

# NEWH Development Call

## June 10, 2015

Invited participants:  
Chapter Presidents, Chapter VPs/Development, and Fundraising Directors

Please mark your calendar to participate in the next quarterly Development call. You will get a Ready Talk invite for the call.

- September 23

### Fundraising Events – status check

**Atlantic City/Philly Chapter** - This year they are combining fundraising and scholarship event – they are nailing down the location but do have a date. Trying to get a space at a local hospitality design school. They are hoping this raises awareness to students as well by having it here. They are going to do a silent auction for the fundraising portion.

**Dallas** – Planning Life of Design paired with their scholarship awards. It will be held October 16. They've already received \$21,000 in sponsorships.

**Northwest** – Savor Uncorked is coming up July 16 – hosting it at the Space Needle. It is a wine pairing with passed hors d'oeuvres and a silent auction/raffle. A fabric company has partnered with student teams that are designing dresses from the fabrics and they'll be having a mini fashion show as part of their event.

**San Francisco** – Annual Wine by Design event on October 3<sup>rd</sup>. Finalizing venues and working on proposals and contracts. Sponsorships are open and tickets on sale June 15.

**Sunshine** – They are having a casino event on August 20. They've sold out on their sponsorships (they had a regional tradeshow in March and sold most of their sponsorships there). They are pretty sure they will sell out (200 people).

**Washington DC** – they are planning their golf tournament (this is their 4<sup>th</sup> year) – being held on September 21<sup>st</sup>. Already sold many of the top sponsorships.

### Branding

If an event is working for your chapter – be sure to push the branding for your event. People will start to recognize it from year to year.

Some chapters have some established annual fundraising events – if you are continuing to do your fundraising event from the past, be sure to continue the branding of it – use the same type of marketing materials so people are familiar.

### Event Protocol/Steps

Between now and September, please send to Ron [ron@paravars.com](mailto:ron@paravars.com) a timeline for your event planning (when you start looking dates, venues, sponsorships, when you send out save the date/invitations, when do you set up committees, etc.) – so he can compile all the information and have it available on the NEWH Board Resources area.

## **Student Involvement**

Many chapters have a hard time getting students involved and are having issues getting a good number of scholarship applications turned in. Some chapters have had success sending out a group of NEWH board members to a few schools to introduce students to NEWH. Some meet with the student design associations/organizations and push the idea that student membership is free.

Be sure to market the Emerging Talent section of the website as well where students and recent grads are able to upload their resumes, portfolios, projects, etc. where potential employers can search for future employees.

Use students as volunteers at your events – if they help out, let them attend the event at no charge.

## **NEWH Signature Event**

March 20, 2016 in South Beach, FL – will bring people in from outside the hospitality industry. Will be held at the international polo grounds. They are hiring a PR and sponsorship company to help get sponsors – they need at least \$250,000 in sponsorship. Cindy Guthrie is chairing the committee. We are looking at getting some celebrities for honorary chairs. All chapters can participate by donating one or two pieces of art to the auction. Some of the pieces that they are going to receive are \$80,000-100,000. Goal is to raise \$250,000 for the event. Planning to do the event every other year (opposite Leadership Conference years). Looking at future communities with deep pockets for future locations.

Information to chapters will go out soon describing the event – every chapter will get a percentage for their scholarship account. They are working this out so it's fair to all.

## **Emerging Talent - New area on website**

The following went out to students and associate members. Please spread the word of this new area of our website!

NEWH is proud to introduce an exciting new website platform for emerging talent to the hospitality industry. Located on the NEWH website, [www.newh.org](http://www.newh.org), under RESOURCES, there is a new tab marked EMERGING TALENT, which is where NEWH members may find exactly that, exciting new talent ready to become involved in architecture, interior design, landscape architecture, culinary arts, hotel management and all of the many facets that encompass the exciting world of hospitality.

This is the ideal place for potential employers, within the hospitality design industry, to view the resumes, projects, videos and other work posted by students and recent graduates. If your company is looking for new talent, this is a great place to start your search. <http://newh.org/resources/emerging-talent/>

Calling all Students and Recent Grads

NEWH will be promoting the Emerging Talent area of the NEWH website in the upcoming edition of the NEWH Magazine.

Get listed today!

Upload your resume, projects, videos and more by following these easy steps:

1. Go to [www.newh.org](http://www.newh.org) and login using your email address, userid#, or username (if you have problems, logging in please call 800-593-6394 or email [newh.membership@newh.org](mailto:newh.membership@newh.org))
2. Click on My Account
3. Click on Emerging Talent toward the bottom to upload your resume, projects, videos, etc. (If you do not see the emerging talent section in your profile, please let us know.)

Don't miss this opportunity to market yourself to potential employers!

### **Member Benefits**

Please see attached document for member benefits that you can share with your board members.

Any questions? Contact us!

Ron McDaniel - NEWH Inc. Fundraising Director - [ron@paravars.com](mailto:ron@paravars.com)

Fernando Diaz – NEWH Inc. VP/Finance - [fernandodiaz@msn.com](mailto:fernandodiaz@msn.com)

Or feel free to call the NEWH office if you have any questions. – 800-593-6394.

We look forward to assisting you in any way we can to make your job easier!

# Ways to show member value

## Events

- offer member tickets at a lower cost or free
- offer event tickets to members first for highly coveted programs, or those events with limited capacity
- offer event sponsorships to members first or offer sponsorship discount to members
- offer members the opportunity to be a panelist, provide a tour of a new or renovated space, or host a showroom event or educational event (CEU)
- hold a members-only drawing at your events

## Marketing

- post member news on chapter social media sites, NEWH Magazine, chapter website, and chapter publications (new positions, new products – provide link to company website)
- create a member spotlight on your chapter page, highlighting a member each month
- recognize your chapter's Top ID recipients on social media and publications
- identify members at your event with a member ribbon or sticker – make them feel special!

## Networking/Leadership Opportunities

- access to NEWH member directory to facilitate introductions and one-on-one networking
- ability to serve on your chapter board in a leadership position
- access to top level emerging talent through schools, scholarship recipients, and education professionals

