Fundraising Events Strategies for Success

Bob McClory
Participated in Rotary fundraising Event?
New Idea?
The process we used became a good strategy for success.
Research
Reno - Albuquerque - Yuma
Organizing an Event
Planning

- Pick a date
- Select a venue
- Build the team
- Use committees
- Make a budget
- Get public volunteers
- Look at liabilities
- Plan for unexpected
The Venue

- Easy access
- Parking
- Fence - control access
- Layout diagram
- Tents - sanitation
- Electrical - water
- Lighting if night
- Setup - tear down
- Security - Safety
Get People Involved
Build your team
Team

- Management
- Chair Positions
- Logistics
- Financial
- Marketing
- Promote
- Promote early
Be Successful

• Promote
• Plan
• Promote
• Organize
• Promote
• Promote
• Promote
Promote

- Internet web site
- Social media: Facebook, Twitter
- Print flyers / Swap meet
- Bookmarks
- Make presentation at service clubs
- Get the newspaper reporters involved
- Advertise
3 - Budgets

- The Plan - Budget
- Home run - Budget
- Survival - Budget
Revenue
Revenue Sources

- Sponsors sales
- General gate tickets
- VIP section tickets
- Food vendors spaces
- General vendors spaces
- Alcohol sales
- Parking fees
- Advertising sales
Two Flavors of Revenue
Rain or Shine

- Partner/Sponsor
- Vendor spots
- Pilot fees
- RV park fees
- Calendar sales
- Merchandise
- Ad sales
Cover expenses with Rain/Shine
Profit

- Gate fees
- VIP tickets
- Liquor
- Carnival split
- Merchandise
- Balloon rides
- Preferred parking
Presented by,

London Bridge Lions
London Bridge Rotary
Lake Havasu City Rotary
Sunrise Rotary
Friday, Saturday & Sunday in January
70 Hot Air Balloons
24,500+ Spectators
9,000+ Children
Special RV Park at the Marina
Morning / Evening Event
Morning Mass Ascensions
County Fair Theme
Afternoon Ascensions
Evening Glows
During the Day

- Tethered Balloon Rides
- Food court
- Antique car rides
- Balloon clowns
- Face painting
- Hair bead art
- 2 Stages - Several bands
During the Day

- Classic car show
- Dorothy - from the “Wizard of OZ”
- Dog shows
- Kids train ride
- “Working” Art Village
- Emergency vehicles
- R/C Aircraft
Walk-in Balloon
Children's Tissue Paper balloon Launch
They Really Fly!
2012 Havasu Island Balloon Festival and Fair Traffic and Parking Map

Parking Lot-A
- Free parking
- Walk to the Balloon Field
- No overnight parking. All vehicle left after 11:30PM will be towed

Parking Lot-C & D
- Free Parking - Overflow
- Bus service to Balloon Field
- Available only Friday evening and all day Saturday

Parking Lot-P
- $10.00 Paid parking
- Preferred parking
- Handicap parking
- For access, use left Permit Lane at Beachcomber "Y"

Lot-T
- Passenger temporary drop-off and pick-up only - 15 Minute limit
- Motorcycle, ATV and Bicycle parking
- For access, use left Permit lane at Beachcomber "Y"

Lots-B, VIP and VEN
- For access, use left Permit lane at Beachcomber "Y"
- For details, see back-gate map
- No vendor vehicles on balloon field during operating hours
- Caution - dirt/gravel road beyond back-gate

Special traffic flow in effect
Thursday, Jan. 19, 2011, 6:00AM To Saturday, Jan. 21, 2011, 11:30PM

Left Lane
- $10.00 Paid Parking Permit Lane

Right Lane
- Balloon Fest Free Parking Local Residents
- Free Parking & Residents

Road closed to vehicles Foot traffic only

Ticket Office Main entrance

Lot-B

Lot-B

Lot-D Free

Lot-C Free

Lot-A Free

Lot-T

ATV Motorcycle & Bicycle parking Lot-T

Lot-P Permit $10.00 Paid Handicap
Saturday - Off Island - Park and Ride

Avoid heavy traffic expected Saturday on the island and around the Balloon field. All HAT buses will be free Saturday. Take the bus from your nearest station or park in one of the lots shown below.

- Saturday only - HAT bus service will be free throughout the city. Take a free HAT bus from any normal bus stop to the LHC Transfer Station. Then, take the free trolley to the Balloon Field.
- Saturday only - Free parking is available at the Swap Meet parking lot, with free bus or trolley service to the Balloon Field.
- Saturday only, free parking is available at the HAT Transfer Station. Free trolley service to the Balloon Field.
- Other days, parking is available at the Transfer Station however trolley service to the Balloon Field is not free.

VIP, Vendor and Pilot parking detail

All vehicles with a B, VIP, or VEN parking permits:

- Proceed through the Blue parking lot-P and turn right before the Hotel. Proceed through the parking area and through the back security gate.
- Follow the dirt/gravels road past the launch ramp, then up the hill to the appropriate parking area.
- Note - all roads in the back-gate area are one-way only. Follow the signs.
- Pilots and 4-wheel chase vehicle pass through the VIP lot to access the balloon field and Lot-B.
Balloon Teams

- Pilot
- Partner/Sponsor
- Launch crew
- Recovery crew
- Boats
- 4 Wheel vehicle
- Large ID number
1,100+ Volunteers
Training
Resulted in a very successful event
Five years....
At the end of the last day.....
As everyone headed home....
She says, “did we make a profit?”
Yes!
And it was a ton of fun!
Questions?

www.havasuballoonfest.com