January 8, 2014 - Fundraising Committee Meeting Minutes

1. Auction 2014
   * This is the year to make some changes and highlight that we’re entering our 40th year of service. This is the year to take some risks and make some changes.
   * Ways we can make this event stand out:
     + Possibly scale back on the amount of silent auction packages while sustaining the high quality of items available
     + Have more of an online presence of our silent auction packages through our website and Facebook page.
     + Potentially prolonging the time of the silent auction to accommodate those who are hesitant to bid because they may want to participate in the live auction.
     + Potentially introducing a second golden raffle for the silent auction.
     + Incorporate a reception or after party with a lower price point for guests who want to participate but may not be able to afford the $250 ticket price.
     + An after party or reception may be more appealing to invite younger donors and community members to participate.
     + Showcase how NAYA has grown from the beginning to today through social media and printed materials.
     + Organizational video instead of an appeal video. Renee will be supporting this by helping to draft a script outline of what the video will cover and who would be ideal participants.
     + Invite Native artists to perform for the after party to incentivize people to attend.
     + Holding a “meet the artist” portion of the night so that bidders can connect with the artist who make the pieces they are bidding on.
   * Entertainment
     + Karen will follow up with a Native artist that she knows of to see if it might be a good fit.
     + Little Big Band might be a great group to perform at the gala. Oscar and Anna will be following up with them.
     + Laura also knows a great rock/country artist that she will follow up with.
   * Sponsorship collateral
     + We are beginning to create new ways to entice donors to sponsor the event at a higher level through recognition at more events such as Native Professionals and Friends Nights and social media avenues.
2. Luncheon 2014
   * Sponsorships
     + We would like to start distinguishing who we would like to have as luncheon and gala sponsors.
     + Right now we are asking sponsors to give to one event and then turning around right after and asking them to sponsor another event.
     + We need to start building stronger relationships with tribes.
     + Renee mentioned highlighting our participants who are connected to their tribe so that we can make a case for tribal sponsorships.
     + We should be taking a closer look at contracts that we already have and asking those providers to participate in sponsorships.
     + Please let us know if you have any connections with companies listed on our 2014 luncheon sponsorship spreadsheet.