

THE GIVING SPIRIT

SEMINAR

Presented by
**ANNE-LOUISE MARQUIS &
GENEVIEVE PORTER**

CAMPARI®



**USBG
NATIONAL
CHARITY
FOUNDATION**



FUNDRAISING & SERVICE IN THE HOSPITALITY COMMUNITY

SERVICE. COMMUNITY. PHILANTHROPY.

THIS INDUSTRY LOVES TO BE OF SERVICE. WE ARE GOOD AT IT. WE HOPE TO HELP GUIDE YOU IN MAKING INFORMED DECISIONS WHEN YOU GO ABOUT PLANNING YOUR NEXT CHARITY EVENT OR FUNDRAISER.

BE SUCCESSFUL EVERY TIME

THE 3 KEYS TO A FUNDRAISING EVENT

1. THE SUCCESS OF YOUR FUNDRAISER IS IN DIRECT PROPORTION TO THE PLANNING YOU PUT INTO IT BEFOREHAND.
2. EARLY & ACTIVE ENGAGEMENT WITH YOUR CHARITY IS THE KEY TO MAXIMIZING YOUR FUNDRAISING POWER.
3. TO BE SUCCESSFUL & SUSTAINABLE, YOUR FUNDRAISER NEEDS TO BE A WIN WIN FOR EVERYONE INVOLVED.

WHERE TO START

ASK A LOT OF
QUESTIONS AS YOU
BUILD YOUR PLAN.

OVER PLAN.
OVER ORGANIZE.
OVER STAFF.

WHO?

WHAT?

HOW?

WHY?

THE MODELS

INSIDE THE BAR

1 FOR 1

POP UPS

GUEST SHIFTS

ONE OFF EVENTS

ONGOING

ANNUAL/MONTHLY/BI-MONTHLY EVENTS

NOT FOR PROFIT BARS

SHAKE A DAY/GAMEIFYING

EXTRA TIP JAR/ ADDING TO CHECK

OUTSIDE THE BAR

ONE OFF EVENTS
(DISASTER RELIEF, BENEFIT, ETC)

ONGOING/ANNUAL EVENTS
(SPEED RACK, REPEAL DAY, ETC)



WORKING WITH BRANDS & SPONSORS

- KNOW WHAT YOU WANT. KNOW WHAT YOU CAN GIVE.
- HAVE EMPATHY. SEE THINGS FROM THEIR POINT OF VIEW. MAKE YOUR PLANS MUTUALLY BENEFICIAL.
- MAKE SURE TO REALLY PLAN OUT ALL ASPECTS OF YOUR EVENT.



BUILDING THE WIN-WIN

KNOW WHAT YOU WANT.

What You Have

VENUE
PEOPLE POWER
SOCIAL CACHE
AN AUDIENCE
BARTENDERS

What They Have

MONEY
RESOURCES
PLATFORM
PEOPLE

IN THE END, EVERYONE WANTS: SUCCESS, SUPPORT, & AWARENESS.

OTHER EVENT IDEAS

- RAISING SUPPLIES INSIDE YOUR BAR
- TEAM VOLUNTEER OUTINGS
- MEAL PREP/DELIVERY FOR LOCAL SUPPORT AGENCIES
- RECYCLING AND REDUCING WASTE
- COMPOST/UPCYCLING PROGRAMS
- DONATING GIFT CERTIFICATES TO CHARITY FUNDRAISERS
- SPONSOR LOCAL OR GLOBAL PROGRAMS





TAKEAWAYS

- PLAN IN ADVANCE.
- ENROLL YOUR CHARITY EARLY.
- MAKE IT A WIN-WIN
- TEAM UP!
- HAVE A FULLY PREPARED & LEGALLY COMPLIANT PLAN IN PLACE.
- USE PR TO YOUR ADVANTAGE. WORK SMARTER, NOT HARDER.
- BE TRANSPARENT.
- REPORT YOUR SUCCESS. SHARE WHAT YOU MADE. INSPIRE OTHERS.
- CONSIDER A CHALLENGE WITH ANOTHER BUSINESS OR A MATCHING DONOR.

NEGRONI WEEK 2018

JUNE 4TH-10TH

SIGN UPS ARE OPEN APRIL 16 TO JUNE 1ST

STARTED AS A ONE TIME EVENT TO RAISE MONEY
FOR LOCAL CHARITIES IN PORTLAND IN 2011.

HAS GROWN TO BE AN INTERNATIONAL EVENT
RAISING OVER \$1 MILLION DOLLARS.

CAMPARI IS THE PRESENTING SPONSOR - DONATING
\$75,000 TO THE PARTNER CHARITIES.

ACTIVITIES

CAMPARI DAY OF SERVICE - JUNE 5TH

TEAM NEGRONI BIKE RIDES (Helen David Relief Fund):
[CROWDRISE.COM/TEAMNEGRONI2018](https://www.crowdrise.com/teamnegroni2018)



NEGRONI WEEK 2018

All Partner Charities are 501(c)3 Tax Exempt Organizations

ARBOR DAY FOUNDATION

AUTISM SPEAKS

BANCO DE ALIMENTOS

BUNDESVERBAND KINDERHOSPIZ
E.V.

CENTAUR STRIDE THERAPEUTIC
RIDING FACILITY

CITY HARVEST

COLORADO WATER TRUST

C.O.R.E.

DETROIT RIVERFRONT

CONSERVANCY

FISHER HOUSE FOUNDATIONS

GREATER CHICAGO FOOD

DEPOSITORY

GOD'S LOVE WE DELIVER

HELEN DAVID RELIEF FUND

INSPIRE ARTISTIC MINDS

JACK ROTH FUND

JAMES BEARD FOUNDATION

LAMBDA LEGAL

LITTLE FREE LIBRARY

LOVIN' SPOONFULS

LOWCOUNTRY FOOD BANK

MERCY CORPS

MIRIAM'S KITCHEN

MUTTVILLE

NEW ORLEANS MUSICIANS' CLINIC

NO KID HUNGRY

NORTHWEST IMMIGRANT RIGHTS
PROJECT

ONE MORE WAVE

OREGON FOOD BANK

OUTSIDE IN

OZHARVEST

PAWS

RAINBOW KITCHEN

REFUGEE CANTEEN

SF-MARIN FOOD BANK

SHARE

SLOW FOOD INTERNATIONAL

SURFRIDER FOUNDATION

SUSAN G. KOMEN

TAFEL DEUTCHLAND

THE GIVING KITCHEN

TRIGGER'S TOYS

UNITED CEREBRAL PALSY

**USBG NATIONAL CHARITY
FOUNDATION**

WATER FOR PEOPLE

WE CHARITY

WILD FOUNDATION

imbibe & CAMPARI

NEGRONI WEEK

JUNE
4^{to} 10

a drink for your cause
NEGRONIWEEK.COM



THANK YOU!

WWW.NEGRONIWEEK.COM

@CAMPARIAMERICA | @IMBIBE

WWW.USBGFOUNDATION.ORG

@USBGNCF



THE GIVING SPIRIT

WORKSHOP

CAMPARI®



USBG
NATIONAL
CHARITY
FOUNDATION



TIPS & TRICKS

1. CHOOSING A NON-PROFIT

Must be an appropriate 501c3 in good standing (check on GuidStar).

2. NUTS & BOLTS

Pay attention to local & state ABC regulations, plan out your logistics

3. GOAL SETTING

Be SMART! Specific, Measurable, Achievable, Relevant, Timely.

4. EVENT MANAGEMENT

Be organized! Utilize people's strengths, & always over staff.

5. DONOR RECRUITMENT

Know your brands & what they are interested in, have a professional deck

6. VOLUNTEER RECRUITMENT

Organize, organize, organize & anticipate situations, good & bad!

7. ADD-ONS (RAFFLE, AUCTION, ETC.)

Know what it will require & don't take on more than you can manage well.

8. GETTING THE WORD OUT

Leverage everything you can, in a positive way! Use varied media.

9. DONATION DISTRIBUTION

Distribute all raised funds to your charity of choice in a timely manner!

10. THANK-YOUS

Thank EVERYONE! Donors, attendees, volunteers, venue, vendors, charity, etc.



CHEERS!

USBGFOUNDATION.ORG/DOWNLOADS
GPORTER@USBG.ORG
@USBGNCF

ANNELOUISE.MARQUIS@CAMPARI.COM
@ANNELOUISEMARQUIS

WWW.NEGRONIWEEK.COM
@CAMPARIAMERICA | @IMBIBE
#CAMPARICARES | #NEGRONIWEEK

