



Some Fabulous Ideas from Clubs of the

Golden West Region

to help you raise the funds needed to support
your projects and the Soroptimist Mission.

May 2012





Laughlin Fun-Bus
Submitted by SI Twenty-nine Palms

Proceeds Earned: \$800 to \$1000

Proceeds Benefitted: High School Scholarships

Contact Person for more info: Dee Foster

Email: fodendee@aol.com

Phone: 760 362-4057

Hours Required: 25 to 30 hours

Funds Required: \$250.00

MAIN IDEA: The main idea was to have a fundraiser that was fun for our guests and the members of the club. We work so hard all year to make sure that we raise the needed funds for all of our scholarships and we thought that this is a way to make some money and have fun at the same time. The great part of this is all the work is done prior to boarding the bus and the trip going to Laughlin. When we board the bus to come home, we make sure if anyone needs anything and then we start a movie for their entertainment.

TIME LINE: Plan a couple of months ahead to make sure that the date that you want is available with the bus line.

PROCESS: Set a couple of different dates then contact the bus line and they will check to see what is available. They will then send you a confirmation via fax. Print your tickets and flyers and pass them out to your members to sell. Make sure that you have enough members going that will help you sell raffle & 50/50 tickets, serve drinks and help with the raffle gifts being passed out to the winners.

A week prior to the run, collect all your raffle gifts purchase any supplies that you will need, such as water, chips, beer, wine, and cups. Also pick up the Laughlin coupon books that will be given to everyone. The morning of the run, get there early, load the bus with supplies and gifts then welcome your guests! We have two members checking people in as they board the bus and when we prepare to return, we check them off again so that no one is left behind. Since this a 56 passenger bus and we use the last 6 seats for our supplies and the bar we only sell 50 tickets.

One of the things to remember is we guarantee the bus line that we will have a minimum of 40 people on the bus, so it is very important to make sure that those that purchase a ticket are going to be on the bus that morning.

HOW PROMOTED: Local radio, flyers, facebook, emails and word of mouth from members.

WHAT WORKED: The raffles, 50/50, time of arrival game, passing out the coupon books, chips, crackers and water when they boarded the bus and the movie for the return trip

WHAT DIDN'T: We used to sell raffle tickets on the return trip, but we discovered that our guests and members are tired and need some rest, so that is why we do all that on the way down and show a movie on the way back.



It's No Blarney, It's Irish Bunco
Submitted by SI Beaumont-Banning

Proceeds Earned: Approximately \$2,500.00

Proceeds Benefitted: House of Hope, Scholarships, Hospital, etc.

Contact Person for more info: Louise Zaki

Email: louisezaki3@verizon.net

Phone: (951) 845-4575

**Hours Required: Prep: 50-80 hours Event Set-up: 4 hours Event and Clean-up: 5-6 hours
Follow-up paperwork: 10-12 hours.**

Funds Required: Estimated: \$2,000.00 for promotions, caterer, security, and permits (State Board of Equalization, Calif. Raffle Certificate and Report form, Liquor license, and City and Fire Department permit.

MAIN IDEA: Dinner, Bunco, Bar, Prizes, Free Photo Opportunities --- All for one \$25.00 ticket per person. We sell 100-125 tickets over the 4-6 weeks prior to the event. Dinner is catered. Prizes are donated by members. Instant photos with a theme backdrop are donated by members.

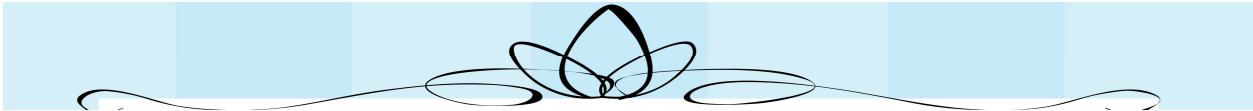
TIME LINE: Prep time is 6-8 weeks of planning, preparing posters and tickets, promoting, arranging caterer and facility, and securing required permits, etc.

PROCESS: See time line.

HOW PROMOTED: Local businesses, members sell tickets, posters distributed.

WHAT WORKED: This is our 4th or 5th Bunco (each with a different theme) so our procedure works.

WHAT DIDN'T:



Upscale Resale Garage Sale
Submitted by SI of the Foothills

Proceeds Earned: \$1000

Proceeds Benefitted: WOA, VRA, Pacific Lifeline and Children's Hope

Contact Person for more info: Deborah Vandenboom

Email: d.vandenboom@yahoo.com

Phone: 909/261-6934

Hours Required: 60

Funds Required: \$75 advertising

MAIN IDEA: Win/win situation as people were able to clean their closets and garages, left over goods were donated.

TIME LINE: Everyone needed to bring their items already marked for sale, organization was needed to put things together morning of the sale and pack things up after words.

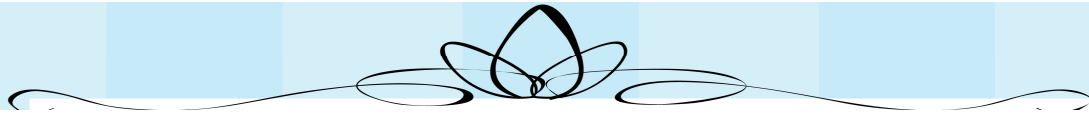
PROCESS: making sure we had participation and people willing to work the sale.

HOW PROMOTED: Internet and local paper

WHAT WORKED: people were able to get rid of items they no longer needed

WHAT DIDN'T: Lot of work for little return





“Man About Town”

Submitted by SI Parker—Copied from SI Big Bear

Sponsors: KLPZ radio & Gene Price Motor Sports

Proceeds Earned: \$9500 (previous year \$11,000)

Proceeds Benefitted: All Soroptimist Projects

Contact for more info: Laurie Moses

Email: lmogwr@live.com

Phone: 928/667-2727

Hours required: approx 180

Funds Required: approx \$1000 start-up

MAIN IDEA: Male community leaders run a campaign against each other to be the biennial “Man About Town”. Each “CANDIDATE” collects money as vote\$. One vote = \$1.00 The Candidate with the most vote\$ wins the title, however each participant will receive acknowledgment of their time and good nature, a plaque to hang in their office, as well has the honor and gratitude of every Soroptimist PLUS an invitation to all our parties and events.

TIME LINE: August thru October, the MAT committee is formed, “MANHANDLERS” (Campaign organizers) are formed, and (3)“CANDIDATES” selected, who then meet with entire MAT committee to plan fundraisers. A fundraiser calendar is established.

PROCESS: A “Kick-off” Event is planned in November (Kick-off Dance) to launch the candidate’s campaigns (which runs 4 to 5 months). “VOTE\$ BOXES” will be placed at secure positions around town for community members to vote for their favorite candidates. “VOTE\$ BOXES” may also be taken to community functions to garner vote\$ as long as ALL boxes are present.

“VOTE\$ BOXES” are emptied and vote\$ tabulated by the “Mantabulator” (finance chair) ONLY! She will record vote\$ for each candidate & make lump deposits with the club Treasurer.

In those 5 months, candidates will also hold their own fundraiser(s) (at least one) to garner vote\$ for their campaign. The candidate must approve all campaigning in their name.

Examples of Fundraising Events:

Letter writing—to all friends and family, etc
Wine tastings, Beer tastings
Fishing tournaments
Golf Tournaments
Mystery Dinners

Car Washes
Pancake Breakfasts
Bingo Games
Guest Bartending
Cow Pattie Bingo

Raffles
Bar-B-Que
Poker Runs
Bunco Parties

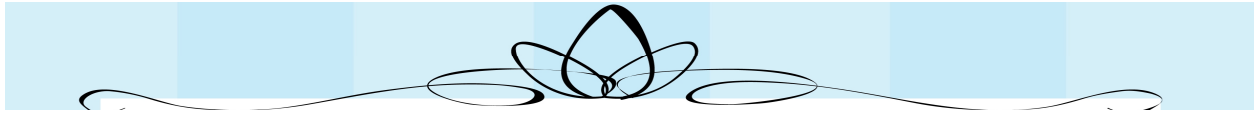
The campaigns culminates in a “Gala Event” (Black & White Ball) in April to announce the total monies raised and who will inherit the coveted title “Man About Town” and receive his own top hat and cane. It is NEVER announced who raised what. That is ALWAYS kept secret. Acknowledgements are made to everyone who worked so hard on this event.

HOW PROMOTED: radio, newspaper, Facebook, large banners & posters, Life-size cut-outs

WHAT WORKED: Every single community members can donate, no matter their financial status. Little kids will even donate votes for their favorite candidate.

WHAT DIDN’T: keeping the Manhandlers (not the guys) from becoming too competitive! The more guys you have, the more events to plan, the more chance of member burnout. If your events are bunched too close together—another chance of member burnout.





**Fashion Show and Luncheon Fundraiser
SI Gold Canyon**

Proceeds Earned: \$8,692.00

Contact Person for more info: Carol Grosz

Email: carolgrosz@hotmail.com

Phone: 480-671-7233

Hours Required: 50 to 100 (just a guess)

Funds Required: \$2,294.41

MAIN IDEA: The Fashion Show Fundraiser was in support of the “Foundation for Independent Living,” which enables girls in the Pinal County Foster Care System to further their education. (SIGC created this Foundation from last year’s Fashion Show Fundraiser profits.) We sold 215 tickets this year for \$25 each, had raffle baskets and the 50/50 raffle, vendors, complimentary champagne, sold wine for \$3/glass, lunch and live entertainment. We had six models with clothes from Coldwater Creek. The venue was at private residence in Gold Canyon which allowed for 250 guests plus workers. It was a beautiful setting with a lot of positive feedback.

TIME LINE: Saturday, March 17 (St. Patrick’s Day) from 11 a.m. to 2:30 p.m.

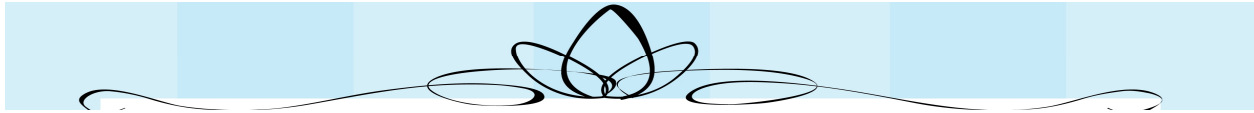
PROCESS: Complimentary champagne, lunch, vendors, raffle baskets and 50/50 raffle, top three best hat awards, 11 door prizes, introduced VRA and Ruby Award Winners (WOA was unable to attend).

HOW PROMOTED: Local newspapers, flyers, e-mail, word of mouth, announcing at socials, online Gold Canyon Calendar.

WHAT WORKED: All of the above

WHAT DIDN’T:





**24th Annual Fashion Show and Tea “Fashion Eggstravaganza”
SI Moreno Valley**

Sponsors: Various community businesses

Proceeds Earned: \$10,000 plus (net profit after expenses)

Proceeds Benefitted: Community Assistance Program, Riverside Coalition for Alternatives to Domestic Violence, Riverside County Regional Medical Center Child Abuse and Neglect Unit and Soroptimist signature programs

Contact Person for more info: Jan Hartig

Email: jjhart661@verizon.net

Phone: (951) 242-5254

Hours Required: Actual event plus 15 hours set up (plus time members spend in ticket sales and soliciting for raffle and door prize donations)

Funds Required: About \$3,350

MAIN IDEA: Raise money with a classy event. We prepare an elegant tea luncheon for our guests, and hold a spring fashion show using Kohl’s as a partner. Models are friends/family of Soroptimist and community leaders. We also use this venue to recognize our Ruby, WOA and VRA award winners. We sell raffle tickets for various theme basket ensembles. All ticket holders are entered into about 30 door prize drawings during the event.

TIME LINE: Establish date for the event 9-11 months ahead; start getting sponsors 6 months ahead; get program ads and donations 3 months ahead; set specific dates as deadlines for ads, donations, ticket sales and program design; models are fitted for clothes one week before the event; food purchase/ preparation and table assignments are handled during event week; decorating is the day before.

PROCESS: Involve all members in some aspect of the event

HOW PROMOTED: Through word of mouth, FACEBOOK, two community based magazines.

WHAT WORKED: Because seating capacity is limited to 228, all tickets are purchased in advance on a first come basis.

WHAT DIDN’T: “Will Call” tickets slowed down the check in and seating process.

CLUB: SI of Moreno Valley





**Lunafest
SI Palm Springs**

Sponsors: Cliff Company

Proceeds Earned: \$1,600

Proceeds Benefitted: Soroptimist House of Hope, Ramon Alternative Center's Girls Empowerment Retreat, Breast Cancer Fund

Contact Person for more info: Joan Boiko

Email: jboiko@psusd.us

Phone: 760-861-9023

Hours Required: 15 **Funds Required:** \$500

MAIN IDEA: Short film festival, for, by and about women presented by Cliff Company. Comes packaged and ready to go. Films, marketing materials, etc. all come from Cliff. Only expenses are paid ads (PS Film Festival program), printed tickets, reception items. 15% or \$250 (whichever is more) goes to Breast Cancer Fund. Other proceeds can be used to support any women's organization.

TIME LINE: One or multi-screening of films. Promotional time about two or three months is best.

PROCESS: Apply for approval from Cliff company at lunafest.org.

HOW PROMOTED: newspaper, radio, television, e-mail blast, PS Villagefest, ad in PS Film Festival. Announcement at city council meeting.

WHAT WORKED:

WHAT DIDN'T:



Chinese Auction
SI Central Yavapai Valley

Sponsors: Club Members

Proceeds Earned: VARIOUS

Proceeds Benefitted: CLUB/CLUB MEMBERS (Interclub Fundraiser)

Contact Person for more info: Carol Blann

Email: CBLANN7@Q.COM

Phone: (928) 978-3881

Hours Required: AS NEEDED

Funds Required: 0

MAIN IDEA: NICE WHITE ELEPHANT ITEMS ARE AUCTIONED

TIME LINE: 30 MINUTES TO COMPLETE AUCTION OR AS AGREED UPON

PROCESS: MEMBERS BRING NICE WHITE ELEPHANT ITEMS AND SINGLE DOLLAR BILLS. MODERATOR KEEPS A MINUTE TIMER WHERE NO ONE CAN SEE THE DIAL. SHE SECRETLY SETS A TIME 1MIN TO 10 MINUTES OR AS SHE DECIDES. SHE THEN SAYS "GO", PEOPLE BID BY HOLDING UP SINGLE DOLLARS (ONE AT A TIME) A RUNNER COLLECTS THE DOLLARS AND THE LAST DOLLAR COLLECTED WHEN THE TIMER GOES OFF WINS.

HOW PROMOTED: _CLUB ANNOUNCEMENTS PROMOTION

WHAT WORKED: HAVING NICE ITEMS THAT PEOPLE WOULD BID ON

WHAT DIDN'T:



Annual Christmas Auction
SI Apple Valley

Sponsors: None

Proceeds Earned: \$1,200 - \$1,700 every year

Proceeds Benefitted: WOA, VRA, Ruby Award, SIA Disaster Relief Fund, SI Sierra Leone Project

Contact Person for more info: Tracey Lowther

Email: LLwtracey@hotmail.com

Phone: 760-956-2500

Hours Required: 12

Funds Required: none

MAIN IDEA: Christmas Party Luncheon & Auction – ask each member & guest attending to bring a Christmas (ornament, decoration or anything Christmas). This is a good money maker & a good membership activity because we have so much fun.

TIME LINE: 1 ½ hour Lunch – we do this instead of a Program Lunch meeting

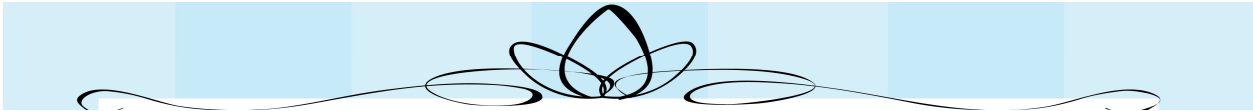
PROCESS:

- 1. A member volunteers to be the auctioneer**
- 2. A member volunteers to make the room look Christmas themed, by decorating the tables and getting a Christmas tree which is auctioned off.**
- 3. Members invite everyone they know to attend, usually we have 30 – 50 attend**
- 4. There is no expense because it is over our regular program meeting so they are billed for lunch. Guest are told what the costs of lunch is & they know ahead of time they will pay.**
- 6. We have this party the first or second week in November so we have our Christmas items to decorate our homes later.**

HOW PROMOTED: Word of mouth from all members

WHAT WORKED: All -- This is soooo easy, we just take a regular program meeting & make it into a Christmas Party.

WHAT DIDN'T: Always comes out "Great", but every member must do their part by inviting a guest or guests.



**Bunco on the 5th Tuesday of the month
SI Baldy View**

Sponsors: Different members of SI Baldy hosts the event

Proceeds Earned: Varies but usually \$100

Proceeds Benefitted: The Club's General Fund

Contact Person for more info:

Email: sibaldyview@yahoo.com

Phone: 909/680-4165

Hours Required: 4

Funds Required: Food items and drinks but this is usually donated by members

MAIN IDEA: We use this as a social event but raise some money as well. We also do a white elephant gift and raffle this off.

TIME LINE: Send out an evite 2 weeks before and a reminder the week before

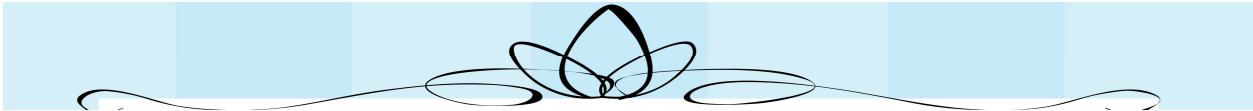
PROCESS:

HOW PROMOTED: via email and word of mouth

WHAT WORKED: Keeping it on the same night as our meeting helps in scheduling I think

WHAT DIDN'T:





Ladies Bunco Night SI Saguaro Foothills

Sponsors: Local Businesses

Proceeds Earned: \$2025

Proceeds Benefitted: Programs for women & girls

Contact Person for more info: Betty Lou Olmstead

Email: bettyolm@aol.com

Phone: 480/488/5250

Hours Required: 5 hrs at the event...2 months before getting players

Funds Required: \$225

MAIN IDEA: Gather Ladies to play Bunco: Gave white elephant for every Bunco rolled. Gave cash prize at the end. Sold raffle tickets for donated raffle prizes. Had a LIVE Auction of donated items. Auctioneer is a member. Always great fun. members brought snacks, soda, water, coffee and lemonade.

TIME LINE: Start signing up players at least 2 months in advance.

PROCESS: Set date. Solicit prizes for raffle and live auction from local businesses. Sign members up for duties that night. Spread the word...tickets are \$20.

HOW PROMOTED: via email and word of mouth, free ad in newspaper, talk to former players.

WHAT WORKED: Everything

WHAT DIDN'T: Attendance was down this year, but budget was met.





“MOM ROCKS” Award and Fashion Show SI Chino Hills/ Inland Empire

On May 1, 2011, the Soroptimist International Chino Hills/Inland Empire club held a highly successful event that incorporated a recognition award, “Mom Rocks” for one winner and two runners up awards to recognize outstanding mothers who make personal sacrifices, balancing family and career, while contributing unselfishly to society. The award recipients were honored at a SICHIE “Mom Rocks” Brunch and Fashion Show fundraiser at Los Serranos Country Club in Chino Hills, on Sunday, May 1, 2011.

PURPOSE: This is a first of a kind project for the SICHIE club to combine a community based award program to honor and publicly recognize outstanding mothers who balance their family lives with a career and community work, a fundraiser, and recruitment event all in one with the goal of establishing a signature high profile fundraising event that would draw guests from the community and raise awareness for Soroptimism and our mission.

COMMUNITY OUTREACH and PUBLICITY: Mom Rocks Award: Daughters, granddaughters, fathers, husbands, or members of the community were all invited to nominate those mothers who “Rock”! Mothers or their families must reside in the Chino Hills/Chino area. The application was available on-line on our club website and hard copy. Multiple applications were submitted for the award from the community by the April 1, 2011 deadline. Four non-Soroptimist judges were recruited to participate in the judging process. The judges included the City of Chino Hills Mayor, and three prominent women community organizers and/or business women. The first, second and third place winners were recognized by the club with a “Mom Rocks” Award Certificate and flowers, and by the City of Chino Hills Mayor and State Assembly representative with certificates. The winners also won donated prizes ranging from a weekend getaway in Palm Springs to a dinner at Ruth Chris Steak house. The winning mothers were featured in the event program and were asked to say a few words upon accepting the award. There was not a dry eye in the house during the ceremony.

FUND RAISING: Tickets were sold @ \$35 pp via members and on the website using pay-pal service. Cash and raffle prize donors were sought for the event from the local business community and from southern California entertainment venues. Fashion show sponsors for the event were Coldwater Creek, Cookie Lee, and Dolshe (local boutique), who provided the clothing for the fashion show and had products and clothing for sale at the brunch, with a portion of the sales donated back to the club. In addition, a photographer donated time to take professional photos of the guests and make them available for purchase on the online photo site Shutterfly.com. 115 guests attended.

PROGRAM/ RECRUITMENT:

In 2012, the club plans to have a lengthened formal training process involving all current year WOA applicants (6) and VRA applicants (3) to be the runway models in the show, and combine the fashion model runway training with hair, makeup, general self-esteem and confidence building workshops in advance of the “show”.

Because this event was mother and fashion-centric and held a week before Mother’s Day, we knew that the vast majority of the guest would be women and girls of various ages, families/ friends of the award recipients and the business community who had received tickets in exchange for larger cash donations. In between the program elements, all of the guests heard a brief summary about Soroptimist. Several women guests approached the SICHIE hosts and email and phone numbers were collected for follow-up by the club as new recruits.

PROCEEDS: \$3200 and a ton of public relations and media exposure

NEW MEMBERS: 3 and numerous new supporters.



**“Tribute to the Troops”
SI Parker**

Sponsors: Lion’s Club/ SI Parker

Proceeds Earned: \$4000.00

**Proceeds Benefitted: “VOTE\$” for man About Town Candidate which raises funds for So-
roptimist Community Projects (Crisis Shelter, Scholarships, Senior Center, Food Bank)**

Contact Person for more info: Heather Wilson

Email: highlandfling51@yahoo.com

Hours Required: approx 35 hours

Funds Required: \$300 for band. Everything else donated.

**MAIN IDEA: “Tribute to Troops” parade (1/2 mile, decorated golf carts, dogs, children, mo-
torcycles, horses) to local VFW. Prizes for best parade entries. Then BBQ (provided by Li-
ons Club), National Anthem singing contest, Raffle of Walmart discounted 55 in Plasma TV.**

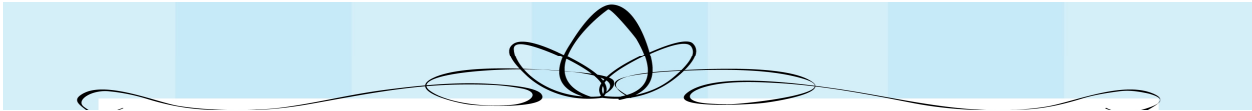
**TIME LINE: 6 months prior, design and order tickets, flyers, banners, and parade entry
forms Then start getting sponsors, arranging venue, music and food, then pull parade and
liquor permits if needed.**

**PROCESS: Line Parade up approx 1/2 mile from VFW. Tickets to BBQ are presold, but most
were bought at the door, brought in by the parade. Band is playing upon arrival to maintain
momentum, Beer is sold by the VFW, and food is served by Lions Club. Prizes are awarded
to best Parade Entries and National Anthem singing contest, Veterans Stories told, Raffle
for TV is drawn, and that’s it. Entire event took approx 3 hours (1 to 4pm) on a Saturday Af-
ternoon.**

**HOW PROMOTED: in the beginning...flyers in newsletters, Facebook invitations, banners
hung around town; and closer to the event...radio interviews, newspaper ads, and members
pounding the pavement.**

**WHAT WORKED: Having sponsors allows us to keep the prices reasonable and people are
willing to buy tickets even if they don’t come. I think this event was well attended because
of the emotional attachment to our troops as well as our attachment to the Man About Town
Candidate who was also a respected member of our community and veteran.**

**WHAT DIDN’T: It was a little warm that day, but that is the chance you take with an outdoor
event. Just make sure you have a lot of water available (or coffee if it turns cold)**



Annual Spaghetti Dinner/Bingo Fundraiser
SI of the Chino Valley, Inc

Sponsors: City of Chino Council Members, local businesses, restaurants and Soroptimist members

Proceeds Earned: Gross \$ 6,673.00 Net: \$4,510.16

Proceeds Benefitted: SICV, Stepping Up program, Have a Heart recipients and various club projects.

Contact Person for more info: Christy Ray, Sandra Sue Bright, SI Chino Valley, Inc.

Email: Christy Ray christylynn1024@yahoo.com Phone: (909) 615-3021,

Sandra Sue Bright susie6119@yahoo.com Phone: (909)628-8506

Hours Required: day of the event usually 5 hours including setup, and tear down.

Funds Required: \$2,000.00 for supplies, game payouts, bingo caller, city building attendant.

MAIN IDEA: This event is held in October, we use the Halloween theme. A spaghetti dinner is included along with, door prizes, opportunity drawings and 10 bingo games.

TIME LINE: The planning for this event is 3-4 months in advance.

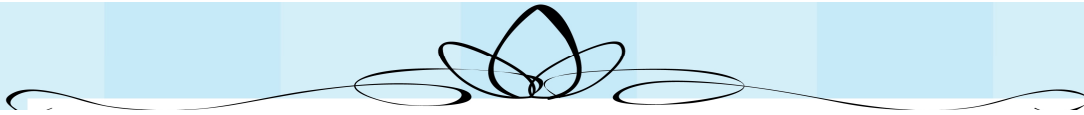
PROCESS: Choose a theme. Location is selected, meal, cost, tickets printed, sponsorships/donations secured, event promoted, plans/activities finalized with a member work schedule in place.

HOW PROMOTED: Ads placed in local newspapers. The Chino Valley Chamber of Commerce emailed event to business members. Soroptimist members distributed flyers throughout the community. Flyers placed at local businesses and the Chino Senior Center.

WHAT WORKED: Location, the event was held at the Chino Senior Center. Seniors love to play bingo. Tables and chairs were provided by the senior center at no additional cost. The building seated 200 people. Tickets sold for \$20.00 in advance, \$25.00 at the door. All club members participate they are the ones that make this a fun, easy and very successful event.

WHAT DIDN'T: We had a new bingo system with the future numbers showing on a television screen before they were called. Next time we will have the system explained ahead of the games to avoid any confusion. You cannot be a winner until the numbers are called by the bingo caller.





St. Patrick's Day FUNdraising Party SI of the Chino Valley, Inc

Sponsors: Various Chino community leaders, corporations, leaders and individuals

Proceeds Earned: Average of \$8,000 - \$10,000

Proceeds Benefitted: Continues to fund youth scholarships for students attending Chino and Chino Hills high schools and the Chino Chaffey College campus

Contact Person for more info: Paula Cheatham

Email: cheeta22@verizon.net

Phone: 909-9170-3286

Hours Required: Varies

Funds Required: \$3,000 - \$4,000 (depends on event planned)

MAIN IDEA: Determine an event theme; set the location, plan dinner/dance, entertainment and evening's event around the theme.

A St. Patrick's Day FUNdraising Party theme set the stage for a March 17 major event featuring the traditional corn beef, cabbage and red potatoes dinner menu with green beer and green martinis. A DJ was hired for the entertainment and played Irish music along with other appropriate dance music throughout the evening. The evening's activities consisted of a silent auction; a live auction of homemade Irish desserts by Club members; Left/Right/Center game; a Pot O'Gold and Shamrock "Hunt"; and a St. Patrick's Day Costume contest. Participants were encouraged to dress in theme costume!

TIME LINE: Event planning should start 3 - 4 months in advance of the actual date. The evening is typically 4 - 5 hours in duration.

PROCESS: Determine theme and plan activities around the theme; select location/meal/cost; sell tickets, secure sponsorships; promote event; finalize plans and activities; schedule work sessions; enjoy event!

HOW PROMOTED: Local newspapers, Chamber of Commerce, word-of-mouth, visiting local service clubs, local TV cable advertising.

WHAT WORKED: All Club members supporting the event! Themed events typically spark interest with participants!

WHAT DIDN'T: There are always situations/events that Committees encounter that may put a "hitch" in the event. We all learn by the little mistakes that are made and correct them when planning the next event.





Desert Dessert Derby
SI Palm Desert

Sponsors: 2 businesses at the \$500 level

Proceeds Earned: \$23,500

Proceeds Benefitted: Soroptimist House of Hope and balance of club service program

Contact Person for more info: Beverly Starcher, Fundraising Director

Email: desertbev418@aol.com

Phone: 760 340 1992

Hours Required: 6—7 months: meetings/contacts/follow-ups

Funds Required: \$9,000 overhead too high

MAIN IDEA: Upscale cake auction: Valley pastry chefs compete for ribbon in several categories to prove their skill; chefs submit 2 cakes/1 for judging and 1 for auction. Chefs judge and take sample serving. Auctioneer auctions first cake and then the second for next highest bid because samples have been removed for judging. Celebrity auctioneer works to get highest prices.

Event includes lovely luncheon, wine, silent auction and “Chinese” auction. We have a specialized computer program which we purchased that walks us through the recordkeeping for an annual fee; could be done without it to save funds. Members participate fully in the monthly committee meetings, solicit chefs for cake entries, solicit businesses for baskets of donations for the silent and Chinese auction (for which raffle tickets are sold), prepping baskets, setting up auctions and work the day of the auction. In addition, everyone sells tables or tickets. Our top number of ticket sales is at 225 in our fifth year of doing the Derby. We are considering going more glam and evening event, but no decision made yet. We have the confidence of the pastry chef community by including them in on the award criteria, judging and presentations of Grand Champion and other blue ribbons. We keep microphone time to a minimum to allow for focus on the auction, which has to be done efficiently and with a lot of fun to keep things lively so it doesn’t go too long.

TIME LINE: Begin committee meetings in September to prep for a March 10 event. Committee meetings were held monthly with exception of none over December. Run-through at the country club the week before. With setup, Derby Day is a long day, starting at 7 and wrapping up at 3 pm.

PROCESS: We needed 20-25 Soroptimists and friends Derby Day, Soroptimisters to sell raffle tickets and act as spotters for the auction, 3 culinary world celebrity chef/judges, we had 5 chefs in training from the culinary institute to assist with the cakes and young people from the Riverside County ROP program helping and as runners. Monthly committee meetings were populated by from 12 to 17 Soroptimists-important! A couple of the committee responsibilities need adjustment to keep things in balance.

HOW PROMOTED: Personal contacts of club members, email advertising, Facebook, television interview, radio interview, newspaper ad, magazine articles, press release

WHAT WORKED: Very good for bringing members into the process as there is so much to do. Members generally satisfied with the project and willing to participate, which is a big plus.

WHAT DIDN’T: It seems to take its toll on the chairperson in the constant demand to perform over a 6-7 month period – burnout risk. Members pretty well wrung out when its over too. Cake prices need to be higher and auction items need to bring in more money. We think it should be a 30K event with modifications and tighter budget.



**16th Annual Valentine Dessert Auction and 9th Battle of the Bakers
SI Riverside**

Sponsors: Local businesses

Proceeds Earned: \$13,500

Proceeds Benefitted: Live Your Dream Conference, RARCC, SafeHouse, Habitat for Humanity,

Contact Person for more info: Glenda Richards

Email: ggr41797@msn.com

Phone: 951/687-8676

Hours Required: We start planning July 1 and have committee meetings w/ all committee chairs once a month – many, many hours. We have had a luncheon in the prior years. We plan to have our 2013 Auction an evening dinner/auction again.

Funds Required: We try to get as much donated as we can. All our live auction items are donated; cakes, trips, puppy, dinners, condos. In our Silent Auction (all items are donated-some are baskets and others are shown as individual items up for bid). We usually have 50/60 items.

MAIN IDEA: We hold our fundraiser an evening or two before Valentine's Day. Our 2012 Auction was held in the evening, for the first time. We invite area bakers to make 2 identical cakes, etc., one to be judged and then both sold in our Live Auction. We have a small sales table where crystal glass containers filled with chocolate, some w/ small gifts – made for women, men and children for Valentine Day gifts are sold. This 2012 auction, we tried something new – we had a wine auction. We had 56 bottles of nice wines donated from wineries and members and sold numbered tickets. It was a smashing success.

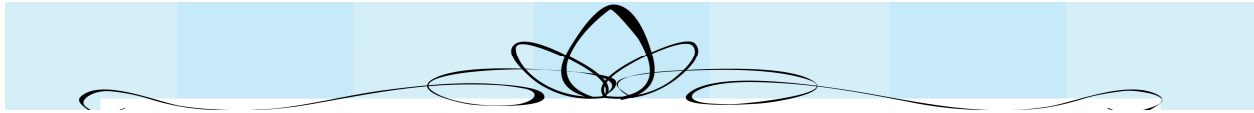
TIME LINE: We start with committee meetings the first of our Soroptimist year; discussing our plan of action for the Live Auction as well as the Silent Auction, deciding what changes we want to make to the program; get members to start thinking about sponsors, who they can contact for donations, and what we can do to make our Auction another success.

PROCESS: Each Auction is a learning experience, and we benefit from each one. We have set up guidelines (which change yearly) for the event. We have to have a program that each member is willing to work with. And our last 4 auctions, we have had 100% membership participation. I am so proud of our Riverside club. Plaques are made and presented to all the bakers who participate, our auctioneer and judges. Thank you letters are written and mailed to all sponsors, donors, and volunteers.

HOW PROMOTED:

WHAT WORKED:

WHAT DIDN'T:



Dining and Much More Discount Card SI Rim of the World

Sponsors: Local Restaurants and Businesses

Proceeds Earned: \$5000.00 plus

Proceeds Benefitted: Our General Fund to be used for the various mountain charities we support.

Contact Person for more info: Yolanda Douglas

Email: Keithie@aol.com

Phone: 909-337-6041

Hours Required: 40 hours

Funds Required: \$225.00 for printing cost

MAIN IDEA: We approached various local restaurants and businesses to see if they would like to be part of our main fundraising project. It was up to the business as to what they would like the offer or discount to be noted on the card. Many of them are a percentage off of their meal or perhaps a free dessert or a percentage off of their total from a retail store. This will be our 5th year and as the years have gone by more and more businesses have wanted to be included on our card. We started with a credit card size (one sided) and it has progress to a tri-fold credit card sized heavy laminated paper with room for 52 local businesses.

The card is valid for one full year and may be used as many times as you wish. We sell the card for \$20.00; after 5 months we reduce the price to \$15.00; after 7 months \$10.00

TIME LINE: The new card starts May 1 of the year and ends April 30 the following year. We start the sign up of the businesses in February in order to be all ready for the card to start on May 1.

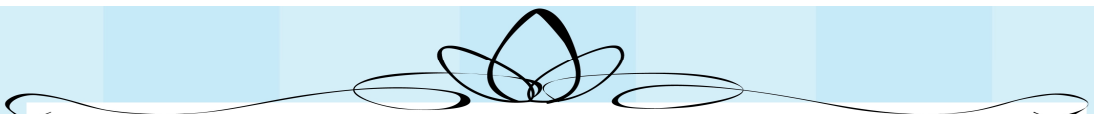
PROCESS: Once we have all the businesses accounted for, we go to the printer with our template with the businesses sorted as to the village they are located in. (alphabetically) We print approximately 500 cards. We also have printed laminated signs (about 4" x 5" that we give to each business to put on their door which says the "Soroptimist International Rim of the World" Discount card is honored here. We also print an poster sized version of the card to be displayed when we are selling them outside various locations at the beginning of the card year. We send a thank you letter to each business thanking them for being on the card as well as two free cards for them to use.

HOW PROMOTED:

WHAT WORKED:

WHAT DIDN'T:





**TEAM TRIVIA (First EVER!)
SI Saguaro Foothills**

Sponsors: Local Businesses, members

Proceeds Earned: \$4,069

Proceeds Benefitted: Our local club (Programs for Women and Girls)

Contact Person for more info: Betty Lou Olmsted

EMAIL: bettyolm@aol.com

PHONE: 480-488-5250

Hours Required: AT the event: 2 hours. Before event: 2 months (getting Sponsors)

Funds Required: \$731

MAIN IDEA: Gather sponsors to form a team of 4 people to be a TRIVIA TEAM to participate in the fun & competitive TEAM TRIVIA event. A professional Trivia Master did the program; we secured a restaurant to hold event. Gave prizes for 1st, 2nd & 3rd Place Teams; a Door Prize; and a Best Team Name Prize. Did initial advertising in 'local' newspaper; printed up posters to distribute; printed and handed out a flyer with all team names and sponsors (at the event); made Team Name Signs for each table; got 'snacks' for each table. Got 14 teams in all and pretty much filled the place. Still hearing RAVE reviews at what a great time everyone had! No-host drinks & appetizers available during game.

TIME LINE: Two months actually...but certainly can start earlier.

PROCESS: Get venue; get Trivia Master; secure date; solicit sponsors and team members. Advertise, advertise – advertise - recruit – recruit – recruit!!!!

HOW PROMOTED: Advertising and personal visits dropping off solicitation letter with a poster AND a Registration Form. Personal visits (and RE-VISITS) work the best.

WHAT WORKED: Everything we tried and set out to do worked.

WHAT DIDN'T: We could have had a few more teams so we could have met our budget. It was a first time event, and we KNOW we WILL have more participants NEXT time!!



Dining Out!
SI Yucca Valley

Sponsors: Las Palmas Restaurant

Proceeds Earned: \$440.00

Proceeds Benefitted: Boys & Girls Club/ Unity Home (Domestic Violence)

Contact Person for more info: Vikki Dalton

EMAIL: cvdalton@verizon.net

PHONE: 760/365-4106

Hours Required: 6

Funds Required: \$0

MAIN IDEA: Encourage Patrons to go to restaurant on a given night. Soroptimists act as Hostesses. 50% of check (minus alcohol) goes to Soroptimist Club. Good promotional idea for restaurant. "Cause Related" Advertising.

TIME LINE: Two months prior, start passing out flyers and advertising.

PROCESS: Contract Restaurant, decide date. Design, print flyers and distribute flyers. Sign up Soroptimists to WORK event.

HOW PROMOTED: Flyers, posters, word-of-mouth

WHAT WORKED: Very easy—no stress

WHAT DIDN'T: Did not get media advertising and think that would have helped. Doing it again in April and also planning a raffle to bring in more money.



Membership Services Auction SI Palm Desert

Sponsors: club members

Proceeds Earned: Up to \$3,000 any given year

Proceeds Benefitted: Club general fund

Contact Person for more info: Deborah Schwartz, Past President

Email: dschwartz@ci.palm-desert.ca.us

Phone: 760 342 1852

Hours Required: minimal for organizing donations

Funds Required: none

MAIN IDEA: We schedule one of our regular program meeting days to hold an auction amongst our membership of items, donated by the membership: “personal services” which might include any creative item you could imagine, and the sky’s the limit in creativity! Samples of actual donations over time: delivered to your home a homemade spaghetti dinner for 8; addressing all your Holiday cards up to 200; a flourless chocolate cake per order by a Soroptimister; paint and repurpose a room of your choice prox 8 x 10 by a Soroptimister; 2 hours worth of ironing; 2 banana nut breads delivered as needed; an order of hot cross buns for Easter; income tax prep; wardrobe session of “Clean Sweep”; pick up and delivery at Palm Springs International Airport; high tea for 6 at your home; formal home Comparative Market Analysis – and well you now get the idea!

TIME LINE: About a month lead time to advertise it amongst the membership and prep time of an hour or two to line up the donations to keep track for the treasurer and give list to your in-house auctioneer.

PROCESS: Day of: line up the auction items as the members arrive along with their cards and: Take it away Madame Auctioneer!

HOW PROMOTED: At meetings and in club newsletter.

WHAT WORKED: FUN! Up to 3K in the coffers. Something out of the ordinary to spark the members.

WHAT DIDN'T: A vocal contingent of members are not best pleased with the fact that we are calling upon the members once again to raise funds from our personal resources and they do NOT like it in principle, i.e., members provide it or make it or do it and then members bid on the items and buy them as well. Other than that it is a winner which we trot out usually every other year just for the fun of it and boosting our budget.



Fashionista Clothing and Accessories Swap
SI Rim of the World

Sponsors: Our Soroptimist members, family and friends

Proceeds Earned: \$900.00 plus

Proceeds Benefitted: Our General Fund to be used for various mountain charities we support.

Contact Person for more info: Andrea Hilton

Email: andreahilton@charter.net

Phone: 909-337-7253

Hours Required: 10 hours day prior to event; day of the event: 60 hours

Funds Requires: flyers made by a member; we will be purchasing clothes racks this year to make it easier to display the clothes properly

MAIN IDEA: Andrea first saw an article in the LA Times about 3 years ago that given the state of the economy many women just don't have the funds to purchase new clothing and accessories and the article called it "green" clothing recycling. We decided to have this function at a member's home on a spring day from 5:30 pm – 8:30 pm. We charged \$15.00 per person admission which included appetizers and wine that our members made and purchased.

This is how it works.....bring X number of items and this entitles you to that same amount of new treasures to take home FREE. We also publicized it was a great way to clean out your closet! It took some set up time the day before with clothes racks, tables, etc and we encouraged our members and friends to bring their items the day before to make it easier. We had gently used or new jewelry, shoes, boots, purses, accessories (scarves, gloves, etc) all put on tables. We then had a "viewing" period of time for approximately 1 hour or so that the clients would eat, drink wine, peruse the tables and racks...no trying on of any clothes. After that one hour, we rang a bell and that was the signal to take what you wanted from the racks and tables. Everyone had a blast and want to know when the next one will be. We have outgrown our member's homes and now we will be having it at a nice local club with good parking.

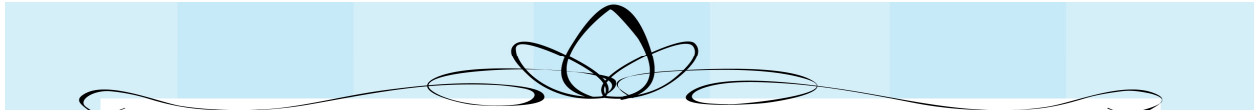
This year we will be increasing our entry fee to \$20.00 a person.....the public is willing to pay that for such a fun time and all these great clothes and accessories! We've even had COACH and Dooney & Bourke Purses/Wallets and clothes with the tags still on them. We also added a "home accessories" category....items that you can re-gift but are still nice, such as new candles, candlesticks, salt and pepper shakers, vases, coasters or that clock your ex-mother-in-law gave you!

TIME LINE: About one month to get the word out..... Need to inform the members to make appetizers and donate wine and other beverages such as iced tea, juices, water, etc

PROCESS: Encourage friends, relatives and members to bring their items the day before to the event location. A number of members set up tables with the donated items: purses on one table, shoes on another, etc. Arrange clothing by small, medium, large, extra large and plus sizes on either racks for hanging clothes; tables for sweaters. Arrange for members to prepare at their home, appetizer pot luck items....

HOW PROMOTED: Promoted within our club members who tell friends and family. May be in the local newspaper with the details but if using a member's home, no address is given, just a phone number for information.

WHAT WORKED: We have decided that the Club needs to purchase dress racks that are our property to handle the influx of clothing. Otherwise, it totally works.



Fall Fashion Show
SI Cathedral City—Rancho Mirage

Sponsors: Numerous—both “in-kind” and cash

Proceeds Earned: 2010—\$20,200 net.....2011—\$13,500

Proceeds Benefitted: Soroptimist House of Hope, WOA/VRA, etc

Contact Person for more info: Leslie Spoor

Email: lspoor@executive-errands.com

Phone: 760 469-2487

Hours Required: 6 months of weekly meetings

Funds Required: \$16,000

MAIN IDEA: Combine a fashion show with a creative “gift basket” auction, plus a raffle of a very limited number of high-end fashion related items. For 2010 there were 12 auction baskets based on the 12 Days of Christmas. The auction raised \$7000. The raffle revenue was \$4500 (or the equivalent of \$20 per person attending. An affordable registration fee of \$55 was still \$30 more pp than the venue pp price...so the event funds from every perspective.

TIME LINE: Venue secured in Mar 2010. Full event planning started in June with weekly committee meetings. In September, broke committee into 4 groups and had 4 meetings per week until November event.

PROCESS: Major effort throughout is made to secure donations—the 2010 event had over \$19,000 in goods and services donations.

HOW PROMOTED: via Facebook, email blasts, website and through press releases to local media. Also added the event to all local social calendars.

WHAT WORKED: Creating a detailed project plan and working it completely—giving the event the time necessary to execute.

WHAT DIDN'T: The key to having a successful event is having a large club membership. The reason the net proceeds were down in 2011 is because there were 5 fewer club members. The funding drop is quantifiably relatable.





**Hearts of Hope
for the Soroptimist House of Hope
SI Idyllwild**

Sponsors:

Proceeds Earned: \$310

Proceeds Benefitted: Soroptimist House of Hope

Contact Person for more info: Melody Blaschko

Email: blaschko@greencafe.com

Phone:

Hours Required: 10

Funds Required: \$5.00

MAIN IDEA: We die-cut small red-construction paper hearts, sold them for \$1.00. Purchaser wrote a message of hope to residents at the Soroptimist House of Hope. The purchase also entered them into a opportunity drawing for lunch for 2 at Café Aroma. Hearts with message are then sent to House of Hope.

TIME LINE: The entire month of February.

PROCESS: Sold hearts at members business and in front of the Post Office.

HOW PROMOTED: Newspaper and Members business

WHAT WORKED: It always works. Not our biggest fundraiser, but it's our best!

WHAT DIDN'T:



**“Murder at the Juice Joint”
Murder Mystery Dinner
SI Parker**

Sponsors: Colorado River Outfitters, Face to Face Salon, Blue Water Cinemas, Country Thyme Boutique, Tommy’s Paradise Café, ChaBones, London Bridge Resort

Proceeds Earned: \$800 net

Proceeds Benefitted: VOTE\$ for Man About Town Campaign which funds Soroptimist Projects

Contact Person for more info: Petey Keavy, Jamee Price

Email: opetey@hotmail.com , Jamee@genepricemotorsports.com

Phone: 928/667-7135 928/667-5020

Hours Required: To do correctly...2 months

Funds Required: \$1,000 depending on menu and number of guests

MAIN IDEA: Murder Mystery, providing a theme and an opportunity to dress as a character of an old juice joint in the 1920’s. Very interactive in getting the guests to create their own entertainment while selling raffle tickets, 50/50 tickets and soliciting donations towards their choice for “Man about Town”. This was a fundraiser for 1 particular candidate, who was the main character for the night. Music and decorations were of the era, dinner and dessert were served, then guests (as characters that were handed out at the door) were asked to get involved with each others character to determine who the murdered was. Approx 85 people attended

TIME LINE: We did it in 2 weeks—start to finish—but that was crazy. With more time, it could have been much better.

PROCESS: We had this at the Elks lodge (reasonable food and drink prices) and encouraged people to dress up for the time period of the mystery. We sold 85 tickets for \$25 each, ordered the mystery scenario online, print up the instructions/characterizations to hand out at the door (best to choose 1 or 2 people from each group) and have MC gently guide attendees through the process of determining who the murderer is. You will need several members to count the correct guesses (good time to do the raffle drawings) and then either have a prize for all who guessed correctly or put the names in a hat and draw the winner. Just be prepared, you could have quite a few winners.

HOW PROMOTED: Word of Mouth (from Soroptimist and Candidate to Family and Friends), Local Radio Interview, Flyers, Facebook, SI Parker Website, Parker Online.

WHAT WORKED: Keeping food simple to allow guests to mingle and chat with each other.

WHAT DIDN’T: We REALLY needed more time to put this together. Our turn-out was good but could have been so much better with more time.

We believe that sending out “Invitations” to be part of this ‘Murder Mystery’ might have created much more excitement and allowed our guests more creativity in their character.



Pit Beef BBQ
SI Blythe

Sponsors: None

Proceeds: \$2,296

Benefitted: Service/Scholarship Funds

Contact: Cheryl Sargent

email: cherylsrgt@peoplepc.com

Funds needed: \$415 (dependent on beef prices)

Hours: Aside from pre-selling tickets, 1 ½ days for food prep, event and clean-up

IDEA: The idea was presented to the club by Cheryl a few years ago as a result of her and her husband having done the same fundraiser for another organization called "Hopeful Start". It was very successful and she thought we could give it a try. We did, and the meat is so delicious that people in the community really look forward to it every year. Plate includes seasoned beef, beans, rice, tortilla, garnish, salsa and sometimes desert.

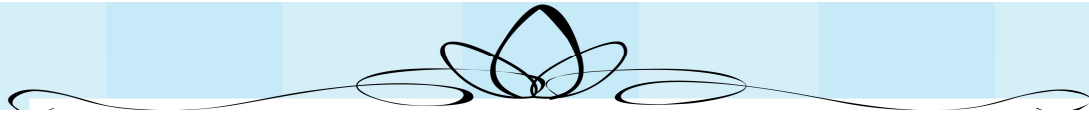
TIME: We pre-sale as many tickets as we can in order to have a count when purchasing the meat and other food and supplies. We usually have approx. 2-3 weeks to sell tickets. Preparation of the meat, salsa, etc. begins the evening prior, finishing the next morning, ready to begin serving at 11:00a.m. until 5p.m. and then clean-up.

PROCESS: Once the date has been decided on, we have tickets printed and distributed to members. We sell the tickets for \$10 each. Club members prepare and donate salsa, beans, rice and cake. Utensils and some tortillas donated. Seasoning, garnish tortillas and "to go" plates purchased. Tickets are printed and donated by local business in return for free lunch for staff (3-4). Meat is seasoned (secret family recipe) and put in roasters to cook for several hours. Beans, rice and salsa are prepared early in the morning the day of the event. Everything is ready to serve by 11:00a.m. for those that pick up or have delivered for lunch. We continue to serve throughout the day until 5p.m., cleaning up as we go.

HOW PROMOTED: Advertising in the local paper and on the local radio station.

WHAT WORKED: Everything

WHAT DIDN'T: Not weighing meat as it is being served to be sure we do not run out.



Chocolate, Wine & Jazz Festival SI Corona

Sponsors: Sponsors: \$26,600.00, Ticket & Auction Sales: \$17,000.00

Proceeds Earned: 2011 CWJ \$21,500.00

Proceeds Benefitted: This is the only external fundraiser we do each year to cover all our service projects and donations.

Contact Person for more info: Cyndi Monroe

Email: cyndimon@aol.com

Phone: 951/204-4433

Hours Required: Approx 400-500 member hrs

Funds Required: Approx. \$20,000

MAIN IDEA: The mission of the project is to have one signature fundraising event each year in early Fall to provide awareness to our Soroptimist mission to the Corona/Norco/Eastvale community. It is fun and once the economy improves our sponsorship levels with increase again. Otherwise, we provide an intimate evening of food, wine, and entertainment for our patrons.

TIME LINE: We start our planning in April/May for the event in October. This year because we have decided to change facilities, celebrate our 10th year of the activity, we are spending additional time to freshen up the format, look and feel of the project.

PROCESS: We start soliciting our sponsors in the Late Spring/ Early Summer...most all of our sponsors have been with us for many years. The core committee of about 12 meets on a regular basis (once a month), the subcommittees are made up of all members of our club in some participation level. They meet by conference call or in person throughout the summer.

By mid September, the sponsorship, restaurants and wineries have been secured for the event and the program is developed. All members are responsible for selling at least \$500 in tickets or sponsorships for this event. We have online purchases set up through our www.sicorona.org website so patrons can purchase on line using paypal. We give approximately 100 in tickets to our sponsors, approximately 25-30% of our tickets are purchased on line and the remaining 200 are sold by members. Our goal each year is to have 400-500 patrons attend. Thankfully, we have a member that is a caterer and is able to assist in the permitting process through the county Health Department and ABC.

HOW PROMOTED: Posters throughout town, facebook, constant contact e-blast, include flyers in member company monthly statements, present to local service organizations, mailing of invitations to our past attendees, local radio stations, local entertainment magazines. We have approximately \$500 for marketing the event....most described are free.

WHAT WORKED: This is our 9th year of the event...it works and our patrons love it.

WHAT DIDN'T: Our location for the event has added Haunted House, and other activities that run simultaneously to ours over the past couple of years. For the 2012 event, we have moved to new facilities with better parking and lighting for our patrons.

It is becoming increasingly difficult to get the Health Department issues resolved each year while still keeping the look and feel of the project. Another reason, for a facility change in 2012.





Spring Fling Dinner & Fundraiser
SI Kachinas, Inc.

Sponsors: Shared Hope International, KTAR FM 92.3 (Mac & Gaydos with Jayme West), Dignity Memorial – West Resthaven, Bitzee Mama's, Tres Amigos Tequila

Proceeds Earned: \$8,836.63 net

Proceeds Benefitted: Shared Hope International Billboard Campaign, WOA & VRA award winners

Contact Person for more info: Melissa Swearingen (mmswearingen@hotmail.com)
Jan Jennings (j_r_jenn@yahoo.com)

Hours Required: 25

Funds Required: \$3,000 actual – budget \$5000

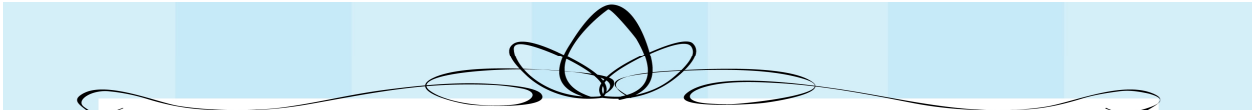
MAIN IDEA: Buffet style dinner, tequila tasting, and silent/live auction event. Guests of Honor were the Honorable Linda Smith, former congresswoman from Washington State and founder of Shared Hope International and Alice Wells, President, Soroptimist International. Collected over \$13,000 in auction items from local and national sponsors. Tickets cost \$30 in advance or \$35 at the door. Corporate sponsorship \$250 for 6 tickets & named event sponsor on all event promotions. Sold 50/50 raffle tickets, wine, and club raffle tickets during event. 60 silent auctions closed in progressive 20-items every 20 minutes, 8 live auctions at end of event after speakers.

TIME LINE: Started planning in August 2011 for event on March 10, 2012. Secured location in September, finalized menus and cost per person in January. Secured auctioneer in November. Secured major event sponsors of Shared Hope International and KTAR-FM 92.3 in January. Finalized PSA for radio in January. Pre-event publicity sent out in February and early March. Constant contact email sent 3 weeks in advance. Ongoing promotion on Facebook, Twitter, and website beginning in October. Auction items deadline February 28, 2012. Corporate Sponsorship deadline February 28, 2012.

HOW PROMOTED: KTAR-FM 92.3 PSA spots began in February, also on station's website event page & talked about during Mac & Gaydos show every day the week prior to event. Submitted to AZ-Central event page in November. Ongoing information on Facebook, Twitter, and website beginning in October and updated at least weekly. Facebook event page created in October. News releases sent to all major newspapers in Phoenix metro. Constant Contact email sent to club's email marketing list of supporters of prior fundraising events and presidents of nearby SI clubs. Posters distributed in community by members and hung at businesses who donated auction items.

WHAT WORKED: NOT having live music. Buffet style dining. Free tequila tasting (no cost to club). Marketing on radio and getting local talk radio personalities Mac and Gaydos with Jayme West to emcee the event. Auctioneer volunteered services. Restaurant took care of food, alcohol, and servers and a majority of the cleanup. Posting auction winners on large poster boards. Using White Square credit card readers on members' i-Phones to take credit/debit payments. Our emcees kept everything moving and on time without a lot of prompting from the Soroptimist event coordinator.

WHAT DIDN'T WORK: Tracking ticket sales at door was confusing. Needed to have option to buy tickets in advance online. Will call for tickets at door was confusing. Should have had speakers speak earlier in the evening. The venue was limited by its layout and sound system (but the price was extremely reasonable, so we can't really complain). The biggest complaints we had were about 1) the layout which made it hard to hear if you were not in the banquet room of the restaurant, and 2) the "boring" part when we were talking about our own club's accomplishments!! We definitely need to tweet our sound system for next year and we will make sure we don't spend so much time talking about our club's accomplishments, since our guests are there for the charity (Shared Hope), the speakers (Linda Smith and Alice Wells), the auctions, the food, and the entertainment (our emcees). They were riveted by our speakers' and our emcees' presentations which varied in length from 3 minute announcements to the 15 minutes keynote address, but they lost interest in hearing about our club after about 2 minutes.



Christmas See's Candy Sales
SI Blythe

Sponsor: None

Proceeds Earned: \$8,107

Proceeds Benefitted: Service/Scholarship Funds

Contact: Trudie Cook

email: drakecook@yahoo.com

Funds required: \$20,254 (cost of candy ordered-2,021 boxes). Free ship due to amt ordered.

HOURS: 3 months

IDEA: S.I. Blythe has been selling Sees candy for many, many years. The community has come to depend and expect it each year. We sell what Sees now has on a "fundraiser flier", plus everything else they have available. Some items have more profit than others, but we like being able to provide what our customers have been accustomed to in the past..

TIMELINE: Start selling candy late October – early November for delivery the week of Thanksgiving or before. Each member has enough time to contact their customers from past years and to seek out new ones prior to submitting their order to the committee chair. Two members combine orders, verify money received, prepare deposit, call order in to Sees and send cashier's check to cover cost of order placed. When candy arrives, it takes approx. 3-4 hours to breakdown, sort and compile each member's orders for them to pick-up and deliver to their customers.

PROCESS: After order is placed, the candy is shipped and received within the week by freight. The candy is delivered to a member's house that has a large covered outdoor space that works great for breaking down the pallets of cases and cases of candy. It is then sorted by item kind in order of order form, verified and any shortages or damages noted and called in if needed. A committee of about 5-6 members take each members order and prepares it for pick up by that member. Each member is then responsible for sorting and delivering to their individual customers.

WHAT WORKS: Great organization and a request that members sell at least 50 pounds of candy. We have a member that consistently sells at least half of our total sales each year.

WHAT DOESN'T: We have been doing this for so long, that we feel we have worked out all the problems.





**“House and Garden Tour”
SI Lake Havasu City**

Sponsors: none

Proceeds Earned: \$12,000—\$18,000

Proceeds Benefitted: Soroptimist Service Projects

Contact Person for more info: Candy Andragna

Email:

Phone: 928/727-1226

Hours Required:

Funds Required:

MAIN IDEA: This fundraiser (since 1972) has evolved into our major fundraiser. We find 5 unique homes in the area for patrons to tour. We sell “tour books” for \$20 pre-sale and \$25.00 at the door, which showcases the homes and has ads from local businesses and banks. We try to add something new every year to earn money and make the tour more fun. Locals tell us that it is a tradition to attend as it “Kick’s off their Christmas Season.

TIME LINE: Held the first Sunday in December, we start looking for the homes to be on the tour in May and start selling our “tour books” in early November.

PROCESS: Each home is assigned a “hostess” who is in charge of her home and her home-owners. The committee splits up into sub-committees (i.e. tour book, ads, refreshments, Raffle, poker run, etc) We are fortunate to have a very large S-Club and they help work the homes and sell baked good at one of their homes for their own club.

We have been selling enough ads to pay for the printing of the tour book, plus we make money on the raffle and poker run. We sponsor a food drive for the local community food bank and have a separate raffle prize for those bringing food. In addition to the homes and ads, the “tour book” also lists our membership, defines the S-Club and our club’s community service projects. We have had up to 800 attend the tour. The tickets are sold by members and at local businesses and banks.

HOW PROMOTED: Word of mouth/ newspaper/ radio

WHAT WORKED: Adding something new every year to keep it interesting. Every SI LHC member is required to work the day of the Tour.

WHAT DIDN’T:



Sip—N—Stroll
SI Arizona Peaks

Sponsors: Downtown Flagstaff Restaurants

Proceeds Earned: \$7,000 to \$18,000

Proceeds Benefitted: Hope's Cottage, Sharon Manor, Women & Children in Flagstaff

Contact Person for more info: Marlinda Thompson

Email: marlinda@simplyflagstaff.com

Phone: 928-527-4476

Hours Required: Approx 400-500 member hrs

Funds Required: Approx. \$20,000

MAIN IDEA: 10 to 12 eating and drinking establishments in the downtown participate. Attendees purchase a "passport" to go to each of these establishments and receive one drink and food pairing. Then they stroll to the next restaurant and sample another pairing.

TIME LINE: Start preparing 6 month prior to event which is held on a Sunday from 1 to 5pm.

PROCESS: Each establishment had a board showing the projects that we support and participate in, to show where the proceeds go.

HOW PROMOTED: mostly by selling tickets ahead of time.

WHAT WORKED: Each establishment had a different raffle item for participants to purchase tickets for.

WHAT DIDN'T: We weren't prepared for rain. Need to have a check-in spot that is in-doors and possibly some inexpensive umbrellas available for attendees to borrow.



Annual Yard Sale
SI Las Cruces

Sponsors: Members and friends

Proceeds Earned: \$1336.00

Proceeds Benefitted: Scholarships for Women returning to School

Contact Person for more info: Merrilyn Cummings

Email: mercummi@nmsu.edu

Phone: 575/522-3742

Hours Required: 8

Funds Required: \$36.00 ad

MAIN IDEA: All members collect items for a Saturday morning yard sale in March. It is held at one of the members homes.

TIME LINE: Start collecting items about 2 months in advance. We sort and organize the night before the sale and run the sale from 7am to 11:30am

PROCESS: Everyone knows know that this is one of our annual fundraisers and pitches in.

HOW PROMOTED: Ad in local newspaper, word of mouth

WHAT WORKED: Always a success!

WHAT DIDN'T:



**Albertson's Market Community Partner Opportunity
SI Happy Valley**

Sponsors: Albertson's Markets

Proceeds Earned: Several hundred dollars over the course of participation

Proceeds Benefitted: Soroptimist Awards

Contact Person for more info: Penny Babb

Email: pbabb3@cox.net

Phone: 602-390-4310

Hours Required: Minimal

Funds Required: None

MAIN IDEA: SI Happy Valley discovered that Albertson's Market has a generous community partners program.

In the Fall, Albertson's created the Community Partners Challenge which is a fun and easy new way to earn additional funds for a project within your club's local community. Clubs can register during a one month period - usually in September - for a chance to earn one of 60 grants. Then for two weeks during the following month, your club encourages all your contacts to vote daily for your project. The projects with the most votes win the grant: \$1,000 - \$5,000 - \$10,000! Check it out at AlbertsonsCPChallenge.com

Additionally, the Community Partners™ Program is a way to reward organizations in the community for shopping at Albertsons. Although Albertson's no longer uses a discount card ("key tag"), they do issue community support "key tags" for supporters use when shopping at Albertsons to earn credit for the Organization. **Clubs registered with Albertson's get 1% of all purchases when someone swipes their Albertson's Key Tag Card. Albertson's then sends the club a quarterly check. Contact Community Partners™ 800 - 696 - 6419**

TIME LINE: Start looking into it now!

PROCESS: See Above

HOW PROMOTED: Club members use their social media network to advertise our participation and encourage our supporters to participate

WHAT WORKED: The key tags have definitely brought in funds

WHAT DIDN'T WORK: Unfortunately, our club didn't win the grant. Apparently school districts and hospitals have a great response for their submitted projects and won. If we organized all of the clubs in the region, we could definitely win!



33rd Annual Home Tour SI Big Bear Valley

Sponsors: local businesses

Proceeds Earned: \$3500 to \$4500

Proceeds Benefitted: Annual Community Give-away

Contact Person for more info: Cindy Caretto

Email: cindycaretto@charter.net

Phone: 909/866-8481

Hours Required: Planning + 6 hours day of event

Funds Required: less than \$1000

MAIN IDEA: 4 homes are shown each year, always the last Saturday in June. Our members act as docents in each home. All members are asked to work a 3 hour shift. Each home has a Home Hostess who oversees the volunteer. One volunteer works check-in at each home, marks off the home in the tour book and keeps a tally of visitors. One house is designated as the Cookie house. Each member is asked to bake 3 to 4 dozen cookies. Two members are designated as the cookie house chairs. They purchase the beverages, any other items needed, style the table, collect the cookies and oversee the young girls from our Camp Girl Power Program who man the refreshment table. Story boards are displayed at this home so that guest can appreciate all that we do for the community.

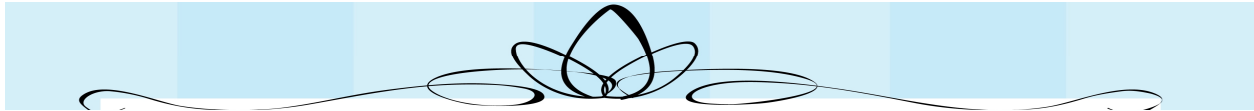
TIME LINE: We begin locating the homes in January and secure homes by April 30th of each year. January through May we also sell ads for inclusion in "ticket books" First week in May, we take photos of homes, complete write-ups on each for ticket books and send to printer.

PROCESS: We ask local designers for any houses they may want to showcase. Soroptimist members may also know a neighbor or real estate agent may have just sold a house that might be good. The process may take several weeks before all homes are secured. The ticket books are distributed to sales locations around town just prior to Memorial Day. Small in-ground signs denotes sales locations. Ads for local businesses help defray the cost of the ticket book which has a lunch page for restaurants since the event runs from 9am to 3pm.

HOW PROMOTED: Newspapers (articles are written and we pay for ads), magazines, Chamber of Commerce, local radio (an appearance is made on local channel), a large banner in town (permission must be granted) and postcards sent to database. We hope to do away with this portion as soon as our website is up and running, saving printing and postage costs.

WHAT WORKED: The downturn in the economy has hurt this project, but we continue to make a profit. Many of our guest have made this an annual tradition. We have asked other community organizations and individuals to help as docents when we are short members. Organizations who receive donations during our Community Give-away are eager to help out.

WHAT DIDN'T: members used to be asked to work 6 hour shifts. This made for an exhausting day, so last year we shortened the shifts to 3 hours. This used to be a mandatory event for members to work, but some years ago we did away with this requirement.



Tattered Treasures Thrift Store & Fashion Show
SI Prescott

Proceeds Earned: \$40,000

Proceeds Benefitted: \$25,000

Contact Person for more info: Linda Hartmann

Email: lkhartmann@cableone.net

Phone: 928/776-1656

Hours Required: 200 hrs/mo

Funds Required: \$2000

MAIN IDEA: Develop relationships w/estate sale planners and pick up whatever is left over from those sales. Also receive donated items from club and public. Clean and price saleable items and sell in our thrift store. Save all tagged brand new clothing for a Fashion Show/ auction of donated clothing in the Fall.

TIME LINE: Ongoing throughout the year

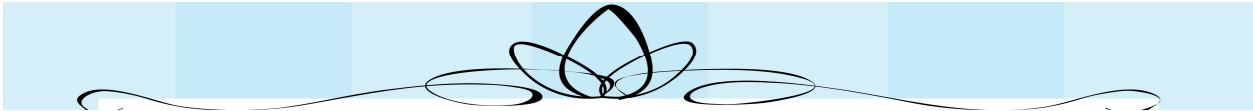
PROCESS: We receive donated items and we sell them.

HOW PROMOTED: Newspaper ads, coupons, word of mouth

WHAT WORKED: Having volunteers to work the shop, newspaper advertising

WHAT DIDN'T: Having one person do all the work! Needs lots of people on board to spread out the working hours.





Lunafest Film Festival
SI Baldy View

Sponsors: Luna Bar and SIBV

Proceeds Earned: \$1500

Proceeds Benefitted: Breast Cancer

Contact Person for more info: Juanita Braunwalder

Email: sibaldyview@yahoo.com

Phone: 909/680-4165

Hours Required: night of event 4, pre hours vary

Funds Required: depends on # of tickets you purchase and if you will buy food supplies and the rental of the theater

MAIN IDEA: Hold a film festival of independent films that are put together by the Luna Bar company and provided to non profits to use and raise money for the Breast Cancer fund and for your club. The minimum amount that you have to give them is \$250. Or 15% whichever is greater.

TIME LINE: Sign up in September with the date you would like to hold your event they will review your application and approve the event or not

PROCESS: The Lunafest.org website is very good about guiding you through all the steps and when to take them.

We also sold tickets for gift baskets that night which was good and sold cupcakes and coffee and water

HOW PROMOTED: via mailing of postcards, put up posters, sent emails, post on Facebook, local newspaper, TALKING IT UP.

WHAT WORKED: I think talking to people to explain it was the most helpful and finding the right group of people that like independent films. Keep it reasonable and people are willing to buy tickets even if they don't come.

WHAT DIDN'T: I just think some people are not into independent films so you have to reach out to the right crowd or you wont get many people there





**34th Annual Spaghetti Dinner
SI Saguaro Foothills**

Sponsors: Local Businesses, members

Proceeds Earned: \$6916

Proceeds Benefitted: Programs for women and girls

Contact Person for more info: Betty Lou Olmstead

Email: bettyolm@aol.com

Phone: 480/488-5250

Hours Required: night of event—12 hours... before event 1 1/2 months.

Funds Required: \$2340.00

MAIN IDEA: Sell tickets for a delicious Spaghetti Dinner. Also sold raffle tickets for prizes solicited from local businesses. Had a SILENT AUCTION of items solicited. Since this is our 34th year—this event pretty much sells itself. Sales were slightly down, budget short \$84. Lots of community Spaghetti Dinners but ours is the best. Had Bake Sale also.

TIME LINE: One and a half months, selling tickets from start to finish. (as soon as club year starts

PROCESS: Set Date—have members sign up for duties at event. Solicit gifts for raffle and Silent Auction. Advertise in local newspapers, hang posters, and hand out flyers with solicitation letters. Tickets are \$12.00 Lots of preparation time and effort involved for both set-up and take-down.

HOW PROMOTED: solicitation letters sent to businesses for donations—contact former attendees—newspaper ads—posters & flyers printed and distributed.

WHAT WORKED: Everything

WHAT DIDN'T: Attendance was down...budget almost met.



Night At The Races SI Mountain Morning

Sponsors: Local Businesses and Corporations. The club sold table sponsors at the event and business card ads in program. Club members got donated items for our silent auction baskets and raffles.

Proceeds Earned: Our club nets about \$10,000 each year through this event.

Proceeds Benefitted: Our fundraising efforts are what make up our budget for the following year. A big portion of our funds are used is scholarships to our WOA, VRA and Ruby recipients as well as to our other projects that we support throughout the year like , the teenage pregnancy program and the local DV shelters, our Saturday of Service project to name a few.

Contact Person: Tanya Hiatt

Email: Thiatt@NACOG.org

Phone: 928.213.5214 (Wk)

Hours Required: This is our largest annual fundraiser. All members are required to help out throughout the planning and the night of. The planning starts about 6 months prior to the event mainly with the Ways and Means committee and increases over the next 4 months and then the last two months members are selling tickets and getting donations.

MAIN IDEA: Simulated, pre-recorded horse races- 1) Guests buy “Funny Money” 2) Go and place their bets. 3) The race is run. 4) Winners trade in winnings for raffle tickets and place in raffle bags. A silent auction, live auctions and raffle tables are part of the event. This year we promoted a hat contest, had a parade and then the guest could participate in a \$1 a vote for 1st, 2nd, and 3rd place winners and the winners have a photo finish!! And what would be a party without a No Host Bar and Dinner.

TIME LINE: 1st Saturday in May “Derby Time” 5:30 – 9:30 pm at the local conference center. We host about 150 guess and have a great MC for the evening.

PROCESS: Tickets are printed and sold. A race kit is ordered and comes with Funny Money, the racing DVD of 10 races and the race booklets.

HOW PROMOTED: Flyers are made and put around town, word of mouth, newspapers and radio and people look forward to attending each year!

WHAT WORKED: Our members do a great job in making the event a huge success. We started thinking a bit more on services on our silent auction that have been a big hit!

WHAT DIDN'T: I don't know if we would change a thing, we are always trying to think of news ways that will bring money in that we can incorporate each year and this year we adding the hat contest with over 42 ladies participating and you should have seen the hats!!



Art and Wine Tour of El Paseo SI Palm Desert

Sponsors: City of Palm Desert, Palm Desert Visitor's Center, Cliffhouse Restaurant

Proceeds Earned: \$28,500

Proceeds Benefitted: Soroptimist House of Hope and balance of club service program

Contact Person for more info: Doris Churry, Art & Wine Chairperson for two years

Email: dochurry@aol.com

Phone: 760 564 4376

Hours Required: months/meetings/contacts/follow-up

Funds Required: min up-front money

MAIN IDEA: A glam, electrifying, city event of an evening of sampling: art, wine and food on tour of the famed tourist district of Palm Desert, "El Paseo". Up to 20 art galleries participated by opening their galleries from 6 to 9 pm and donated \$300 per gallery for the privilege. Wine donations were sought and sommeliers and wine experts poured the evening of the event and restaurants agreed to provide hors d'ourves for 300 persons and their employees served. We had gallery teams and each team contacted their gallery/winery/restaurant and coordinated. These teams of three or more monitored their gallery for the evening and sold raffle tickets during the event. The raffle was held at Tiffany & Co. at 9 pm where a crowd gathered to see who won the extensive list of jewelry, art and other major items donated to the raffle. Shuttles were provided to move the crowds from gallery to gallery, if they didn't want to walk. We had searchlights at each end of El Paseo, passes were a lavalier which each participant displayed to be eligible for the food and wine at the various gallery locations. Tickets sold at \$45 and brought in some 300 people for the March event. We sold leftover wines to ourselves at our event after party, held at a member's home from 9:30 until we disbursed all the wine, counted the proceeds and cleaned up. Rigorous gallery cleanup was our return ticket to another Art/Wine the following year.

TIME LINE: Begin committee meetings in September to prep for a March event. Committee meetings were held monthly and were not well attended; members had done this event for 12 years and we were the victim of our own burnout – chairpersons were dropping like flies over the years. Huge pressure. Soliciting for wine and restaurants was not something the gals wanted to do. Tickets on the other hand were an easy sell and members comfortably came up with 300 ticket sales. Raffle solicitations were also difficult because we needed high end raffle items.

PROCESS: We needed 2 or 3 persons per gallery on event night and had the Chair and 3 assistants roving the galleries in golf carts to deliver extra wine, glasses, collect raffle funds and facilitate. We had champagne only gallery, a coffee and dessert gallery, all in addition to the food and wine pairings at all the rest of the galleries.

HOW PROMOTED: Printed and mailed invitations, distributed flyers at galleries and around town by members, flyer in Chamber of Commerce newspaper, radio spots, magazine calendars and live interview from a gallery during the evening, newspaper ad.

WHAT WORKED: The galleries loved us AND still love us and want us to go back to producing it annually. The participants loved it and we virtually had our built-in audience ready to come back annually. The wine and restaurant suppliers were happy with their participation. It brought in the level of income our club wanted in a fundraiser.

WHAT DIDN'T: It did not bring together the club as a whole to the organization and lead-up to the event and it did not act to protect the Chairperson from becoming the de facto person to cover all the details and do all the work except for the night of, when everyone turned out. Terrible price to pay in terms of both member and chairperson burnout. After 12 successful years, and with the galleries clamoring for more, we discontinued our successful event! We as a whole were not motivated to stay on.



Casino Night
SI Saguaro Foothills

Sponsors: Local Businesses, members

Proceeds Earned: \$5596

Proceeds Benefitted: Programs for women and girls

Contact Person for more info: Betty Lou Olmstead

Email: bettyolm@aol.com

Phone: 480/488-5250

Hours Required: night of event—12 hours... before event 2 months.

Funds Required: \$3935

MAIN IDEA: Sell tickets for Casino Night with a buffet dinner. At Event, sold raffle tickets for raffle prizes that members solicited from local business. Had a silent auction of items solicited.

TIME LINE: Two month

PROCESS: Set Date—have members sign up for duties at event. Solicit gifts for raffle and Silent Auction. Advertise in local newspapers, hang posters, and hand out flyers with solicitation letters. Tickets are \$30.00 Lots of preparation time and effort involved for both set-up and take-down.

HOW PROMOTED: solicitation letters sent to businesses for donations—contact former attendees—newspaper ads—posters & flyers printed and distributed.

WHAT WORKED: Everything worked (Carolyn Lutz—Ways and Means)

WHAT DIDN'T:



Christmas Fantasy
SI Victor Valley

Sponsors: Local Businesses

Proceeds Earned: \$7,000 - \$10,000 each year

Proceeds Benefitted: Our WOA, VRA, Ruby Award, and other local charities/programs

Contact Person for more info: Laurie Brown

Email: Labusymom@charter.net

Phone: 760-559-2426

Hours Required: It takes our Committee about 6-8 months to plan

Funds Required: Cost Approx. \$5,500 - \$8,000

MAIN IDEA: It is an annual luncheon with a fashion show, raffle prizes and six beautifully decorated Christmas trees. The attendees have the opportunity to purchase raffle tickets to win one of the trees, which includes the tree, the decorations and the presents under the tree (value of \$850+). During the luncheon we hold a fashion show with clothes provided by a local clothing store. We have used the event to promote what we do in the community with both posters and information or by actually presenting a donation to a local entity during the luncheon. Each attendee is also given a raffle ticket for a chance to win raffle prizes which are given away throughout the luncheon. Raffle prizes are donated by local businesses, along with some out of town entities (amusement parks, casinos, etc.). Our centerpieces are also raffled off, so there are several chances for the attendees to go home with a prize.

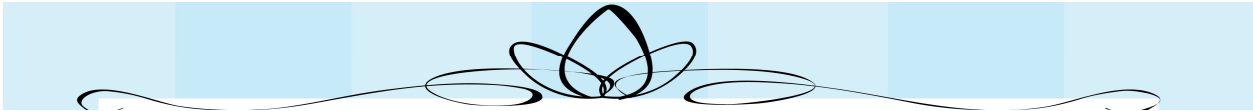
TIME LINE: We start planning around April each year with a committee of 6 – 10 members. The committee usually meets once a month until about October and then we begin meeting more frequently as needed.

PROCESS: Local companies sponsor the trees at \$400 each, which is given to the tree decorator to cover the cost of the decorations. The trees are set up in November at the establishment where the event is held. The establishment likes it as it helps decorate its location for the holidays. We also have centerpieces on the table which are raffled off at the end of the event. Each year a different theme is selected for the event.

HOW PROMOTED: The event has been held for 38 years so many in the community know about it and we start getting calls for tickets in October. Once the trees go up in November a lot of interest is created. We also have ads and announcements in the local paper, which donates the space to us.

WHAT WORKED: We have found that we need to have a location where the trees can be set up and be on display for a few weeks prior to the event. This helps to promote the event and sell the tree raffle tickets. Tickets are \$1 each and we usually sell between 5,000 – 10,000 tickets.

WHAT DIDN'T: Under estimating the time needed to put an event like this together. The planning has to begin no later than April for the December event.



Annual Fashion Show & Silent Auction
SI of Las Cruces

Sponsors: Local Clothing Store in Town

Proceeds Earned: \$4,000

Proceeds Benefitted: Scholarships to women and donations to non-profits serving women & children.

Contact Person for more info: Merrilyn Cummings

Email: mercummi@nmsu.edu

Phone: 575/522-3742

Hours Required: Many!

Funds Required: \$50 for flyers and tickets

MAIN IDEA: We work with a women's clothing store in town and solicit items from local businesses for the silent auction. The clothing store provides the fashion and the models are So-optimist Members. The Fashion Show is held in conjunction with a luncheon.

TIME LINE: Six months in advance, we start making contacts and soliciting items. Six weeks in advance we start selling tickets.

PROCESS: Each member locates silent auction items and sells tickets

HOW PROMOTED: Flyers and word of mouth

WHAT WORKED: Holding it as a Saturday Brunch

WHAT DIDN'T:

