

Signature Special Events

Cassie Guthrie

Signature event – planned to repeat – annual or ongoing
“owned by your organization”

Why

- fundraising, awareness
- change image
- community and relationship building (this is huge)
- generate positive publicity
- relationship polishing

White Plains – **annual treasurers gala**

- \$100 tickets
- One page tear off ticket – can be made into a PDF (white paper, two colour, black and one other colour)
- Giving trees – plant or buy a small tree – hang tickets naming items that library is looking to purchase - people at your event go to tree, select ticket and pay for item
- Treasurer hunt
- Commemorative journal (sponsored) – program to acknowledge volunteers, sponsors and explain event

After hours @ the library

- \$25 a ticket
- One page tear off ticket – can be made into a PDF (white paper, two colour, black and one other colour)
- Guest speaker – readings
- Local bookstore was there selling her book
- Music
- Food
- First year \$13000 – a lot of it was sponsorship money
- Sponsors - Walmart \$2500, individuals \$1000

Sample New York

- Wine, hors d’oeuvres, and a silent auction
- Target audience was library staff
- Computer company sponsor
- Basket raffles
- \$6000 raised
- Some pretty high expenses

Due Date with Death

- Exclusive tour of haunted building (library)
- \$1500 raised
- T-shirts – Is the central library haunted

Chocolate in the stacks – Castile library

- Friends bake cookie
- Some donated chocolate
- No admission charge
- Pay for tickets for chance auction
- 60 baskets -- items wrapped in plastic- next to numbers jar (penny sale)
- \$1400 raised – 93 people attended

Caladonia Library – **Much Ado About Our library**

- Staff at Inn dress up as literary characters
- \$25 a ticket
- Lottery tree
- Silent auction
- Hors d'ourves, cash bar
- 50/50 raffles
- \$8000

Wood, wine & song

Wood Library
 Canandegua
 \$75 ticket
 Catered
 Wine tasting
 Live auction – two weeks vacation

Big Night in a Small Town

Wood Library's superstar showcase and entertainment extravaganza

- Not a money maker
- Wine, food,
- Show
- \$75.00 ticket
- Ping pong raffle – purchased a ball for \$50 – each ball had a number on it – if your ball number was the last ball to be drawn you get 50% of money raised in raffle

Raise a glass for reading

Holley Community Free Library

- One ticket \$15, two for \$25
- Wine tasting and farmer's market gala
- Wine tasting
- Cheese
- Plant sale (one of local farmers)

- Local farmers display what they sell – jam and baked goods

Event bible – all of your notes

Eat drink and be literary

Yates Community Library

At an estate winery

Wine tasting

Made about \$1500

One big basket raffle

Take away – themed wine glass take-away

5K – Glen Iris – do it in a state park

- A ton of work
- Book It! 5K
- 5K walk and run
- Free t-shirt

Mini golf in the library – White Plains

- Company in Massachusetts – will set it up for you
- Birdie \$30 ticket
- Eagle \$50 ticket includes draw prize

Caddy stacks – another mini golf idea

Golf tournament – raised \$4000 at event

- Two sponsors for each holds
- 50/50 raffle
- Donors for signs
- Donated prizes for winners
- Chance auction

Design a bookmark contest

- Fundraising is not the goal
- Partnered with Kiwanis
- “read around the world” K badge
- Partnered with elementary school librarians
- Every child got a book funded by Kiwanis
- Panel of judges

Let’s talk about **auctions**

- Traditional

- Chance (penny auction) (Chinese auction)
- Silent – minimum bid

Thank You notes

- Hand written
- Thank you reception - Can be an event that promote the next event
- Need to thank people 5 – 7 times before the next ask (donor wall, add to mailing list, phone call, mail, phone call)
- Separate yourself from the crowd if you say thank you
- Acknowledge right away
- Thank you is more than acknowledgement
- Tell them how you used the money

Fundraising - is for “extras” not in budget

Quick tips for getting started

Know your community

Research who else is going events, when, how much do they charge, gauge interest, event calendar

Put together a superstar event committee (people who are connected; outside of library world, make sure they are people you can work with)

Plan – written- worksheet

Budget – written – worksheet

Goal

Fundraising

Awareness

Publicity

- Raise \$1000
- Sell 50 tickets
- Secure \$250 in sponsorships
- Develop invitation list 200
- Post flyers un five locations outside the library
- Speak at service club
- post-event photos
- Local news media

The more you spend in on execution the less you have for profit

Negotiation/flexibility

Decide you profit goal, and work backwards from there, if I boost the ticket price by \$5 I can do more with

Low cost high value

Smile (event committee: remember you are on stage)

Music (background)

Clean (empty trash, check bathrooms)

Photos and social media (assign to a volunteer or staff person)

Invitations - One page tear off ticket – can be made into a PDF (white paper, two colour, black and one other colour) - easy to email

Resources:

www.active.com/running/Articles/How-To-Organize-Your-First-Race

www.nightofmystery.com

www.libraryminigolf.org

www.pinterest.com/cassieguthrie1