

Winery or Brewery Fundraiser



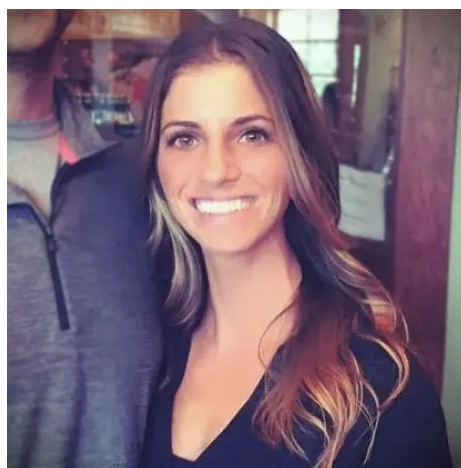
Thank you for your interest in hosting a winery or brewery event to benefit Cure JM. Every dollar raised makes a difference, funding research for better treatments, care, and support for juvenile myositis.

Need help getting started?

Reach out and we are happy to help you every step of the way, from help getting started, to any flyers or social media images you may need. We would love to hear your idea and help.



Nicky Geskos



Angela Suppa

10 Steps to hosting a Winery or Brewery Event

1. **Form your committee.** You will need to assemble a team of volunteers to help with planning, execution, and promotion. Tips for your committee:
 - o *Recruit people with a variety of skills and experience.*
 - o *A typical committee might involve a handful of families in the area plus some community members. Some committees have had success with “each one reach one”, where each member of the committee recruits one additional member of the committee.*
 - o *The role of the committee is to attend a couple of planning meetings, invite people in their network to attend the fundraiser. Some committee members may also help arrange sponsorships from local businesses.*
 - o *Hold an organizational meeting. Once you have recruited your committee members, hold an organizational meeting to discuss your goals, plans, and timeline for the fundraiser. This is also a good time to assign roles and responsibilities.*
 - o *Meet regularly to track progress and make decisions. It is important to meet regularly with your committee to track progress, make decisions, and troubleshoot any problems that arise.*
 - o *Recognize and thank your committee members for their hard work. It is important to recognize and thank your committee members for their hard work and dedication. You can do this by sending them thank-you notes, giving them small gifts, or hosting a volunteer appreciation event.*
2. **Establish your fundraising event budget.** A sample budget is below.
3. **Set a date and time for your fundraising event.** Once you have a team in place, you can start to brainstorm dates and times for your event. Be sure to choose a date and time that is convenient for your target audience and that does not conflict with other major events in your community.

4. **Secure a venue.** Once you have a date and time set, you will need to secure a venue for your event. Typically a winery will allow you to host a charity event mid-week as a way to boost their business on a slower night.
 - o Adding live music, silent auction, or 50/50 raffle can be fun ways to add to the event. See Cure JM for help with these items, we have a playbook that can be helpful.
5. **Sell tickets.** Reach out to Cure JM for help setting up the Eventbrite link where tickets can be sold. These events typically sell out by having each member of the committee email an invitation to their friends and family. Cure JM can also invite families in the area. It can work well to have an honoree at the event, including a local doctor or other person in the area who deserves recognition.
6. **Arrange sponsors.** Cure JM can provide a letter for potential sponsors and help reach out to sponsors in the area. Your committee can also be helpful in reaching out to sponsors.
7. **Set up other fundraisers for the event.** This could be a silent auction, 50/50 raffle, live auction. Arranging for someone to make remarks (such as a young-adult patient or Cure JM representative, such as a local board member can also be helpful). We can provide talking points for the remarks and a sample run-of-show for the event.
8. **Set up for the big day.** On the day of your event, arrive early to set up and make sure everything is running smoothly. This may include decorating the venue, setting up food and drinks, and checking in guests.
 - o **Printing likely will include** posters with patient stories, sponsor posters, posters with our mission/work and QR code for donating. Guests also appreciate having square readers available to take credit cards at the event. Cure JM can send them to you.
9. **Enjoy your event!** All your hard work has paid off, so relax and enjoy the event. Be sure to thank your volunteers and supporters for their help. Make it easy for people to donate. Accept cash, credit cards, and online donations.
10. **Follow up with attendees.** After your event, be sure to send thank-you notes to your supporters and volunteers. You may also want to send out a report on how much money was raised and how it will be used.

Revenue	Number sold	Price	Total	Comments
Ticket Sales on Eventbrite	125	\$100	\$12,500	Price and winery capacity can vary by location
Sponsorships	1	\$10,000	\$10,000	
	1	\$5,000	\$5,000	
	3	\$2,500	\$7,500	
	4	\$1,000	\$4,000	
	Total		\$26,500	
Donations			\$10,000	Checks and/or cash donations at event
Silent Auction	1	\$5,000	\$5,000	
	2	\$2,500	\$5,000	
	4	\$1,000	\$4,000	
	6	\$500	\$3,000	
	Total		\$17,000	
	Total Raised		\$66,000	
Expenses				
Food and wine provide by venue			(\$9,500)	Bill from winery (may offer discount for non-profits)
Printing			(\$450)	Sponsor signs, Cure JM banner
Cure JM wristbands to hand out			(\$50)	
Silent Auction supplies			(\$125)	Display sign holders, printing
	Total Expenses		(\$10,125)	
	Net Revenue		\$55,875	



Kelly Culver (Committee Co-Chair), Daniel Kietz, MD, UPMC, Melissa Eisenreich (Committee Co-Chair), her daughter Ella





