**RD Meeting 10/13**

* Brian, Duncan, Karen, Jeanine, Deb, Mckenzie, Scott, Cara

Gala Review

|  |  |
| --- | --- |
| Gross Proceeds from Gala: | $ 37,300.00 |
| Gala Expenses: | (8,412.91) |
| Net Proceeds Gala: | $ 28,887.09 |

\*does not include any decorations or marketing budget

|  |  |
| --- | --- |
| Total Sponsors: | 91 |
| Total Sponsorship $: | $ 118,450.00 |
| **2021**  Boots and bolos ~56,750  Casino Night  ~44,250  Total=$101,000 |  |

\*mt Princeton will give additional 10K that is not included on this total above

Need to run YOY sponsor report also by location

Need to run YOY data for CN and B&B for the last ~4 years

Need to get the final check in list from Austin

|  |  |  |
| --- | --- | --- |
|  | What went well | Even better if |
| **Attendees** | * Full feeling of event | * Want to shoot for 200 folks next year |
| **Solicitors** | * Great job by everyone | * we need more solicitors, especially in Salida * last minute businesses joined (ok for us, but hard to add to marketing materials if that was important to them) |
| **Marketing** | * Amazing job by Marji |  |
| **Tickets**  Sold $3050 | * Right on the number | * Should have ordered more food as we ran out for staff * Review # of folks who signed up the last 7 days to help count for the food count being due early |
| **Check in** |  | * Need the list of RSVP with donor numbers and bidding paddles made up in advance * Print extra registration cards |
| **Check out** |  | * Have card readers work on more than one device * Bring charging cords for all devices * Inform BEFORE and AFTER auction that check-out needs at least 15 minutes to tally things up. If they ONLY bought a live auction item and no Fund a Future, they could check out early. |
| **Club hero** |  | * have a slide with past hero pictures and names |
| **Auction items**  Total $9850 raised  Lamp- $450  Arkanglers $1625  Denver $775  Mexico $1750  Cape Cod $4200  Painting #1 $525  Painting #2 $525 |  | * experiences is #1 * right numbers (not any more) * Have Leader of the auction items * Separate table with item info and a “sales person” |
| **Fund a future**  Total $24,150  1k 12k  500- 7500  250- 3000  100- 1650 |  | * Stress importance of writing legibly * Offer monthly giving more * Consideration for price changes * Be careful about the matching with the auction and moving on or not   $4800. $400 a month for a year $2400. $200 a month $1200. $100 a month. $600. $50 a month $250 $100 |
| **Entertainment** | * Was great, and enjoyed the quick teaser before main event | * Don’t allow a break between |
| **Theme** | * Folks came as they wanted and seemed like no big deal * The center pieces that the kids made | * If theme, make it easier to dress for |
| **Food** |  | * Add dessert |
| **location** | * Nice not to worry about decorations and clean up. Good touches | * Slow to respond to email |

For sure:

* Want to make an annual event at Mt Princeton (week day is ok-aim for Thursday)
  + Get date then confirm jim Wilson, then entertainment
* Keep the same fund a future levels (consider adding $100 every month for $1200)
* Have fund a future, auction items way ahead of time
* Live auction: experiences ONLY if possible
* Live auction “leader”
* Make sure we have a dessert (if it costs more do it)
* Great Future Gala (dress as you want jeans to a formal ware)
* Have kids always make the center pieces
* Keep Marji marketing plan

After Gala to do:

* Need to write thankyou notes to the auction item donors
* Posting of the Peak Commercials
* Status of thank you newspaper ad-done

Sponsor 2022

Thoughts:

* Is the calendar year sponsor make sense? Or should it be something like September to September?
* Consider $250 sponsor for youth of the year event
* Only logos for peak and title, champion can be listed on marketing materials

For sure:

* Title sponsor? Do we remove that name

End of year letter campaign

Brian already moving along with all the details

Goal: ~115/120k

Mail out date: Friday November 12th

Stuffing dates: Wednesday 10th 2pm-whenever

Consider digital option that board and email out

Accessory report of new land owners (then dive into the ROI)

Austin/Brian are working on confirming the list of who all to send it to

2023

Think about what events went well and what should 2023 look like?

Notes:

**Colorado gives day: December 7th**

Discussion about monarch

Save the dates:

November meeting 10th

December meeting 8th