

CARIE Marketing and Fund Development Committee Report

January 10, 2017

Submitted by Mary J. Fallon, Chair

Board-sponsored 40th Anniversary Donor Recognition Open House Event

- Thursday, February 16, 2017: directions to be distributed at board meeting
- Board arrives no later than 5:15pm, guests invited for 6:00 pm
- Food by Catering by Design: caterer will set up, replenish, bartend, etc.
- List of volunteer tasks that evening to be circulated at board meeting (parking, greeters, coat checkers, schmoozers, farewell gift distributors)
- Discussed CARIE “swag bag” for attendees, may need a few volunteers to put together in advance

BOARD MEMBER COMMITMENT FOR FEBRUARY EVENT:

Arrive no later than 5:15

Act as hosts

Sign up for front door duties

Find out how these donors came to us (and capture this info for future reference)

Make every donor feel appreciated

Annual Event, Thursday, April 20, 2017

Venue: WHY?

Theme: CARIE’s 40 years of Elder Advocacy

Will do 5:00 pm pre-event for benefactors with award winners

Event starts at 5:30 pm, ends at 8:30 pm

Sponsorship letters and auction solicitation letters to be distributed at board meeting and emailed to board

Spirit of CARIE award winners: Ray Landis, Bill Benson

Still need connections for donated beer and wine

Need suggestions for 40th anniversary giveaway item

Need decision on whether to do nametags (or how to identify VIPs at event)

Need board member to make brief remarks about the importance of 40 years and our strategic plan goals

BOARD MEMBER COMMITMENT FOR APRIL EVENT:

Commit to grossing \$100,000

Solicit sponsorships NOW (by March 16 for maximum impact)

Purchase benefactor ticket(s)

Encourage ticket sales

Solicit/obtain live and silent auction items NOW

Attend event and WORK THE ROOM

Bid generously!

Committee meeting dates for remainder of year: Tuesday 2/7/17; Thursday 3/9/17, Tuesday 4/4/17, Tuesday 6/13/17, Tuesday 8/16/17, Tuesday 10/10/17, Tuesday 12/12/17 – all meetings begin at 6:00 pm