



# TIPS FOR A SUCESSFUL FUNDRAISER

Casino Nights are a fantastic, fun and interactive way to fundraise, with immense potential to raise big funds.

## **HOW IT WORKS**

Love 2 Party tables are authentic and stylish and come with a fun and experienced Croupier, all accessories to play, funny money and a random bottle give away.

We set up our equipment prior to guest arrival and open the fun and games with our professional Croupiers who love to break the rules occasionally in the name of fun!

We conclude after 3 hours with a random bottle presentation and if you wish to do any prizes it is at your discretion. We have Blackjack, Roulette, Texas Hold 'em Poker, Craps/2UP tables.

Upon your guests arrival they will be given a predetermined amount of Funny Money, this is then taken to a table of their choice to redeem for chips. The table running format at Fundraisers works well as **Tournament Style**. As this moves your guests through the tables and creates excitement and friendly competition amongst them. At any stage that the Guest/player requires more chips they can make a donation (of a predetermined amount) to gain some additional funny money. i.e. a donation of \$10 = \$1000 funny money. Tournaments are a great way to raise money, for example on a Blackjack table with 9 players you have the potential of raising \$90 every 20 minutes or so (being that the entry to the table was a \$10 donation for \$1000 funny money).

Due to Queensland Government Gaming Laws, Auctions can not be run with monies associated from the table games, ie chips, vouchers etc. No money can exchange hands at the gaming tables, it is suggested you provide a cashier service for your guests. A QLD Gaming Brochure is available.

## **SET YOUR GOAL**

No fundraising activity should be without purpose and that purpose should be one that everyone can support.

- Why do you need the money?
- How much money do you need?

When setting the fundraiser goal, be specific. Involve all interested parties in setting the goal and then make the focus of your campaign from start to finish.

## **RECRUIT A COMMITTEE**

New fundraising chairs often try to do too much themselves rather than delegate. Recruit a team of two or three volunteers to help organise the function. For example assign one person to take care of publicity, another to handle money collection etc.

Decide on how much money you would like to make from the event, keeping it realistic.

## **SELECT A COMPANY**

Which you have already done. Love 2 Party has a excellent history of trust, reliability. Casino Entertainment is not only heaps of fun, but it is unusual and it will peek your potential guests interest.

## PUT BOOKINGS AND SPONSORSHIPS INTO PLACE

Maximize your revenue earning potential by ensuring each of the following areas are covered

- **Ticket Sales** - (sometimes it is good to have an 'Early Bird Special' on ticket prices, and make ticket prices at the door higher priced). **Charge a ticket price** that covers your food, entertainment expenses etc. You can **offer incentives** to those booking tables early or large number booking i.e. buy 10 and get..... (maybe extra funny money on the night)
- **Table Sponsorship** - You can have local business 'Sponsor' a table each (they pay for a casino table hire) and the business can have their business name, banner and/or a thank you plaque placed on the table for the function. This option allows more proceeds to go directly to the fundraising.
- **Publicity** - this is the key factor, as you most probably realise. Plan how you are going to GET THE WORD OUT, a letter announcing the fundraiser should include 1. How you intend to Fundraise, 2. What you are offering (FANTASTIC Entertainment, amazing Prizes etc), 3. What your goals are...what you are fundraising for. 4. All other relevant details like date, venue, Early Birds Specials, How and who to give the monies to etc.  
Don't forget to utilize your company website and any mailing list you may have access to. Local newspapers and business will help advertise for you. Leave flyers in predominate locations such as neighborhood pharmacy, restaurants, gas stations etc.

## FINAL PLANNING

Develop a master schedule of important dates for everyone to use as his or her blueprint. Include details such as:

- Advertising and Promotion
- Press releases, newsletters articles, billboards etc.
- Organise who will take charge of specific roles at the function. For example: Set Up, Caterer/ Vendor Liaison; Guest Greeting, Function Cashier, Clean Up Crew etc.
- Ensure each member of the team has all relevant mobile phone numbers for easy communication on the night.

**ADVERTISING** - Put into place your Advertising

## MAKE SURE ALL DEPOSITS HAVE BEEN PAID

### TOUCHBASE - 2 weeks before

Touch base with your team of helpers, ensure all the catering, venue, venue themeing, entertainment vendors have been communicated with and all is on track. Make sure all final balances are ready for payment if not already processed.

Follow up on Advertising, newspaper article in local, posters in appropriate locations etc, a renewed blurb on the website...pushing for last minute ticket sales...maybe offer a chance at winning extra Funny money on the night.

### 1 WEEK BEFORE

Love 2 Party will be in touch with you to finalize and reconfirm all our arrangements, we will contact your venue to double check loading in and set up etc.

Double check with your Caterers, Vendors Venue, etc all your plans are in place

### D-DAY

Congratulate yourself and your team at a job well done, and leave the rest to the professionals

ENJOY YOUR PARTY!

### AFTER YOUR FUNCTION

Love 2 Party will contact you to ensure all our services were excellent as promised and we will give you a fantastic VIP Rewards Coupon offering you terrific '**Add Ons**' for your next function.