

January 4, 2022

JLSF Glitter Gala & Auction Debrief

In Attendance: Jessica Wolf, Rebecca Tuffey, Renee Schneider, Ian Jogensen, Karl Snider, & Laura Parker

Agenda: Debrief for one hour or less on what worked for the Glitter Gala and what we've learned for future fundraising events.

I. Timing was a big factor in how the Glitter Gala was arranged and received.

Typical virtual auction timeline: 9-12 months: If planning to do another EOY event, it will involve choosing a date in the next 3 months to provide enough time. Laura somehow managed to do it all this year in 3 months.

I. AT items did very well in auction

- Biggest bids related to AT items
- Experiences and training course visits affected by Covid

I. Different type of fundraiser would work well for the community

- People want to donate
- Party is enough to drive excitement & participation

I. Following up on prizes- Lessons and course visits need communication

- Jessica will reach out to teachers and training courses
- Laura has mailed other items

V. Scavenger hunt was fun & meaningful

- Needed more time

VI. Break up the auction & have music underneath

- Live performances and more audience engagement

VII. Prelim Totals: Eventbrite: \$845.64 + Galabid: \$6,017 **TOTAL: \$6,962.64**

VIII. Next fundraising goal: Monthly giving option

IX. Melissa Brown joining the committee in 2022!

X. New channel for Membership Committee being created

- Discuss further at Retreat

NEXT MEETING: Retreat 1/18/22, 6:30-8:30 EST