

BC Foundation's Sterling Silver Event - Change in Focus

In the Past

- Fancy food and wine event, multiple courses and celebrity chef
- Usually in February and always in the BC Cafeteria and on a weekend, limited space – 140 max
- Fundraiser for Foundation and select programs – usually Culinary Arts and one other
- Sold tables, sought sponsors, live and silent auctions – tickets \$175 to \$195
- Few faculty and administration in attendance, little opportunity for interaction
- Most attendees were employees of sponsors, not necessarily the principals
- Only a few people bid on auction items – same folks every year.
- Huge amount of staff time to pull off
- Small amount raised for level of effort

Vision for Future

- Focus on recognizing and cultivating current and potential donors
- Maybe awards for BC Philanthropists of the Year – Individual and Corporate
- Involvement of administration, deans, department chairs and select faculty and students, significant others included
- Not a fundraiser so no charge for tickets and no auction component
- A fun, festive evening – great food and wine but not over the top
- Not necessarily on campus – exploring other options, including private residences
- Culinary Arts might participate, depending on location
- More flexibility on the date
- Maybe video of donors and or programs, highlighting accomplishments
- Your opportunity to recognize and cultivate your best donors or potential donors on the Foundation's nickel
- This is an event that we can do better than anyone else – we compete where we are strongest!

What the Foundation Needs from You

- What departments under you are interested
- Who would you invite and who would be seated with them – think heavy hitters – think strategic
- Best or worst time to have it – what works for you or doesn't?
- Opportunities for video – something on campus that a donor has made possible or highlighting the donor
- Open to suggestions on locations

Guidelines

- Space may be limited so you may not get all the spaces you want
- Some areas may get more space than others, fundraising isn't a democracy
- This is more than just an opportunity to thank folks who are good to you – be selective, think BIG
- This is a working event, not just to hang out with fellow faculty – assigned seating for every table
- We may make suggestions regarding whom to invite or where they sit, i.e. with the President

- We won't chase you for your input – if we don't hear from you, you won't be included
- If you're not comfortable doing this or need help deciding whom to invite, we'll work with you

Timeline

- October 15th - tell us if you're interested and any suggestions as to dates and locations. We need a tentative headcount - who you'd invite – campus folks and donors. Won't hold you to those exact people/numbers
- October 30th – List of invitees and contact info so we can send them a save the date card – needs to be a physical address or an e-mail.
- November 13th – Confirmation to you about how many spaces/tables you'll have. We will have the date and location by then.
- November 18th - Target date for Save the Date mailing.