Fundraising

Women’s Symphony League of Austin

Red Haute Valentine Party &
Children’s Style Show

Austin Symphony Orchestra
Group 3
RED HAUTE
VALENTINE PARTY
&
CHILDREN’S STYLE SHOW
Challenges

- Aging membership
- Aging projects

Goals - Spring Fundraiser

- Introduce organization to new, younger women
- Raise funds for symphony and education
RED HAUTE VALENTINE PARTY & CHILDREN’S STYLE SHOW

- Family-friendly spring fundraiser
- Afternoon of fun for all generations
- Models ages 3-14 showcase local vendors on the runway
THE GUEST EXPERIENCE
**EVENT PLANNING TIMELINE**

- **January 2015**  Chairwomen Selected
- **February 2015**  Committee Members and Venue Selected
  & Contracts Signed
- **March 2015**  Runway Boutiques, Event Theme Selected
- **Sept - Jan 2016**  Committee Chairs
  - Table and Activity Sponsors
  - Marketplace Vendors
  - Sponsors and Underwriters
  - Children’s Activities Vendors
  - Donations for Pick-A-Prize and X’s & O’s Game
  - Marketing Campaign within WSL and Austin
  - Model Sign-ups, Fittings and Fashion Show Script
- **February 2016**  Event Day!
**EVENT MARKETING**

- **Marketing to WSL Members**
  - Meetings
  - Facebook
  - eBlast, Newsletter
  - Invitation

- **Marketing to non-WSL Members**
  - Ads in local paper leading up to event
  - Window posters at participating stores
  - Ads in Playbill for the Austin Symphony
  - Feature on Studio512 (local TV show) on KXAN, NBC Affiliate
Amplify community awareness of WSL of Austin and recruit new, younger members
- Between 70-75% of event attendees are non-members
- Average new member class size up
- Average new member age lower, from 53 to 42

Create a fun, relevant Spring Fundraiser
- In 5 years, net profit increased from $7,000 to $38,000
- Event and Model Sponsorships sold out the last 3 years
# FINANCES

## Event Income

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Event Ticket Sales</td>
<td>$20,860</td>
</tr>
<tr>
<td>Model Registrations</td>
<td>$6,125</td>
</tr>
<tr>
<td>Table/Activity Sponsors</td>
<td>$20,750</td>
</tr>
<tr>
<td>Vendor/Booth Fees</td>
<td>$2,550</td>
</tr>
<tr>
<td>Centerpiece Sales</td>
<td>$350</td>
</tr>
<tr>
<td>Pick-A-Prize</td>
<td>$3,375</td>
</tr>
<tr>
<td>Hugs &amp; Kisses</td>
<td>$1,725</td>
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</tbody>
</table>

**Total Event Income:** $55,735

## Expenses

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>$2,041</td>
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<tr>
<td>Catering</td>
<td>$8,459</td>
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<tr>
<td>Invitations, Printing</td>
<td>$877</td>
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<tr>
<td>AV/Staging</td>
<td>$2,740</td>
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<tr>
<td>Decorations</td>
<td>$1,092</td>
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<tr>
<td>Activities</td>
<td>$1,038</td>
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<tr>
<td>Credit Card Fees</td>
<td>$1,361</td>
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</tbody>
</table>

**Total Expenses:** $17,608

**NET INCOME:** $38,127
HUGS & KISSES
X’S AND O’S

- Hugs & Kisses
  - $25 per person
  - Heads or Tails
  - American Girl doll

- Pick-A-Prize
  - $25 per person
  - Red hearts for adults
  - Pink hearts for children
60 volunteers
Spring placements
Sales needs
Backstage monitor
GREAT event to reach younger AND multi-generational audiences

Event can be replicated in any town/city

Valentine-themed fashion tricky; stores between seasons, stock limited
DISCUSSION QUESTIONS:

1. Could this project be replicated in your community? What would be some potential obstacles?

2. What is your organization doing to attract new younger members?