

# **Fall Fundraiser: Roll-Out Plan**

**"Triple R 2nd Annual Fall Fundraiser": Heroes for Horses**

**Subtitle: Not all heroes wear capes. Some rescue horses**

## **TABLE OF CONTENTS (FOR QUICK NAVIGATION)**

[Date](#)

[Venue](#)

[Ticket Prices](#)

[Drinks](#)

[Food](#)

[Entertainment](#)

[Silent Auction](#)

[Live Auction/Donation Station](#)

[Decorations](#)

[Sponsors](#)

[Assignment of Responsibilities](#) ([Before Event](#)/ [During Event](#))

Recent Decisions Discussions by the Board:

[AUGUST 28](#)

[AUGUST 11](#)

[JULY 14](#)

## EVENT OVERVIEW/BASICS

### Date

October 12, 2024 5:00p.m.-9:00p.m.

### Venue

[Moose Lodge #1075](#)

1178 Capital Circle NE

Tallahassee, FL 32303

Cost: Free, but there was a suggestion that we give something (cash) to Moose Lodge to thank them for the venue and build goodwill for future events.

### Ticket Prices

\$35 advance purchase

\$40 per person at the door

\$20.00 for 7-18 years old

Free for 6 and under

Fosters and family free

### Drinks (Alcohol)

Handled by Moose Lodge

- Cash bar AND accepts ONLY cash! (Make sure guests know/understand this)
- Full bar (with liquor) available on site as well
- This is an amenity for event attendees, but not something we will make money from.

### Food

#### DINNER

Eric and Azra (BJ's). BJ's will provide 2-3 volunteers to help.

- Food donated by BJ's
- Tentative Menu (as of [Aug. 28](#))
  - Baked Ziti (can this be made vegetarian?)
  - Pulled pork sliders
  - Chicken salad

#### DESSERTS

Provided by GFWC Woman's Club of Tallahassee

### Entertainment

**MC:** David Bruns

**Music:** Last Call (5:30p.m. - 8:30p.m.)

**Games-** Jenga

50/50 **Raffle**

## Silent Auction

- Close at 8:00.
- Give people the option to "Buy Now" for a price above the starting bid but slightly lower than the estimated value of the item. 10% "discount" for all or vary depending on the basket/item.
  - Buy now option may also cut down on the number of people who leave before silent auction ends and have to coordinate getting their items at a later date.

We currently have:

- Several baskets
- Donated blankets that haven't sold yet
- Donated saddle (as silent auction item or decoration)
- 7-8 BJ's gift cards
- Linda had a \$100 gift card for something that she wanted to contribute

Other ideas to consider:

- Reach out to Kim Chason to see if she'll donate a photography package

**\*\*Beth would like us to really ramp up our silent auction efforts, since there is so much room at the venue for a silent auction.**

## Silent auction/basket party:

When: **September 22, 2:00p.m.**

Where: **Lynn Smith's house, 2631 Sarawood Ln.**

What: Meet up to assemble baskets and take stock of what we have for silent auction.

**\*\*Attendees:** Don't forget to take pictures of some of the finished baskets or even unfinished baskets so we can promote them on social media.

## Live Auction

Special items for auction. Displayed near door and/or at donation station for much of the event. Auctioned off live later in the event.

- Painting by one of our horses- possibly Choco or one of the other Bruns fosters
- Pop-art painting of Don Juan.

## Donation Station:

Featuring bags of grain/mini bales of hay. \$35 (grain)/ \$10 (hay)-- donors receive a bandana, BJ's coupon, and postcard/sticker

## Decorations

Beth & Joann will plan decorations and coordinate set-up.

Beth will reach out to Home Depot to see if they will let us borrow plants- the Home Depot location that is right next door to the venue.

## Sponsors

Last year we had >\$4,000 in sponsors. This year, we don't want to tap all our wells- save some for Feb. HAH event. But some ideas of who we might reach out to include:

- Feed Store in Havana
- Florida Farm & Feed
- Joyce Phipps

**\*\*If you think of anyone who might be interested, print out a sponsorship form and ask them!**

## Assignment of Responsibilities

### Pre-Event (As of Aug. 28)

Beth White

- Coordinate decoration with Joann
- Confirm time venue will be available on Oct. 12 (in the morning)
- Reach out to Feed Store in Havana RE: sponsorships (?)

Lynn::

- Prepare bid sheets for silent auction (item names/descriptions will need to be filled in by hand)
- Update sponsor forms and distribute to board for review/use
- Send guest contact information template to Joann
- Purchase more of the red/white checked plastic table covers, basket stuffing, and basket covers in multiple sizes.

Jamie:

- Coordinate with Linda/Vicky to see if we can get one of their equines to "paint" something for us that we can auction off live (also video/photograph process of "painting" to promote this item in advance)
- Finish pop-art painting of Don Juan (for [live auction](#))
- Prepare stuffed feed bags for display.
- Design postcard and stickers and submit order for printing (100 postcards, 100 stickers (50 Nova/50 Fall HAH logo)
- Finish flyers/ social media kit

Joann:

- Prepare guest contact sheets that will go on tables.
- Guests fill those out and we collect them. Have a drawing for a prize (which Joann will select).

Annie

- Check with Florida Farm and Feed (RE: Sponsorship)
- Prepare blurb about each of our horses for possible inclusion in [newsletter](#)

## Day Of the Event (Oct. 12)

<a href="#">Set-up (~3-5)</a>	Tear Down (9-?)	Check-in	Feed "Sales"	Silent Auction	Food	
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Beth	Annie	Linda	Jamie	Maria G.	Eric	
Liz	Robin/Diana	Kathy		Judy	Azra	
Judy						
Linda/David						

## AUGUST 28, 2024: FUNDRAISER MEETING

### Confirmation of Venue/ Venue Things-to-Know

- Our event is approved, and we have been approved to use the venue's Bingo Room
- We don't have to bring table/chairs. They have plenty.
- We are not allowed to provide our own alcohol, but they will supply beer/wine. They also have a full bar (with liquor) available in the next room over.
- Bar is cash only! Must make this clear to guests in social media and flyers, so nobody is caught by surprise.

### Details on the Food Preparation/ Catering Insurance Resolution

- Tentative menu planned (see [above](#))
  - When Azra is back in town, Eric and Azra will hammer out the final/finer details

**\*\* On our event Insurance:** Our policy covers us as a *horse rescue*, not as a food preparation/ service entity. So, if someone gets sick from the food at our event, our policy will not cover us. The insurance company, then, asked that our food service provider have a liability policy. BJ's most likely has this, but Eric does not, so he is letting BJ's handle more of the menu and offering assistance to help us comply with this aspect of our policy.

### Set-up/Tear-Down/Working the Event

- Beth still needs to find out when we will be able to start setting up that day.
- Set-up is minimal- mostly just arranging tables/areas for silent auction and food and decorating.

### Opportunity for "Earned Media"

- Leon County Horseman's Association: or Southern Trailrider's Association.-- Beth's contact, Charlotte- very involved with both organizations, and with the newsletter for one of the two (can't remember which one). She asked if we wanted to promote our horses and event in their newsletter. Going to present it to the board next Tuesday.

## **JULY/AUGUST 2024: BOARD MEETINGS**

### **Still to do/decide:**

- Create and distribute promotional material (Jamie/Marketing Team)
  - Flyers (?)
  - Social Media graphics
  - Facebook Event page banner
- Decide where to sell tickets
  - Have Jon set up ticket sales page on website (upon completion of Donation Center overhaul)
  - Physical tickets(?)
  - Send emails with link to purchase?
- Wristbands or stamps
- Donation idea to get bandana and dessert- We ended up combining this with the feed donation idea, and now when guest buy a bag of feed/month of hay for our horses, they get a bandana/coupon for free dessert/postcard or sticker
- ~~Lighting~~

Cash boxes for money collected or fanny packs- how the money is carried was discussed at July meeting. But at August meeting, we were more concerned with discussing how many banks we'll need- anyone operating a station where money will be exchanged likely needs a bank and a square reader.

## **MAY/JUNE 2024 (ALL TASKS COMPLETED AND MOVED UP)**

### **Promotion**

~~Jamie will post a save-the-date in late May/early June to all socials~~

### **Next Steps (Based on our May 2024 Board Meeting):**

~~DONE Decide on Ticket Prices:~~

Considerations:

- Food costs- Eric estimates \$5/person for 150 people. Which would be \$4500 profit. But, this depends on Eric's availability, and may change if we need to have the event catered/hire a food truck, etc.
- Adult price & Kids price
- Other costs not included in tickets- games? Drinks? etc.

### **DONE Decide on Event Scope- What Events/Activities to Include:**

Keeping in mind that this is meant to be a more simple, less labor-intensive event than our spring HAH event.

### Silent Auction

- We seemed to agree that we want to include some silent auction items- maybe a smaller one like we had in fall 2023.
  - Start watching out for silent auction items now! Anything of good value that we can put out for silent auction. Lynn will contact Bissell- we can get one donated item/ year from them.
    - Have 3-4 BJ's gift certificates
    - Horse shirts JoAnn found recently that would make good basket items.
    - Horse painting- A painting made by one of our horses that we can auction off. Put paint on a canvas, put canvas in a bag, put tasty treat on the bag, let horse lick the treat off the top of the bag, and in so doing, push paint around to make a unique design that we can auction off.

### Do we want to include...

- Tack sale?
- Empty feed bags/hay bales? (donate a bag of feed options)
- Carnival games?- Jamie offered to pull together some games that are a bit easier to pull together- balloon darts, ring toss, etc. (some of these things she has leftover from a carnival-themed birthday party she threw a few years back).
  - Joe (new potential foster) has a funnel cake machine- maybe a hot dog machine that he has offered to let us use.
- One of our equines? Little Buddy if he's not adopted yet or possibly Don Juan?
- Paint a (Paper) Horse?: Have a paper horse that kids can paint on- using handprints or finger paint (?).

### Sponsorships

Do we want to have sponsorships for this event? Make sponsorship forms (discuss during June 2024 meeting)