

2016 Committee Leadership Conference

October 7, 2016

Breakout Session Notes

Fashion, Fun & Philanthropy - *Cathy Shaker Breit and Toni Hasan, Co-Chairs*

2 p.m. Session (8 guests)

3 p.m. Session (6 guests)

4 p.m. Session (19 guests)

Key Takeaways:

- Success is finding a balance to share mission moments while maintaining a tight program
- Understand your market's challenges (Chicago is social media) and recruit committee members who can help fill those types of skills
- Research and understand what type of events would work best in your market and customize for your guests
- Structure, messaging and checklists are key
- Rely on your St. Jude rep to understand rules and regulations by state for raffles, gambling, contracts etc.
- Think outside of the box – how can you be elegant and classy but still childlike?

Q&A:

- How do you break out the subcommittees in a productive way?
 - Committee and sub-committee (support group/committee in training)
- How do you divide responsibilities for committees and sub-committees?
 - Committees – sell tables, sponsorship, ads, auction, tickets, attend meetings and event
- How do you get other St. Jude supporters in your community involved in other DGG events?
 - Engage supporters to volunteer so they can see what the different events are all about.
- Is there a way to include the RSVP list to encourage others to purchase their tickets?

General Notes:

- Guests were interested in learning about committee structure and responsibilities, goal and event planning, and new committee solicitation
- Each session focused on the importance of messaging when you cannot get a local patient, focus on the following:
 - Emcee celebrities
 - Videos
 - Patient speaker
 - Mission moments
 - Short but impactful program
 - Inspirational visuals
- If you are starting a new event, hard invites are not key. Focus on digital STDs and E-vites
- Raffle –
 - \$5 per raffle ticket to bring excitement and to have as many winners as possible.
 - Find unique items that resonate with guests. (i.e. designer bags, jewelry, trips, etc.)
 - Discuss a wish list based on prior year "hot ticket" items
 - Promote raffle packages in advance on social media and email blast a week before event
 - Designate committee to commit to a certain amount of raffle items

- Find what works best to hit your fundraising goal. Will your guests buy \$1000 in raffle tickets vs. bidding \$1000 on silent auction items
- It's all about the display and getting guests excited about the packages
- Fundraising
 - Early-bird ticket rates can help encourage guests to save their spot early
 - Encourage (or add as a committee expectation) to host a side event at least once per year