BEER FESTS RASIE A PINT RAISE FUNDS

Elevating Impact Together

Friends and Fund Fest

January 27th, 2024

Meet Your Presenters

About SMME

South Metro Minneapolis Evenings Rotary (SMME) was chartered in 2010 with the help of Edina Morningside Rotary (EMRC). Together with EMRC, we have hosted Pints for People since 2011. We average 17-20 members in any given year with an average age of 38 and 50% female membership.

01

Larkin Scholla
Fundraising Chair
SMME Member for 6.5 years

02

Krysta Lipsey
Club President
SMME Member for 10.5 years

South Metro Minneapolis Evenings Rotary

PINTS FOR PEOPLE

When we are living our TRIBE in Fundraising, we are:

- Intentional with our choices & actions to create lasting change
- Engage our members, partners, and participants to achieve our goals together
- Executing on our plans while allowing room for growth, failure, and trust
- Able to see the impact of our individual & collective actions

Event Checklist

Every event will be different, but you need a solid foundation to start!

01 Event Logistics

What's the right venue? Time of year? How will you get a liquor license? Who will help you get vendors? What are the food options? Who will be the planning committee? What are your goals?

03 Get 'em to You

How will you market? Ticket sales strategy? Why is your event a must attend? What else is it besides a place to drink?

02 What's the Point?

Why are you hosting a fundraiser? How will you make money? What's your breakeven point? What is the ticket price? What are you event sponsorship levels and what do they get? How do you craft an effective ask?

Venue

Does your location match the event and your desired audience? Is it accessible? Does the space allow for flexibility/growth? What amenities are available? Restrictions on vendors? Outside costs for attendees?

Entertainment

What activities (besides sampling) will your guests engage with? Live music or a playlist? What's the sound system like? Additional costs for attendees? How much is too much going on?

THINGS TO THINK ABOUT

01 Food

What matches the theme of your event?
Are you providing options for dietary preferences?
Is it included in the ticket price?
Do people need a table to be able to eat?
Seated or standing for eating?

02 Auction

Live or silent?
If live, who's the auctioneer?
In person or online?
How will you solicit donations?
What's the checkout/payment process?

03 Partners

Do you need another club/organization to help you execute?
Are your partners aligned with the values of your club?
Who is the beneficiary of the proceeds?
How will you recognize sponsors/donors?
What connections do your members have that can be leveraged (sound system, food, donations)?

04 Event Staff

How many volunteers do you need to staff the event?
Do you need security?
How do guests identify volunteers?

Post Event Evaluation

You Made it Happen- YAY! Now What?

01
Finalize the accounting
What much did you make?
How far off your budget?

02
Acknowledge & thank everyone
Vendors, Donors, Sponsors
Volunteers, Partners

03
Evaluate the event
Poll members, guests, partners
What will you keep/change?

04
Start planning for next year!

What will you do at your beer fest?

Join us at Pints for People 2024!

www.smmerotary.com