

# FUND RAISING BLUEPRINT

Using a CASINO NIGHT Party Theme

Outline

By Jimmy Miller

The #1 Question:

Why are you having this Fundraiser?

What is the CAUSE?

Write down your cause; try to keep it to one paragraph. Having a great cause will motivate the volunteers. The cause should be told to everyone absolutely everyone. It should be put on every piece of literature, sign or handout.

The #2 Question:

What is the GOAL?

You should have a specific amount you want to raise, \$10,000.00 for example. The biggest mistake that an organization makes is saying they would be happy to make a profit but if they were lucky enough to make \$10,000.00 that would be fantastic. Set a goal so you know if you were successful. What if after all expenses you made \$169.56? you made a profit, but were you successful? of course not. This is a fund raiser, not a break- even event. Here is a little mind trick after coming up with your goal, up it by 50% so your goal went from \$10,000.00 to \$15,000.00. It's psychological. Your workers will have the goal of \$15,000.00 in their minds and will work to reach that goal, making it a lot easier to reach \$10,000.00 You will be surprised at how many times your fund raiser goes over your goal.

## The #3 Question

### How to get started?

Start planning AT LEAST Three months in advance.

You need at least ten volunteers, the more the merrier.

There should be one person completely in charge.

A person in charge of the money

Persons in charge of Sponsors (need extreme Go-Getters)

Persons in charge of Admissions

A person in charge of Raffles (50/50, Booze, Raffle Table)

A person in charge of Auctions (Live, Silent)

A person in charge of Volunteers working at Event

A person in charge of Food

Planning is extremely important but lots of fund raising events get bogged down in the planning stage.

THE MOST IMPORTANT STAGE IS TAKING ACTION  
ALSO

MAKE IT EASY FOR PEOPLE TO DO BUSINESS  
WITH YOU

## CASINO NIGHT

CASINO TABLES: In order of popularity.

Blackjack ( 21) The most popular Casino game.

50% of the tables should be Blackjack.

Blackjack (21) ( High Roller Table)

Craps

Roulette

Let-it-Ride

Texas Hold-em Poker

Texas Hold-em Poker (High Roller Table)

Money Wheel

Three Card Poker

Guests starts out with \$500.00 of Funny Money. They cash in Funny Money at the Gaming tables for Chips  
Black Chips= \$100.00 Green Chips= \$25.00 Red Chips= \$5.00 White Chips = \$1.00 (Craps only)  
All Tables have minimum and maximum bets.

**Casino players should be playing for prizes designated for casino.**

Example: 55" Flat Screen TV,  
Brewer Package (10-pack of tickets) Etc. Etc.  
This should be a raffle not an auction.

**Important:** Casino Night lasts up to three hours. The event should last at least four and a half hours. Example:

Event- 6:00pm to 10:30pm.

Food-6:00pm to 7:00pm.

Cash Bar-6:00pm to 10:30pm.

Casino 7:00pm to 10:00 pm.

Auctions, Raffle drawings, etc. starts at 10:00pm.

**50/50** Raffles all through evening.

You should not have to be present to win.

You can change length of times if necessary.

There is no eating at the gaming tables or red wine.

## STREAMS of INCOME:

### SPONSORS:

This is the most important Stream of Income.

Event Sponsors \$500.00 5-Admission Tickets, \$1000.00 extra funny money  
Full page ad in event promotional booklet.

Table Sponsors \$250.00 3-Admission Tickets, \$500.00 extra funny money  
Half page ad in event promotional booklet.  
Advertising at one of the gaming tables.

Raffle Sponsors \$200.00 2-admission Tickets, \$300.00 extra funny money  
Half page ad in promotional booklet.

Food Sponsors \$150.00 1 -admission Ticket Quarter page ad in event  
Promotional booklet.

This is an example of very successful sponsor pricing.

**ADMISSION:** The average cost of admission is between \$35.00 to \$50.00. You decide what the cost of admission should be. Remember this is your event. The admission price should include food (buffet or appetizers). Some fund raisers include beer, wine & soda. Also included is \$500.00 of Funny Money and maybe 1 free raffle ticket.

Silent Auction

Live Auction

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Celebrity Dealers: Sports Personality, A well-known personality from your area.

### RAFFLES:

50/50 Raffle several times during the event.

RAFFLE TABLE: A separate table with raffle items.

A Ticket container in front of each raffle item.

\$2.00 per ticket, 6 for \$10.00, Wing Span \$20.00.

### BOOZE TABLE RAFFLE

A round table nicely decorated with 20 items on the table.

Two cases of beer, basket of wine(3-bottles) basket of Champagne (3-Bottles) 12 bottles of Booze, premium not rail. Bags of Pretzels, Peanuts, Various Munchies.

Tickets should be sold at \$5.00 per ticket 3-for \$10.00.

7-for \$20.00      One WINNER gets the whole table.

### AUCTIONS:

Silent Auction

Live Auction

Extraordinary parties and events can take care of everything from Casino Tables, Dealers, Training your celebrity dealers, Providing you with Telephone scripts, Disc-Jockey or Band, Photo Booth. Let us help you make this fund raiser the best and most profitable one you ever had.

**With eighteen years of successful fund raising to his credit. Call Jimmy Miller to get all your questions answered.**

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