

2012 SJOA DINNER AUCTION

AGENDA

- *Introductions*
- *Objective*
- *Date*
- *Theme*
- *Venue*
- *Dinner, Drinks, Entertainment & Décor*
- *Marketing*
- *Fundraising*
- *Evening Execution*
- *Administration*
- *Budget Goals Summary*
- *Volunteer Summary*



2012 SJOA DINNER AUCTION

Introductions

- *Brief Introductions*
- *Contact Sheet*
 - *Name, Phone, E-Mail*
 - *Desired Participation*



Objective

Raise as much money as possible for SJOA School & Parish.

(Specific Goals later in presentation.)

Keys to reaching Goal:

- 1. High Attendance.*
- 2. Desirable and Plentiful Donations.*
- 3. Attractive and Entertaining Evening.*



2012 SJOA DINNER AUCTION

Event Date

November 10, 2012



2012 SJOA DINNER AUCTION

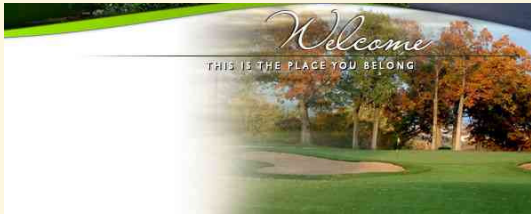
Theme

The Roaring 20's: Speak Easy.



2012 SJOA DINNER AUCTION

The Venue



MERRILL HILLS COUNTRY CLUB

W270 S3425 Merrill Hills Road
Waukesha, WI 53189-6211

- *Exclusive, Members Only.*
- *New Location.*
- *Set Up Available on Friday.*
- *Suitable Layout for Silent Auction.*
- *Reasonable Minimum Spend*
- *Fantastic, Energetic and Friendly Contacts.*
- *Props to use Free of Charge.*
- *Staff will Dress to Theme.*



2012 SJOA DINNER AUCTION

Dinner & Drinks

• Dinner Menu - - TBD

- Consider key foods from 1920's era
- Determine Dinner Style (sit down, buffet, food stations)
- Taste Test
- Cost Budget: \$4,500 for 240 people

• Desserts - - TBD

- If select individual pieta-fores (2-3 per person), cost will be covered.
 - See picture example
 - No fee to bring in dessert.
- If pieta-fores not selected, committee must select dessert, taste & negotiate cost.
- Cost Budget : \$960 for 240 people

• Cash Bar & Table Wine

- Coordinate \$1 drink donation with Merrill Hills (If we cannot get bar sponsored)
- Select table wine
- Wine Cost Budget : \$900 for 240 people
 - **Responsibility:** Dinner & Drinks Committee
 - Committee Lead and 1-3 additional members



Entertainment

- *Entertainment - - TBD*
 - *Consider band who plays from 1920's era.*
 - *Sound / Performance Reviews*
 - *Set-up compatibility (power) with Merrill Hills Coordination*
 - *Negotiate pricing and timing*
 - *Promote 1920's dress*
 - *Promote silent auction (announce low bids or no bids)*
 - *Cost Budget: \$2,000*
- *Responsibility: Entertainment Committee*
 - *Committee Lead and 1-3 additional members*



2012 SJOA DINNER AUCTION

Decor

- *Invitations (examples provided for vote/comment)*
- *Centerpieces (examples provided)*
- *Party Favors (examples provided)*
- *Volunteer and M/A worker Dress*
- *Silent Auction Tables (examples provided)*
- *Entry Way Displays*
- *Photo Shoot Backgrounds (copper bathtub, etc)*
- *Cost Budget: \$3,000 including invitations, postage & party favors*
- *Responsibility: Decorations Committee*
 - *Committee Lead (Andi Simon) and 1-4 additional members*



2012 SJOA DINNER AUCTION

Marketing

- *Determine Advertisements (Design, Media & Timing)*
- *Goal: Maximize Attendance!*
- *Cost Budget: \$1,500*
- *Responsibility: Marketing Committee*
 - *Committee Lead and 3-8 additional members*



2012 SJOA DINNER AUCTION

Fundraising



Historical Fundraising

2009: \$27k

2010: \$70k

2011: \$45k



2012 SJOA DINNER AUCTION

2012 Fundraising Goal

2012's goal is to raise

\$80,000

for SJOA!



2012 SJOA DINNER AUCTION

2012 Fundraising

Event Sponsor Goal: \$19.050 min.

(Ticket Sales: \$60 per ticket for 240 people, \$15 for 150 people & Bar sponsor: \$2,400)

- *Event Sponsors* (assuming 240 attendees)

- | | | | |
|-----------|---------------------------------|-------------------------|---------------------------------|
| • Venue | Goal : Cover Cost (TBD) | • Entertainment | Goal : Cover Cost (est \$2,000) |
| • Dinner | Goal : Cover Cost (est \$4,500) | • Invitations & Postage | Goal : Cover Cost (est \$1,500) |
| • Dessert | Goal : Cover Cost (est \$960) | • Table Wine | Goal : Cover Cost (est \$900) |
| • Drinks | Goal : Cover Cost (est \$2,400) | • Décor & Party Favors | Goal : Cover Cost (est \$1,500) |

- 1-3 family and/or business sponsors per item
- Special Recognition with approval from donors:
 - Large Framed Graphic at Entrance.
 - Printed Acknowledgement in Auction Book.
 - Verbal Acknowledgement and Applause Thank You Prior to Dinner Prayer
 - Formal written Thank you to be signed by Chair, Principal and Pastor
- Committee must seek, confirm and collect funds for event sponsors.
- Promote Attendance!!!

- *Responsibility: Sponsor Committee*

- Committee Lead and 3-7 additional members



2012 SJOA DINNER AUCTION

2012 Fundraising

Silent Auction Goal: \$30,000 min

(200 items at \$150 average)

- *Donator Seek List*
 - *Listing of 300+ businesses (including address and phone number)*
 - *Each committee member assigned given number of businesses to seek donation from*
 - *List will track contact name, item donated, estimated value, etc.*
 - *Create Donation Tree or other Method for church and school member donations*
- *Special Recognition for Donators*
 - *Printed Acknowledgement in Auction Book.*
 - *Formal written Thank you to be signed by Chair, Principal and Pastor*
- *Collections*
 - *Collect donations from place of businesses.*
 - *Deliver donations to school office or Chair's house.*
- *Responsibility: Silent Auction Committee*
 - *Committee Lead and 12-25 additional members*



2012 SJOA DINNER AUCTION

2012 Fundraising

Live Auction Goal: \$31,000 min.

(20 items at \$1,500 average + "fund a cause" at \$1,000 total)

- *Donations*
 - *Create and Track Listing of donees (including name, address, phone number, item donated and value)*
 - *Contact previous donees*
 - *Seek Principal/Pastor approval for first row privileges school and/or mass*
 - *Solicit new ideas (ie: private stunt plane ride alone, a day with a cop ride along)*
 - *"fund a cause". Develop Causes, determine format and bidding amounts. Determine name.*
- *Hire New Auctioneer experienced in fundraising and who will promote during silent auction.*
- *Special Recognition for Donators*
 - *Printed Acknowledgement in Auction Book.*
 - *Formal written Thank you to be signed by Chair, Principal and Pastor*
- *Collections*
 - *Collect donations from donee.*
 - *Item or Certificate of service with full contact information.*
 - *Deliver donations to school office or Chair's house.*
- *Responsibility: Live Auction Committee*
 - *Committee Lead and 5-15 additional members*



2012 SJOA DINNER AUCTION

2012 Fundraising Activities Goal: \$5,000 min.

- *Bar*
 - *Promote 100% of proceeds donated if we get a family to sponsor bar (goal included in Event Sponsor goal slide 14)*
- *Wine Pull*
 - *Develop plan for donations. In 2011 1/2 of bottles came from 1 family. (\$1,000 goal, 40 bottles at \$25.00 each)*
 - *Pearl (20's era) Drawing*
 - *Solicit pearl donation. Design drawing (\$1,000 goal, 40 draws at \$25.00 each)*
- *Hand Massage*
 - *Solicit service provider. Negotiate split. Provider may pass out business cards (\$500 goal, 40 massages at \$25.00 each * 50%)*
- *Basket Ticket Lotos*
 - *Obtain donations (lunch with teacher, etc)*
 - *Determine ticket price*
(\$1,000 goal, 50 ticket sales at \$20.00)
- *Palm Reading*
 - *Solicit service provider. Negotiate split. Provider may pass out business cards*
*(\$500 goal, 40 massages at \$25.00 each * 50%)*
- *Professional Photos*
 - *Solicit service provider. Negotiate split. Provider may pass out business cards. Prefer on-site photo print. \$1,000 goal, 50 massages at \$40.00 each * 50%)*
- *Others? Send me your ideas. Must be \$500 minimum in fundraising.*
 - *Responsibility: Activities Committee*
 - *Committee Lead and 4-10 additional members*



2012 SJOA DINNER AUCTION

Evening Execution

- *Software determination & training. (budget in admin committee)*
- *Check-In Volunteers & Process*
- *Pearl Drawing Set up and Volunteers*
- *Basket Ticket Set up and Loto Volunteers*
- *Wine Pull Set up and Volunteers*
- *Hand Massage, Palm Reader and Photo Backdrop set up.*
- *Silent Auction Table Set up*
- *Silent Auction Pack-Up*
- *Live Auction Set up*
- *Live Auction Spotters*
- *Check-Out Volunteers & Process*
- *Etc.*
- *Responsibility: Evening Execution Committee*
 - *Committee Lead (Lori Hughes) and 8-15 additional members*



2012 SJOA DINNER AUCTION

Administration

- *Invitation Address Labels*
- *Attendee Folders Creation*
- *Printing, Signs & Advertisements*
- *Silent Bid Sheets*
- *Auction Books*
- *Activity Signs*
- *Recognition board.*
- *Lottery License*
- *Confirm Liquor license*
- *Purchase tickets for basket lotto*
- *Baskets for Basket lotto*
- *Purchase red "brown" bags for wine pull*
- *Sell and Serve Liquor Licenses*
- *School Use applications*
- *Coat Check Organization*
- *Silent Auction Item Organization*
- *Etc.*
- *Cost Budget: \$2,250, including software*
 - *Responsibility: Administration Committee*
 - *Committee Lead (Audi Simon) and 3-5 additional members*



Meetings

- *Meetings*
 - *All volunteers are welcome to attend.*
 - *Each meeting will have an agenda.*
 - *Please submit any requested agenda items to Chair in advance of meeting.*
 - *Committee Leads to provide updates on Committee Progress, Issues, Concerns & Needs*
 - *Friday's after mass in school library. (Gam approximately.)*
 - *Special meetings may occur at any time at any location.*



Volunteer Summary

Committees & Volunteers Needed:

- Dinner & Drinks Committee* *Lead + 1-3*
- Entertainment Committee* *Lead + 1-3*
- Decorations Committee* *Lead (Andi Simon) + 1-4*
- Marketing Committee* *Lead + 3-8*
- Sponsor Committee* *Lead + 3-7*
- Activities Committee* *Lead + 4-8*
- Silent Auction Committee* *Lead + 12-25*
- Live Auction Committee* *Lead + 5-15*
- Evening Execution Committee* *Lead (Lori Hughes) + 8-15*
- Administration Committee* *Lead (Andi Simon) + 3-5*

You are encouraged to lead and/or participate in more than 1 committee.



2012 SJOA DINNER AUCTION

Budget Goals Summary

	Funds Raised	Expenses	Net	Goal Notes:
Ticket Sales	\$ 16,650	\$ -	\$ 16,650	240 attendees at \$60 per ticket, 150 at \$15 per ticket
Venue	TBD	TBD	\$ -	If costs exist, seek sponsor to cover
Dinner	\$ 4,500	\$ 4,500	\$ -	240 attendees at \$18.75 per person. Seek sponsor to cover cost.
Desserts	\$ 960	\$ 960	\$ -	240 attendees at \$4.00 per person. Seek sponsor to cover cost.
Cash Bar	\$ 2,400	\$ -	\$ 2,400	240 attendees, 2.5 drinks per person, at average \$4.00. See sponsor to cover cost.
Table Wine	\$ 900	\$ 900	\$ -	240 attendees, 30 tables, 2 bottles per table at \$15.00 per bottle. Seek sponsor to cover cost.
Entertainment	\$ 2,000	\$ 2,000	\$ -	Seek sponsor to cover cost.
Decor & Party Favors	\$ 1,500	\$ 1,500	\$ -	Party Favors \$800, Décor \$700. Seek sponsor to cover cost.
Invitations	\$ 1,500	\$ 1,500	\$ -	Invitations & Postage \$1,500. Seek sponsor to cover cost.
Marketing	\$ -	\$ 1,500	\$ (1,500)	Advertisements, fliers, paid solicitation, signs & notifications at auction, etc
Activities	\$ 5,000	\$ 550	\$ 4,450	Various Activities less costs of tickets, baskets, bags, etc.
Silent Auction	\$ 30,000	\$ 250	\$ 29,750	Minimum 200 Donated Items at average minimum sale price of \$150, less cost of packaging
Live Auction	\$ 30,000	\$ 500	\$ 29,500	Minimum 20 Donated Items at average Minimum sale price of \$1,500, Less cost of Auctioneer
Fund a Cause	\$ 1,000	\$ -	\$ 1,000	5 causes at \$200 total raised each
Admin. Expenses	\$ -	\$ 2,250	\$ (2,250)	Folders, paddles, licenses, misc printing, address labels, software
GOALS	\$ 96,410	\$ 16,410	\$ 80,000	

*If attendance drops to 200, it is expected
net goal will reduce to \$55,000. So....
....PROMOTE ATTENDANCE ALL YEAR LONG !!!!!*

