. did we generate enough dinner attendees? no, good, but not up to our hopes.

Next time:

Perhaps Approach fund raising as a separate committee STARTING sooner in the year.

\* have a better list of targets to go to for larger amounts.

\* consider hiring a professional outside person to drive the fund raising. If we go this way increase the $$ target to cover the cost of the hire.

\* create a list of 2013 and 2015 donors & amounts to help next time.

\* we had a pre-cocktail to thank the house sponsors and we should consider inviting all the donor sponsors to this event. Perhaps tie this to the Board more closely.

\* Try to publicize the event “better” to get to 100 or 120 tickets sold. Before we forget what we did in 2015 we should analyze this more closely to see how to improve in 2017.

\* what else could we do to promote our sponsors to the community?

Organization of the Sponsorship Drive(s):

In general the board has talked about creating separate “target lists” of Solebury businesses/financial institutions for the fund raising we do. The objective of these lists would be to target certain groups by establishing the “giving need” for the various campaigns we need to run, and then match it with a list of “giving potential by business.” In this way we would have on hand a plan of who to go for, by name, in each “business” to approach, and what they gave “last time.”

Example: for the NY Brunch we need donors of dinners, spa treatments etc. “gifts in Kind” These are usually freely given but these same organizations (restaurants, spas etc.) are not the heavy hitters we need to approach for THE DINNER, which would tend to be Banks, larger employers, foundations etc.

Identifying people in STHS/Community who have the appetite for asking for contributions is also key. Get them into the committee early and get them working.