Fundraising

Arkansas Symphony Orchestra Guild

Duplicate & Social Bridge Tournament

Arkansas Symphony Orchestra
Group 3
Duplicate and Social Bridge Tournament

Paige James
Arkansas Symphony Orchestra Guild
Background

Biennial Designer Show House

Gold Book Award-Winning Playing Card Fundraiser
The Reality

• Designer House Revenue Plateaued

• Supplementary Money Needed

• Playing Cards Successful

• Needed New Market
Bridge Tournament
Goal 1: New Audience
Goal 2: Reduce Inventory
Goal 3: Raise Funds
Goal 4: Music Education
Location

- Large Fellowship Hall of a Local Church
Bridge Director

Dick Heil
American Contract Bridge Director
Little Rock Bridge House
Arkansas Symphony Orchestra Guild presents

Duplicate and Social Bridge Tournament
to support
music education for Arkansas children

Saturday, November 7, 2015
Second Presbyterian Church in the Great Hall
600 Pleasant Valley Drive, Little Rock
Morning Session 9:30 a.m. - 12:30 p.m.
Afternoon Session 1:30 - 4:30 p.m.
Fee: $20 per session*
Lunch is provided for $10 from 12:30 - 1:30 p.m.

For reservations contact Betty Herron
at 501-993-7688 or bherron65@gmail.com

or send a check made out to ASOG to
Camille Williams
55 Robinwood Drive
Little Rock, AR 72227
(501)217-8019

* As a gift you will receive a deck of cards
designed by the Arkansas Symphony Orchestra
Guild featuring Arkansas landmarks.
Tickets and Sales

- Printed Tickets
- Flyer
- Person-to-Person Sales
Set-Up

- Four Guild Members Set Up Venue
- Rented Tables and Table Cloths
  - Unacceptably high
  - Costs refunded
- Church provided tables
- Two Separate Playing Areas
  - Duplicate Bridge Players make silent bids
  - Social Bridge Players bid out loud
Volunteers

Nine Volunteers

- Check-In Table
- Ticket Sales at the Door
- Ordering Lunches
- Providing Snacks
- Clean Up and Break Down
The Tournament

- Attracted 80 players
  - $20 per session
    - $10 to play
    - $10 for card deck

- Purchased 25 lunches

- Duplicate winners were awarded “Masterpoints”

- All winners received 2 vouchers for ASO performance
# Financials

## Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>80 tickets ($20 each)</td>
<td>$1,600</td>
</tr>
<tr>
<td>25 lunches sold ($10 each)</td>
<td>$250</td>
</tr>
<tr>
<td>Donations</td>
<td>$105</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>$1,955</strong></td>
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</tbody>
</table>

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 lunches ($8 each)</td>
<td>$200</td>
</tr>
<tr>
<td>Church Rental</td>
<td>$100</td>
</tr>
<tr>
<td>Table Cloth Rental</td>
<td>$49</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td><strong>$349</strong></td>
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</tbody>
</table>

## Net Income

**$1,606**
Looking Forward

• Food
  • Too much

• Youth Orchestra
  • Include members of the Arkansas Youth Symphony

• Location
  • Able to use Bridge House for $5/player
  • Triple the Size

• Future Tournaments
  • Second Tournament is scheduled for Fall 2017
Arkansas Symphony Orchestra Guild
Duplicate & Social Bridge Tournament

DISCUSSION QUESTIONS:

1. What are some ways your organization is reaching out to a different audience?

2. Has your organization been able to build on a successful fundraiser? Explain.