

# HGMC Fundraising Committee Report 07-05-22

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The Fundraising Committee met July 5, 2022 at 7:30 pm via zoom

Present: Steven Creps-Rougeau, Paul Foltz, Kyle Junk, Marlene Kanuck, Robb Papapietro, Fred Warner, Allan Jespersen, Jose Venereo, Stephanie Lynne Smith, Lindsay Brucklacher

**Budget** Primary purpose of meeting was to set fundraising goals for the 2022-23 Budget.

Sponsorships	\$12, 000
Fundraising	\$3, 000
Silent Auction	\$5, 000
Farm Show	\$5, 000
Facebook	\$1, 000
Concerts	\$3, 000

## **Silent Auction**

Reviewed submitted report of the Silent Auction Committee (see attached) with recommendation for Silent Auction in coming year. Will plan for Auction in the spring to coincide with spring concert series. Auction will start a few days prior to the concerts and conclude in about 2 weeks, may incorporate Pride events in June if scheduled close to the concerts.

## **Farm Show**

General discussion about Farm Show participation. Some members are not able to take time to participate or take time from work. Jose suggested that with future events we give members an opportunity to contribute to the fundraising effort by donating an amount that would be equal to a shift of work for their job. There was a consensus that this would be a good option for members to contribute to the fundraising effort.

Our plan will be to work the beer stand for the GAOS as we have in the past, as that usually can produce at least \$4000. We will consider additional events as feasible, but try to keep the requests for volunteers at a reasonable level. It was agreed that food stands are less desirable.

The new management does guarantee us \$15/hr for volunteers' time, or 10% of sales, whichever is higher. Also, we no longer need to handle cash, or do counts!

## **Fundraisers**

We committed to doing fundraisers that would raise \$3000 total. Some combination of cabaret, drag shows, dinner series, sing-a-long. We will be looking for volunteer to coordinate these efforts.

**Cabarets** from among the following options

1. Drag Show at 704 or other venue. Ticketed event. Similar to the past. Perhaps a specialty drink the proceeds to the chorus. Drag Headliner with chorus support and individual performers. Halloween, Fall, Valentine Day possible dates
2. Anti Valentine show. Ticketed event focused on chorus member performances. Small theater type venue. Possible venues: HMAAC, TH
3. Sing-a-long Event. Possible at holidays or in Spring. Holiday music or showtune emphasis. Recorded tracks or piano.
4. Tie in event with another organization like Keystone Business Alliance
5. Villains cabaret

### Dinner Series

Have 4-5 members host dinners at their home. Varied menus and prices for each venue. A chance for patrons to meet chorus members. Have a chorus member or small group performance tie in. Common dessert event at the end of the series. Food donated by members, so minimal expense.

### Poinsettia sales

Presell Poinsettias for Holiday concerts. Use for the stage at concerts and have available for pick up after.

### Other Fundraising Activities

Possible raffles or sales associated with the Holiday concerts, Pride, or Spring concerts.

### Merchandising

Can be aimed at members or patrons/audience. Would be best to have items that can be ordered and then produced. Ideal for items that can be produced as ordered. Would need higher markup on items that would need to be bought in bulk up front. Perhaps items associated with concerts that could be ordered ahead of the event and also used as promotions.

In the past we have had T-shirts, hats, polo shirts, hoodies that could be ordered from Vista print as orders come in. We have done mainly for chorus members with minimal markup.

Suggests for new items: Chorus Calendars at Christmas, coffee mugs, magnets, pins, concert specific t-shirts, hats.

Grants Explore Grants, gifts that may be available from businesses or employers, banks (Members First)

Annual Campaign Look for options for tie in for United Way, Day of Giving, Matching contributions from employers

Respectfully submitted to the board by Steven Creps-Rougeau on July 17, 2022

## Report to the Fundraising Committee from the Silent Auction Committee

The Silent Auction committee consisting of Marlene Kanuck, Matt Riley, Fred Warner and Stephanie Smith met on July 30, 2022. The committee by consensus is submitting the following plans for raising funds by holding the second silent auction on behalf of HGMC.

1. The auction will be held in conjunction with the Spring 2023 concerts. We are looking at various options of beginning and ending dates – such as looking at opening two weeks before the concerts and ending the Monday after the final spring concert or opening with the first concert and extending closing after June Pride events. Using this option, we are hoping that this will increase the number of bidders outside of our concert audience to those who attend the Pride events.
2. We will start to meet regularly as a committee beginning in Aug 2022 and will be setting a calendar for the committee.
3. We will use Bidding Owl as our platform again – the fee cost is reasonable at 5% of money raised and the options available are excellent.
4. We will be looking to the Board to solicit and/or donate auction items. Of course, any member of the chorus is welcome to donate items to the auction.
5. Our goal is to raise \$5000.

Respectfully Submitted,

Marlene Kanuck, Silent Auction Committee Chair