

*“Step-by- Step Guide  
to Organizing a  
Successful Fundraiser”*

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## **TAKING THE FIRST STEP**

The formation of the banquet committee is the first step and is very important to the success of the dinner and banquet. The committee should be formed from “can do” members within your Chapter who are willing to give of their time and talents.

One must handpick the persons who will work with the committee. Start with the best. Look for members who are of the community and who are busy. Busy people get things done.

Ask the people who know large numbers of other people and who come in contact with other professionals. In looking for prospects, consider your local independent insurance salesman, a dentist, realtor, banker, pharmacist, stockbroker, mayor, lawyer, and small-business owners. Look for people who will help the committee in building a favorable image.

When contacting prospects, have an organizational meeting date planned and provide prospects with information as to the location and time. It is important to gain their support on the first contact and have a commitment as to attending the meeting.

A well-planned organizational meeting is another element of success. Form an agenda for the evening and stay on schedule (see sample agenda).

Taking the first step is always the hardest. Once your committee is formed, the fun begins.

# **SAMPLE SCHEDULE**

## **TYPICAL BANQUET – ORGANIZATIONAL MEETING**

6:30	Dinner
7:15	Welcome – Chapter President – Statement of Purpose
7:30	Introduction of Guests
7:35	Overview of Committee Duties
7:50	Election of Chairman
8:00	Develop (5) Sub committees <ol style="list-style-type: none"><li>1. Finance</li><li>2. Arrangements/Program</li><li>3. Publicity</li><li>4. Auction and Prize</li><li>5. Ticket</li></ol>
8:20	Determine Date, Price and Time – Chairman
8:35	Speaker – (?) – Chairperson
8:50	Goals – Chairperson
9:00	Set Dates & Times Future Meetings – Chairperson
9:10	Questions
9:30	Adjourn

# HOW TO ORGANIZE A FUND-RAISING BANQUET

Banquets are fun. They serve a very important purpose, being that they provide funds for governmental affairs, education and conservation projects. Chapters keep 70% of the net income from their banquet profits in their local area.

A well-coordinated committee of 10 to 20 active members is the key to success. For best results divide into five sub committees.

## **Sub committees**

## **Main Duties**

- |                    |   |
|--------------------|---|
| 1. Finance         | Accounting, paying bills, securing credit card opportunities, having change available for paying and collecting from bidders. |
| 2. Arrangements    | Secure location, proper accommodations, meals, program sound system and lighting.   |
| 3. Publicity       | Promotion, press release to newspaper, radio and television. Arrange for photographer.  |
| 4. Auction & Prize | Prize solicitation, auctioneers, sales personnel, execution of auction and raffle, prize displays.                            |
| 5. Ticket          | Distribution and sales, records and new memberships.  |

# BANQUET PLANNING SCHEDULE

(Allow at least 8 weeks as a minimum)

## 1. **FIRST MEETING:** Evening dinner meeting

- a) Appoint Banquet Chairman.
- b) Develop Sub-committees and Chairman:
  - 1) Arrangements
  - 2) Publicity
  - 3) Auction and Prize
  - 4) Tickets
- c) Determine date, price, and location. Note: Check for conflicts with other sportsmen's events, sports, public or religious holidays.
- d) Start publicity
- e) Print tickets
- f) Set income and attendance goals
- g) Program option: whether or not to have a speaker; if so, who
- h) Order auction items from SCI Headquarters and other supplies from Fund-raising Catalog
- i) Start soliciting prizes locally:
  - 1) Donations from members and non-members
  - 2) Donations from large corporations
  - 3) Donations from local sporting goods stores
- j) Set dates and times for future meetings
- k) Order membership list from SCI Headquarters

## 2. **SECOND MEETING:** Lunch or evening

- a) Distribute tickets
- b) Committee reports – progress
- c) Publicity
- d) Mail invitation to members in area, including “early bird” offer

**3. THIRD MEETING:** Evening or breakfast

- a) Committee reports
- b) Sales reports
- c) Continue local prize solicitation
- d) Report on national prize solicitation
- e) Review “early bird” sales
- f) Publicity

**4. FOURTH MEETING:**

- a) Sales reports
- b) Progress on prizes
- c) Review publicity
- d) Arrange to display art in local banks, malls, country clubs and other high-traffic areas with good security
- e) Prepare telephone solicitation to key members and business’s who have not yet supported the event

**5. FIFTH MEETING:**

- a) Sales reports
- b) Publicity
- c) Follow-up postcard mailing to members and businesses that have not yet supported the event.

**6. SIXTH MEETING:**

- a) Sales report
- b) Finalize prize list – give deadline
- c) Continue telephone campaign to prospects that did not respond to mailings

## **7. SEVENTH MEETING:**

- a) Final report on sales
- b) Final estimate on reservations
- c) Call establishment with guarantee. Note: Be cautious with guarantee. Do not give until latest date possible, and review sales carefully. Plan on a few less dinners than tickets sold. Restaurant can usually accommodate a few more than guaranteed.
- d) Compile list of prizes and donors, and print final program.
- e) Publicity – real push!

## **8. BANQUET:**

- a) Full Committee arrives four hours prior to cocktail hour, to set-up prize displays
- b) Consider the Committee members eat early before crowd arrives
- c) Invite press and photographers

## **9. POST BANQUET FOLLOW-UP:**

- a) Publicity on financial success of the event, big prize winners
- b) Committee review
  - 1) Problems – ways to improve
  - 2) Location
  - 3) Price
- c) Complete audit
- d) Send thank you letters to local donors, with success story
- e) Plan next year's event, as to date, place and chairman

## **10. SUMMARY:**

- 1) If the first banquet comes off as fun and prosperous, future years will only get better.
- 2) Always practice safe gun handling during all events.
- 3) Set reasonable goals.
- 4) Plan a tight schedule and stick to it.



# ***TEN COMMANDMENTS OF A SUCCESSFUL BANQUET***

- 1. Thou shall have Banquet Committee Forms – That Elects a Chairman.*
- 2. Thou shall have a Chairman to Appoint – Sub committees (5) Chairmen named.*
- 3. Thou shall have the Committee set the banquet – dinner date, time, and price.*
- 4. Arrangements Committee – Selects place.*
- 5. Publicity Committee – Starts immediate campaign with radio, TV, newspaper.*
- 6. Auction & Prize Committee – Solicits prizes locally and nationally.*
- 7. Finance Committee – Handles all income and accounting.*
- 8. Ticket Committee – Prints, distributes and sells tickets.*
- 9. Dinner is held – Follow-up, thank- you.*
- 10. Treasurer sends 30% contribution, financial statement and membership fees to SCI Headquarters.*

# **BANQUET CHECK LIST**

## **FIFTY POINT CHECK LIST OF DUTIES**

### **Full Committee**

1. Elects Chairperson
2. Sets banquet date, price of ticket
3. Invites appropriate guests

### **Chairperson**

4. Appoints sub committees and Sub committee Chairman
5. Calls future planning meetings – sets dates
6. Invites appropriate area VIP's
7. Reviews legal status of raffle
8. Organizes program with Auction and Prize Committee, and arranges for printed programs. Ads can be sold
9. Invites guest speaker, if used
10. Invites area businesses to purchase a dinner "table"
11. Calls final "wrap-up" meeting

### **Finance Chairperson**

12. Supervises checking account, deposits receipts, pays bills. Chairman and/or Treasurer should be signers for the account. If your Chapter is not tax-exempt, coordinate with national for SCI tax exemption
13. Purchases and controls raffle tickets
14. Arranges for MasterCard and Visa at banquet through local bank, or business, or SCI
15. Sends 30% to SCI Headquarters

**Arrangements Chairperson**

16. Prepares special banquet finance report and sends to SCI
17. Selects banquet location
18. Negotiates dinner cost and menu
19. Obtains a security officer
20. Arranges for and checks sound system
21. Arranges for projector and projectionist if movie is desired
22. Orders movie from SCI Headquarters
23. Determines layout of banquet hall including bars and prize tables
24. If offered, plans for “table sales” to businesses (8-10 people)
25. Arranges for blackboard or bid sheets for silent auction

**Publicity Chairperson**

26. Makes schedules and plans for publicity campaign
27. Arranges for a photographer
28. Arrange for display of auction items

**Auction & Prize Chairperson**

29. Supervises team’s solicitation of prizes locally
30. Supervises team solicitation of prizes by mail
31. Supervises team acquiring art work
32. Orders art work, etc., from SCI Headquarters

33. Secures copy of federal firearms dealers' license from local gun shop
34. Has art prints matted and, or framed
35. Arranges for large-ticket items such as engraved firearms, original art, jeeps or trucks
36. Plans program with Chairman
37. Arranges for auctioneers
38. Designs "pull boards" for raffles
39. Obtains services of hostesses for selling raffle tickets at the dinner
40. Obtains adhesive, colored labels for use in sale of raffle tickets
41. Supervises silent auction
42. Assists treasurer in collecting from bidders
43. Sends thank-you letter to prize contributors
44. Assures proper registration of all guns awarded at banquet
45. Designs and prints tickets
46. Develops, prints and mails "early bird program"
47. Supervises teams selling tickets
48. Keeps a running tab on ticket sales
49. Promptly deposits monies and membership stubs with the Treasurer
50. Assists Treasurer in preparing final membership list

**Ticket Chairperson**

# SAMPLE BANQUET SCHEDULE

<u>Time</u>	<u>Length</u>	<u>Activities</u>
6 p.m to 7:30 pm	1 – 1½ hours	Refreshments and Cocktails
7:30 pm to 8:15 pm	¾ hour	Dinner
8:15 pm to 8:30 pm	¼ hour	Introduction and speeches
8:30 pm to 10 pm	1- 1½ hours	Auction and raffle
10 pm to 10:30 pm	½ hour	Adjourn

Times may vary with number of auction items. It is important to “keep the ball rolling.”

- ◆ Door prizes should be drawn during dinner.
- ◆ Many banquets will not provide entertainment.

**Remember! Once the auction and bidding start do not interrupt the “flow” with other projects such as speeches or entertainment.**

The silent auction and raffle ticket sales take place during the cocktail hour.

## BANQUET CHAIRPERSON DUTIES

1. Overall supervision of banquet committee.
2. Appoints subcommittees and chairmen.
3. Coordinates activities between subcommittees.
4. Calls future planning meetings – sets dates.
5. Checks legal status of raffles.
6. Personally invites area VIPs, dignitaries and state game and fish department heads.  
The best rule is NO FREE tickets.

7. Select program format, keeping speeches and introductions at a bare minimum. This part of the evening's program should not exceed 15 minutes.
8. Works with Auction & Prize Chairman to write the text for the evening's program. Program should include committee names, donor names, guest speaker, auction list and a "thank-you" message. Ads can be sold to area merchants who support the dinner financially, and who offer camera-ready art. A multiple-page program can be an excellent fund-raising tool for SCI. It is important to reveal in bold type that promise that 70 cents of each dollar will be used for SCI governmental affairs projects, education, and conservation programs.
9. Arranges for printing of program.
10. Encourages area businesses to purchase tickets for a complete table. In this way, friends and clients can sit together, and this produces competitive bidding with other "tables."
11. Acts as, or appoints, M.C. at the dinner and thanks everyone for their cooperation and contributions.
12. Keeps dinner on proper timetable and closes according to schedule.
13. Call follow-up meeting of committee within two weeks after banquet. Make sure all bills are paid and proceeds are sent to SCI Headquarters for disbursement.
14. Call for an election of a chairman for the following year, if he does not intend to continue his office the next year. Normally the chairman serves for two years.

## **GENERAL INFORMATION**

1. Dates prior to or after the close of hunting season are excellent times to hold a banquet; summer months (June and July) are traditionally slow months, keep in mind many people are preparing hunting camps or tearing them down in conjunction to hunting seasons. Schedules should avoid holidays, other sportsmen events and area sporting events. Check with the Chamber of Commerce for potential conflicts.
2. The best days of the week are Tuesday and Thursday. Mixed events, however, are best held on Fridays and Saturdays.
3. Price of admission is very important. Care should be taken to create a proper perspective. It is unwise to discount a dinner in hopes of attracting a large crowd, and then raising prices in future years to increase profits. Attendance reflects effort more than price. Tickets should be priced at \$25 to \$35 per person plus SCI membership (\$55) if applicable.

# FINANCE CHAIRPERSON DUTIES

The importance of a responsible Finance Chairperson (Treasurer) cannot be over-emphasized. He/she should enjoy working with numbers, be well organized, and keep meticulous records. The Finance Chairperson:

1. Is custodian of checking account to be used for depositing receipts and paying bills.
  - a) Receives and deposits money from banquet ticket sales, cash donations, auction, raffle etc.
  - b) At the banquet, keeps receipts and money from different sources in separate envelopes. This will greatly facilitate the bookkeeping. Be sure to have separate envelopes for auction, silent auction, raffle, special raffles, banquet ticket sales, etc. Large manila envelopes work well, as do zippered bank bags.
  - c) Pays all legitimate committee bills. All bills should be paid by check, including the raffle sales commissions.
2. Provides cash for making change at the banquet. About \$500 - \$1,000 in ones, fives, and tens should be sufficient.
3. Collects auction payments and issues receipts. It works best to have three people working the cashier's table. One (or more) serves as "runner" (s) and takes the auction invoice to successful bidders for their signatures. A second person collects cash and check payments, and a third collects credit card payments.
  - a) During the auction, record the name and amount of the highest bid for each item on the auction invoice.
  - b) Receive payment from the highest bidder on each item in the auction. Normally all purchasers' pay at the end of the auction.
  - c) Issue receipts. Time can be saved by completing a portion of the receipt before the banquet (description of item, auction number, fair market value, etc.) The auction invoice serves as the receipt. Fair market value must be recorded on the auction invoice. This is an IRS regulation.
  - d) Always collect before the merchandise is taken.
  - e) Identify on auction invoices the form of payment: check number, credit card, or cash. **VERY IMPORTANT!**
4. Supervises raffle ticket sales at banquet.

5. Verifies receipts at conclusion of banquet.
  - a) Makes sure actual receipts balance with reported sales for auction, raffle, etc.
  - b) Counts and records cash, checks and credit card receipts.
6. Arranges for safe keeping of proceeds the night of the banquet.
  - a) Ideally, the facility hosting the banquet will allow the committee to “deposit” banquet proceeds in its safe. **This must be arranged in advance!**
  - b) Make sure you have recorded your money accurately.
7. Reconciles all accounts and deposits banquet proceeds as soon as possible following the banquet.
8. Completes financial report. Coordinates closely with Ticket Sales Chairman.
9. Forwards 30% of net proceeds to SCI Headquarters promptly.

## **ARRANGEMENTS CHAIRPERSON DUTIES**

### **Accommodations:**

1. After full Committee has decided on date and set a reasonable goal for attendance, select a facility that will handle the number without crowding.
2. Round tables, seating 8 or 10 diners, are best if available. Develop with management a room diagram showing table arrangement, location of tables for prize displays, ticket sales admission area, Treasurer, merchandise sales, movie screen location, etc. Experienced dinner committees have learned that advance-seating reservations may cause problems; therefore, the open seating arrangement is preferred. However extra sales and higher bids are available if “business tables” are offered for groups. Buffets are usually time-consuming and should be discouraged.
3. Select menu. Insist on quality wild game, it is always successful. Be assured the chefs know how to properly prepare wild game. It is, of course, illegal to sell wild game. Negotiate price. Try to get a person with food service experience to help.
4. Arrange for guarantee. Be cautious. Many experts suggest planning for 10% fewer dinners than tickets sold. Restaurants can usually accommodate a few more than guaranteed.



5. The refreshment and display area should be separate from the dining area and be large enough to accommodate entire attendance with adequate room for easy traffic flow.
6. Entire dinner should be served and tables cleared in 45 minutes.
7. Plan in advance for a silent auction. A blackboard or simple bid sheets can be used effectively.
8. **Important!** Insist on confirmation in writing by management of all dinner and bar arrangements.
9. Provide for security. Many firms have security people available, and many times the service can be donated. Otherwise, use off-duty policemen and sheriff's deputies.

**Program:**

1. Provide lectern and good microphone for speaker and auctioneer. Check out microphone for feedback and volume. A good sound system is very important for a successful banquet. Be absolutely sure of a good sound system long before the dinner starts. Play music when possible during happy hour to get the crowd in an upbeat mood.
2. The formal program must be brief. A brief presentation of SCI and Chapter goals and purpose is desirable. Be cautious on the selection of speakers. Avoid local politicians or government employees. Some of the best banquets allow no speeches at all. During election years invite politicians to your Chapter banquet. Introduce them, but do not let them make speeches.
3. If a movie is planned, order it at least eight weeks prior to the banquet.
4. Arrange for an experienced projectionist. Run the film and check all systems. Be sure viewing screen or monitor is adequate for room size. Set up projector or VCR prior to start of banquet to avoid delays.

# ARRANGEMENTS CHAIRPERSON CHECK LIST

- Menu selection and deadline.
- Make sure we have a firm price for place, including tips and taxes (if any). Pay tax on meals only – not on tips!
- Number of VIP tables \_\_\_\_\_.
- Number of business group tables \_\_\_\_\_.
- Total to be served \_\_\_\_\_.
- Minimum guarantee \_\_\_\_\_ (2 days before dinner; suggest 10% less than tickets sold.)
- Price-per-plate guarantee \$ \_\_\_\_\_.
- Place cards for VIP tables.
- Table signs with appropriate legend for special group tables.
- Can the room be served easily without disturbance? (Check the location of the kitchen, entrance, and existing doors in relation to head table, other tables, etc.)
- Bar agreement. Location of bar, number of bartenders, pricing, etc. Chapter and Committees cannot sell liquor, should have facility serve guests.
- Deadline for having room setup \_\_\_\_\_.
- Have we provided a diagram of exactly how we want the room setup?
- Firm time for refreshments, meal service, registration, and then stick to those hours.

**Important!** Written contract with management covering pertinent points above.

# **PUBLICITY CHAIRPERSON DUTIES**

1. Gets businesses that do a great deal of advertising, or are trained in public relations or sales promotion personnel on the committee. An ad agency representative can be a most effective PR Chairperson.
2. SCI Headquarters has film footage and radio spots available for use in publicizing your banquet. Goals, purposes, and disbursement of funds guaranteed are excellent items to be included in press releases.
3. Contacts local outdoor writers, sports editors, radio and TV sportscasters and/or newscasters. Publicity should begin with first committee meeting. Report each development in dinner planning to these media. Give names of committee members, their responsibilities, etc. If possible, get pictures of committee meetings – using the prizes as props is a good gimmick.
4. Remember – the news media want your stories. You may not get every reported incident in print or on the air, but you'll get NONE if they are not reported!
5. Arranges for donated services of competent photographer at dinner, to get good photos for local publicity.
6. Remember that publicity prepares people to buy tickets, but it seldom clinches the sale. Most tickets at first-time dinners will be sold face-to-face through personal contact.
7. Arranges for pre-dinner displays of prize merchandise. Banks and country clubs are normally good places to display artwork. Displays can be rotated among banks at two-week intervals.

# **AUCTION & PRIZE CHAIRPERSON DUTIES**

1. Obtains prizes for the auction and raffle.
2. Obtains the donated service of an experienced, professional auctioneer. When available, two auctioneers can be used to good advantage. The auctioneer should have several spotters working the floor.
3. Obtains the services of hostesses (one for every 30-40 guests) to sell raffle tickets during the cocktail hour and assist with the delivery of raffle prizes and auction items later in the program. Have them arrive 30 minutes ahead of the cocktail hour for briefing and instructions.

4. Obtains door prizes, which should be listed on the ticket to help promote sales. It is far better to have one good door prize than to have several lesser door prizes.
5. In cooperation with the Treasurer and other Committee members supervises closely the execution of the raffle and auction with special attention to getting all payments to the Treasurer expeditiously throughout the evening.

**KEEP THE AUCTION AND RAFFLE MOVING FAST THROUGHOUT THE EVENING. REMEMBER ONLY ONE AND HALF-HOURS ARE ALLOTTED TO THIS ACTIVITY!**

6. Raffle check list:

- a) Raffle prizes are essential to the success of the dinner. Shoot for prizes with minimum retail value of \$25. Have at least one good quality shotgun. Most Chapters/committees have 25 to 30 prizes for a crowd of 200 to 300 people.
- b) Price raffle tickets at five for \$20. Many committees find single \$5 tickets a good technique.
- c) In an effort to upgrade spending on raffle items, try offering a “20-1” raffle item. When you purchase \$20 worth of tickets, a special different colored ticket is given to the buyer. Later, a special high-quality item (TV, shotgun, etc.) is drawn for from only special tickets, which were placed into a special container.
- d) Sources for prizes are:
  1. Local merchants and businessmen
  2. Local sporting goods manufacturers
  3. National manufacturers

Normally these prizes are obtained free are or underwritten by companies or individuals. When working locally, concentrate on obtaining money from people not able to offer merchandise. Use cash to buy guns or other major items.

**Note: Prize solicitors are more successful working in pairs or threes.**

- e) Do not permit careless handling of firearms during the cocktail hour or during the auction or drawing. To comply with federal law, the gun shop owner who supplied the federal firearm dealers’ license should be present to register all guns. This is really for his protection.
- f) Provide container for raffle and door prize stubs. Ticket “birdcage” is best. The best way to award prizes: have prizes numbered and listed on prize list included in program or distributed as memo.

- g) Arrange for display of prizes on tables in the cocktail area where raffle ticket sales are most spirited. Place a 3 X 5 card on or by each prize with a number to correspond with prize list. Identify donor of prize.
- h) Arrange for plenty of runners to get prizes to winners. Raffle sales people can be used for this. If a great number of prizes are awarded (more than 35) it is advisable to conduct part of the raffle during the dinner in order to save valuable time for the auction.
- i) Put list of donors in printed program or on printed lists placed at each guest's place setting.
- j) The key to a successful raffle is an efficient sales force.
- k) One very effective sales incentive is the use of round colored labels to identify the ticket purchaser. These ¾ inch round, self-adhesive labels come in an assortment of colors and are available from office supply stores at about \$2 per 1,000. Get as many different colors as you have sales people.
- l) Special raffles on single items can be held in addition to the regular raffle. \$5, \$10, or \$20 tickets on an outstanding shotgun with sales limited to a specific number of tickets (perhaps 100) are a popular approach in many instances. "Pull boards" can be used, with buyer choosing number.

#### 7. Auction suggestions:

- a) A merchandise auction is the high point of the evening program. Hold the auction early in the program as recommended in the timetable. A well-run auction is a very entertaining feature and normally contributes about 1/3 of the net profit. **Professional auctioneers are absolutely essential!** Normally, a local professional will donate his services for the publicity he receives. Be sure he is properly briefed in detail on the merchandise to be sold minimum acceptable bids, etc. Also brief him on the purpose of SCI. Two auctioneers working together can be very effective.
- b) Collecting from high bidders can be a big job. Treasurer should have help and collect immediately. Most Chapters now offer VISA and MasterCard services secured through a local bank. **IMPORTANT!** The best rule is to require payment before releasing the article.
- c) Use spotters to assist auctioneer to identify bidders. Utilize special bid tickets to confirm price and bidder.
- d) Be sure to display auction items separately from raffle items, and properly identify the display to avoid misunderstanding. List auction items on your program with any necessary description.

- e) Art is very popular at banquets. The banquets, therefore, provide excellent exposure for artists and galleries. Artwork should be donated with all proceeds going to Chapters/committees. In return, display space for other works made is available. Do not offer art on a consignment basis. Do not guarantee fixed minimums or purchase art outright.

## **THE PRIZE-GATHERING GAME PLAN**

Fund raising is a vital component of all successful non-profit conservation programs, and when it involves the use of merchandise in raffles and auctions, prize solicitation becomes a key volunteer activity. By beginning your solicitations with a well-organized game plan and a bit of insight into the basic do's and don'ts you can achieve maximum results for your effort.

The banquet chairman or prize coordinator manages the solicitation campaign and should start by establishing goals. First, you'll want to determine how many prizes are required for the various raffles, games, and auctions you intend to employ at your events. Next, attempt to identify specific items required and which of those might be donated. In setting your donation goals consider your solicitation committee's size, community resources, and the amount of competition from other non-profits.

Now you are ready to estimate the cost of the remaining items, that is, those you wish to purchase to embellish your donated prizes. These costs must be kept in line with projected attendance, estimated average contribution per guest and net income goals.

As the old saying goes, the early bird gets the worm, and nowhere is this more true than in procuring prizes. Many committees view solicitation as a year-round activity. At the very least start 10 to 12 weeks prior to the event. Last-minute requests tend to annoy prospective donors who may not have time to seriously consider a request.

Your campaign may include three specific prize-gathering methods, including direct-mail appeal, telemarketing, and door-to-door solicitation. Depending on your committee's size and the time available, you can utilize all three or concentrate on one.

The direct-mail effort begins with developing a list of prospects. Some manufacturers and inundated with donation requests and simply reject all or most received. Others have specific guidelines or policies to follow. All have annual limits on the amount they will spend on donations. Prior to writing a new prospect, it's wise to call the company to obtain the name of the appropriate contact person. Usually the receptionists or company telephone operator will have this information. It helps to learn as much about the company as possible.

In writing your letter, the golden rule is keep it short and simple. Never more than one page, preferable typed, and a half page is better still. Advertisers claim long copy sells but when it comes to requesting donations from busy businesspersons, long copy is a turnoff. Stick to the facts, briefly describing the nature and purpose of the organization, the type and date of the event and the name, address, and daytime telephone number of the contact person. It doesn't hurt to underline the event date and many donors want to know if the shipping address is UPS-deliverable. UPS is preferred because it is less costly than parcel post. Remember, the more you do to make it easy to give, the better your results will be.

Telemarketing, especially to new prospects, can be well worth the time and expense and is generally used in conjunction with direct mail. Most companies and small businesses will require a written request on letterhead, but the preliminary call will alert you to donation policies, and the preliminary call will alert you to donation policies and the appropriate contact.

Prior to calling, write down the major points you wish to make. Again, keep it short and simple. You'll want to present yourself as organized and professional. If the contact is not available, try calling back. Don't ask them to call you unless you intend to make a purchase, as well as request a donation.

Door-to-door solicitation of local businessmen often produces the greatest results, but is also the most challenging for many volunteers. Take time to prepare yourself before you walk in the door. A letter sent just prior to your visit, announcing your intent to call, may help pave the way to success and reduce the cold calling jitters. Always be polite and to the point. If the store is busy, it may be best to stop back at a quieter time. The solicitor becomes a low priority when customers are waiting to be served. To persist at such a time may result only in a quick rejection.

Be sensitive to the fact that retailers often receive dozens of donation requests for worthwhile causes each month. Most simply cannot afford to support every organization that asks. When their response is no, thank them politely, but don't write them off indefinitely. Keep them on your list and make a note to try again next year. Many donors must be cultivated for some time to win their confidence. If your organization shows it is well organized and successfully meeting its goals, your donor list will grow each year.

**One cautionary note:** Occasionally, a somewhat overzealous volunteer will approach solicitation with the attitude that business should be happy to have the opportunity to donate. This attitude and the reasoning behind it are not only fundamentally wrong, but they can ruin the reputation of your organization in the community. Donors must always be approached as customers whom you are serving, not vice versa. When treated properly, the local retailer or manufacturer may be your greatest supporter. Don't ever take this support for granted.

Much emphasis is placed today on the importance of large corporate sponsors, those businesses contributing quantities of product or large grants. While they are the most elusive supporters, corporate sponsors are obtainable and require no extraordinary techniques to cultivate. The greatest challenge lies in identifying corporation and professional firms that have both the ability and the interest to contribute at a higher level. This requires a little investigative research and is often aided by networking with an employee, associate, or customer of the firm.

Once you've identified a good corporate prospect, the general rules apply: Be professional, be polite and don't waste its time. You'll need to identify its interests and needs and present how they can be served to, through major support of your organization. Most companies invest in non-profit causes for the public relations, promotions or image value. Rarely do they give purely out of generosity or concern. There's nothing wrong with this. That is business and it's good to keep in mind because you're not necessarily selling them your dreams, but rather fulfilling theirs.

Obtaining corporate support can require a considerable investment of time. Often it's best to enlist the assistance of your organization's full-time staff. While corporate sponsorship may provide tremendous benefits, keep in mind that individuals like you and I account for the bulk of all non-profit support.

Successful solicitation requires a well-planned strategy, careful implementation and thorough follow-up. Once you have won the support of a business, don't drop the ball. Contributors expect and deserve at the very least a thank-you note. A donation receipt for tax purposes is also standard today, and many contributors like to see their name listed in your printed program.

Cultivate your donors throughout the year by keeping in touch and informing them of your organization's progress. The solicitor who shows up but once a year for a handout will soon be unwelcome. Communication is the most effective tool the solicitor has next to actually patronizing the business. That's right, buy something, make the cash register ring – it's music to any contributor's ears and a sure way to keep his support.



## **TIPS ON DONATED HUNTS SOLICITATION**

### **SAMPLE DONATION LETTER**

**The following is an excellent overview by SCI Past President Warren Parker on donated hunt solicitation.**

Dear Banquet Chairperson,

Through the years I have had many people come up to me and ask how in the world I come up with so many hunts each year for the Kansas City Chapter and Safari Club International. What I intend to do is to list, step by step, the procedure that I have been using so very successfully through the last ten years.

Every outfitter is wanting to expand his clientele from different metropolitan areas so what we do is give him a chance to do so by giving him exposure by auctioning off a hunt that he has donated and giving him a free booth at the banquet. Usually the booths will cost you about \$25/set-up.

Contact each game and fish department in the state or province you wish to have hunts from and ask for their list of outfitters. Send out mailers to each of the outfitters, asking for a hunt donation.

Offer them several options in making their donations. For instance, give them 30% of what the hunt brings at auction. This is a good sales pitch that they will at least be able to break even on their donated hunt and receive the advertising that the Chapter puts on free plus the word-of-mouth by the hunter who bought the donated hunt in a new marketplace that has had, a successful hunt with him.

Another way is to have them make a 100% donation and you will give them the hotel room free at the banquet. This will usually cost you \$50 per night.

Start your hunt solicitation at least 6 months in advance of your banquet. As the hunt donations begin to come in, send out thank-you letters and keep in close contact with each outfitter. As the banquet draws near be sure to have them send you their flight numbers. Have someone from your Chapter go and pick up the outfitter and assist him in checking into the hotel and locating the banquet hall. See to it that he has what he needs to set up his booth. The night before your banquet, have a cocktail party for the outfitters and members of your Chapter to get acquainted. Be sure to have a well-stocked bar, do these outfitters like to drink!

Out of 2,000 letters you can count on receiving 50 hunts. There have been several years where I have had so many hunts that I had to give them out to other Chapters.

Do not be afraid to refuse a donation if you don't like the looks of it or the outfitter is not reputable.

Be sure to give to each of your membership the hunt donor applications. As they make their hunt, have them ask their outfitter for a donation. Get everybody involved in your hunt solicitations.

Another good way is to have several people from your Chapter sit down in someone's office that has several lines and call different outfitters out of the blue. You will be surprised how many will say yes.

Most important, remember never be afraid to ask. After all, the worst they can say is no. Why not give it a try?

This same technique will work to get other donations as well, such from sporting good manufacturers and artists.

Good Luck!

# **TICKET CHAIRPERSON DUTIES**

1. Designs and prints dinner tickets. Contact SCI Headquarters for assistance.
2. An “early bird” program is suggested to encourage advance sales by mail. All tickets purchased within two weeks of mailing invitations qualify for a special limited drawing on a shotgun or other specified item.
3. Committee members should also sell “early bird” tickets. A deadline must be set and followed.
4. Continues sales program after “early bird.” A reminder postcard can be sent. Most first-time banquet ticket sales are sold face-to-face.
5. Transfers money and membership record stubs to the Treasurer as tickets are sold.
6. Calls in unsold tickets at cutoff date previously agreed upon, usually five days prior to the banquet.
7. Assists in the preparation of final membership lists.

# **LAST-MINUTE CHECK LIST FOR YOUR BANQUET**

1. Auction and silent auction receipts completed. (Don’t forget to include the fair market value. This is an IRS requirement.)
2. Identification cards for the auction/raffle items. (Make sure the donor’s name is included.)
3. Change for cashier acquired. You’ll need between \$500 and \$1,000 in ones, fives and tens. (Don’t forget to arrange for a secure place to store the banquet proceeds overnight.)
4. Make sure the committee members have provided any invoices they may have to the Finance Chairman prior to the banquet.
5. Have committee members eat early. They’ll be busy while dinner is being served.

## MANPOWER NEEDS

1. Master of Ceremonies. You are not looking for someone with a lot of jokes and stories. There just isn't enough time. His job is that of a ramrod. He makes sure the banquet is proceeding on schedule, makes the necessary announcements and introductions, and assists the auctioneer where necessary.
2. Person in charge of raffle tickets. Make sure the proceeds from all raffles are kept separate. Have raffle ticket sellers arrive early. They should confirm the money and raffle ticket counts when they receive and return them. (Plan on one raffle person for each 50 people at the banquet.) If special raffles are being held, appoint someone to be at the special raffle table, to handle transactions. This includes Silent Auction.
3. Ticket Chairperson and one helper at the registration table.
4. The Finance Chairperson should have at least two helpers. Prior to the Auction, they will be providing cash for people wishing to buy tickets. During and after the Auction they will be receiving payment for auction items. (One person should be responsible for making sure the proper auction receipt is given to the runner and taken to the successful bidder. The receipt should be checked to make sure it's completed when returned.)
5. Two runners are needed to take the auction receipt to the successful bidder for completion.
6. One person should be in charge of making sure the proper Auction item is being displayed while it's being auctioned. Another person should make sure the proper raffle item is presented to the winner. (It's normally the job of the raffle ticket sellers to display the auction items and present the raffle items.) So no one ends up running a marathon, there should be a least four people doing this.
7. One spotter for each 75 people at the banquet. Spotters must be people who are willing to be outgoing and enthusiastic. They are second in importance to the auctioneer in creating a financially successful bidder in return for a paid receipt.
8. One person in a holding area to receive the auction item after it has been successfully auctioned. He will give the item to the successful bidder in return for a paid receipt. (After the auction is completed, he will need additional help.)

**Note:** Although it might seem as if there are a number of people needed to work a banquet, many of the jobs are only for a part of the evening.

Example: Registration and silent auction. Therefore, one person can do two or three jobs an evening.

## **THOSE LITTLE THINGS THAT ELIMINATE PROBLEMS**

1. While everyone is eating get the odds and ends out of the way. Announce the early bird winner. Close the silent auction and announce the successful bidders. Give away small door prizes.
2. Don't plan a firm break in the auction. The Auctioneer will know when the audience needs a break and some of the raffle items should be given away.
3. Leave the bonus raffle, special raffles, or door prizes until after the auction is complete.

# CHECK LIST FOR A SUCCESSFUL AUCTION

1. Have a professional auctioneer.
2. Limit the items to 30–50.
3. Build a separate display of auction and raffle items and number each item. Place donor name on numbered card.
4. Have a corresponding numbered list describing each auction item in the hands of everyone in the room, and then sell in the order of the list.
5. Hold the auction immediately after the dinner.
6. Do not interrupt the auction with any other activities.
7. Keep lights up high.
8. Go over all of the items with the auctioneer; make certain that he knows what he is selling.
9. Make certain that the sound system can be heard above the noise.
10. Get the persons who are known to be buyers seated in the front.
11. Do not give the value of the auction item.
12. Use bid callers who make a lot of noise to identify bidders and announce loudly the name of the buyers.
13. Have bid callers contact buyer immediately and have him/her sign the bid ticket indicating the amount of the bid.
14. Have VISA and MasterCard services available.
15. Do not release merchandise without payment.
16. Wrap the auction up in an hour and a half.

# SAFARI CLUB INTERNATIONAL CHAPTER BANQUET GUIDE

## INTRODUCTION

The most important question in addressing a banquet is “Why” Why undertake such a truly time-consuming, laborious project?

The answer is that for a Chapter to grow and make a positive contribution to those things, ideas and causes worthy of direct tangible support, it must be galvanized to action.

The Chapter banquet is the financial engine of a Safari Club Chapter, providing operating capital for local operations, a major source of funding to SCI Headquarters via the 30% rule/direct donations, as well as a major source of vital new Chapter members.

Each year, however, there is a growing number of competing sportsmen’s and conservation organizations vying for the charity dollar. This means that Safari Club Chapters must be smarter, better organized, more alert to opportunities, and generally one step ahead of other sporting organizations.

This further implies that the Chapter must approach the banquet in a business like manner, utilizing proper budget and control procedures, support from SCI Headquarters appropriate committees, cost controls, exhibit maximization, accounting, follow-through etc.

These are complex functions that are part and parcel of running a Chapter. They cannot be allowed to lapse, and in fact a major theme we must stress that the banquet planning and execution is CONTINUOUS. (You wouldn’t let customers walk away from your business without a trace; don’t let this year’s exhibitors walk away without tapping them for next year, etc.)

So this year’s banquet is the best place to begin next year’s banquet, with a clear eye on the fact that the objectives are to: (1) build the treasury, (2) expand the clientele, (3) build the membership, and (4) (perhaps most difficult) to build the skilled set of willing people within the Chapter to work for future fund-raiser success.

In closing, it is by no means an exaggeration to say that the business of the Chapter is the banquet, and banquet is the business of the Chapter.

# THE BANQUET

## **Question 1 – The timing of the banquet**

One of the first considerations in setting up a banquet is timing. This manual is being written in the San Francisco Bay area, and some of our local considerations on the timing of a banquet are, for instance, the competing International Sports and Boat Show, National's Convention in Reno, and the banquets of DU, Rocky Mountain Elk, Mzuri Safari, and other similar organization, together with avoiding tax time, hunting seasons etc. Further, the banquets must be fairly early in the year if you intend to auction hunts, in order to allow time for the winning bidder to apply for a hunting licenses, liaise with the guide, and do all the hundred and one things necessary to a modern fall hunting trip.

Taking into further consideration that November and December are holidays, when family gatherings occupy much of everyone's attention and efforts, there is often a rather narrow time slot for a banquet. Also, during November and December everyone's trying to preserve their cash for all those nice Christmas gifts, which would tend to defeat a banquet during this time.

Of course, most Safari Club Members are afield at some point during September and October, reducing potential attendance, and in any event it is certainly too late in year to arrange a hunt, although it might be possible to position oneself favorably in terms of being the first banquet of the next season (hunts for the next following year).

All things considered, it is therefore not surprising that the majority of banquets end up clustered in the period January to May.

A further consideration favoring this time of the year is that many guides and outfitters will be traveling in any case, either to SCI, Dallas, or Houston Safari, FNAWS, and will be far more willing to drop by a Chapter banquet, either to speak or exhibit.

This January–May time slot in turn dictates certain limitations of its own. Clearly, banquets in the form of picnics and/or barbecues are problematical. Outdoor bar areas may be rained out. Ancillary/unsurfaced parking may turn to a quagmire. All of this is to alert you to possible difficulties, which may or may not apply in your area.

## **Two points of caution in respect to January to May events:**

1. Within this time span, it is a good idea to avoid having the banquet either the week before or the week of taxes. Nearly everybody is either concerned about the check they will have to write, or that they haven't received their refund as yet.
2. In certain ski-oriented areas it is also not wise to throw your banquet into competition with the school spring break and the last family skiing of the season.

**Having done this figurative “dance of the hours,” and dodged other banquets and distraction, you will have positioned your banquet for maximum payback.**



## **Question 2 – Where Will We Hold It?**

Where to hold a banquet is a function of four factors:

1. Availability
2. Access (including access for exhibitors)
3. Size / layout
4. Food / Beverage Expense

**Factor 1** – “Availability” of a location may be intuitively obvious, but the long lead times necessary to lock in the site of your choice may be a rude surprise. As a thumb-in-margin rule, nine months in advance is none too early to lock the place in. Also remember that a handshake may work OK in some cases, but written agreement (with a deposit receipt) is a hell of a lot better!

**Factor 2** - Is “access.” The farther from an arterial freeway you get, the more potential attendees you will lose. Figure 5% attendance loss per 5 minutes of fighting in-city traffic. (Maybe more!)

Another access consideration is that exhibitors (if you choose to have them) will be carrying heads, guns, booth signs, books, and other paraphernalia into your banquet. Clear and easy freight access will save a lot of headaches and diversion of effort on the day of the banquet. Direct freight doors to the floor of the banquet hall off a paved freight entrance are a godsend.

As a general rule, exhibitors will have their own access consideration: direct access to the attendees (i.e., exhibitors either in or in immediate proximity to the dining location – not on another floor or building).

In our own case, to narrow the possible locations, our Chapter has literally unrolled a map of the area, plotted member distribution in general terms against major freeway intersections, and then scouted these high-density, easy-access areas for appropriate hotel / convention facilities.

**Factor 3** – is size/layout. The important considerations are size, shape, appearance, and layout conducive to eye contact and active involvement in your hard-won banquet.

First, the hotel, convention facility or private home you chose must have adequate parking. This goes without saying, but you’d be amazed how scarce parking can become when a full-up hotel also tries to host 300 additional guests at your banquet.

Second, the site must have enough physical size for the estimated attendance, together with prize tables, auction item exhibit tables, bar space, and podium space. Often these tables are arranged around the sides of the dining hall, which, adding in a certain amount of security space (usually a velvet rope arrangement), can subtract up to 20 feet of usable space from both length or width if they line both sides of the hall (10 feet if only one

side). Do not overlook the opportunity to physically pace off the area to ensure that when tables / exhibits are set up that there will still be plenty of room for the diners.

We have also discovered that in addition to questions of physical space, shape is an important consideration. Long, narrow rooms cause you to lose eye contact with the end tables, reducing their participation in the all-important auction. Large, airy, square rooms allow all the tables to feel they are part of the action, yet leave ample room around the periphery for exhibitors.

Third, if you're exhibiting a lot of trophy heads around the perimeter of the room, you'll need at least a 12-ft ceiling. The point is that the vertical dimension adds a great deal to the perceived size of the room.

It is also very desirable to have hotel rooms available either on, or immediately adjacent to the banquet property. This is a great convenience to attendees otherwise facing a long drive.

**Factor 4** - Expense considerations in respect to the site vary greatly from area to area. Site expenses generally fall into two categories: room charges and direct meal expense.

**Room Charges:**

Most Chapters go into deep shock at the mention of room charges. Typically these run from \$500-\$600 for both the dining area and if necessary the exhibit area, up to several thousand dollars.

Obviously, the decision here will be highly individual, but if the facility is properly located, good access, etc., the expenditure may well be worth it. Clearly, if a Chapter is looking at a \$70,000 volume banquet, a \$500 room charge is negligible.

**Direct Meal Expense:**

Direct meal expense is a more crucial consideration.

Chapters tend to gravitate to one of two extremes: (1) an excellent dinner, with tickets thinly priced, to increase auction attendance, or (2) a fairly modest dinner, picking up \$15-\$20 on the dinner ticket, in order to make the dinner a revenue contributor.

The purpose of the banquet is obviously to raise MAXIMUM funds for the Chapter. Therefore, since no one goes to a banquet for the gourmet quality of the cuisine, our experience dictates that there is no appreciable fall-off in attendance at the more modestly priced dinners.

Since, (beyond a basic quality minimum) the meal itself makes little difference. A Chapter might look into barbecues, buffets and other wholesome but cost-effective alternatives to a served "sit-down" dinner.

A cost component that may add several thousand dollars to your dinner expense is wine. A little wine goes a long way to loosen the purse strings during the all-important auction. On the other hand, not everyone drinks, so a simple and cost-effective approach is to include two or three drinks in tear-off stubs on the dinner ticket.

As a final note on site selection, do make sure that you and your Board have at least one dinner at the site selected. Since all banquets are family affairs, be sure to include wives, as their feedback is crucial prior to final selection.

**Question 3 – The “who” of a banquet:**

Co-equal with the “when” and “where” of a banquet is the question of “who” will be delegated to bring this function to fruition.

The most important consideration may well be the people assigned various functions. Without good staff work, a lot falls through the slats.

Within the Chapter there is usually a core of “old reliable” that can be counted upon. These are often the Chapter’s Board members.

Do not over utilize your Board (or yourself!) There will be plenty for everyone to do! If at all possible, try to delegate to a president-elect or seasoned Board member, the position of Banquet Chairman. By centralizing the banquet function in one trusted individual you will avoid bogging down the Board in endless questions of whether the tickets should be \$40 or \$45, whether there should be one or two drinks on the stub, etc. **Remember that there will be the normal operating questions coming up, and an attempt to micro manage the banquet at the Board level is a mistake.**

The first task of the person delegated or, failing a satisfactory candidate, yourself is to expand the manpower resources that may be reliably called upon beyond the core group of “old reliables.”

How many people will you need? The following are separate functions that, depending upon the size of your banquet, may require special, discrete staffing.

Staffing of committee functions to be covered:

- a) Budget
- b) Auctioneer Identification / Raffle Ticket Sales Personnel
- c) Donated Hunts Solicitation / Auction Item Acquisition
- d) Advertising / Publicity
- e) Tickets, Brochures, Program Printing / Distribution
- f) Security / Sergeant-at-Arms
- g) Runners and Spotters
- h) Finance / Cashier / Credit Card Authorization and Clearing
- i) Set-up and Take-down

**DO NOT IGNORE ANY OF THESE AREAS!**

Each of these functions will now be discussed in greater detail.

**Budget Committee:**

The old saying that “It takes money to make money” is true.

In order to fund the acquisition of knives, prints, coats, books, African artifacts, gun cleaning kits, etc., that go into the average banquet, a substantial “nut” is required.

It is the function of the Budget Committee, whether a standing committee or ad hoc in respect to the banquet only, to Ensure that necessary funds are available (or will become available) to cover initial expenses and meet other, on-going Chapter expenses.

Added to this investment capital are outlays for rooms, printing costs, various deposits, advertising, and myriad other costs, and the reader will appreciate that an amount often in excess of \$5,000 is required for a fund-raiser’s initial expenses.

The amount of budgeted expense necessary is obviously a function of the number and cost of items, but our Chapter estimates an average outlay of \$25 to \$35 of auction and raffle items per attendee, prior to the receipt of any revenue.

As an example of actual expenses incurred:

Year	1995	1996	1998
Amount	\$5,000	\$6,000	\$6,600
Attendees	180	220	280
P/Person Expense	\$28	\$27	\$21

Obviously, a Chapter must strongly emphasize full donations, rather than purchases, as much as possible. Seeming small decreases in expenses may yield better returns (the \$7 drop from 95, to 98, in the Chapter raffle/auction item expense per capita shown in the table above results in a \$2,000 improvement in the Chapter’s bottom line).

The Budget Committee must also provide accounting oversight, as tax returns must be filed for any Chapter grossing over \$25,000, and a clear accounting of profit and loss by major function is an absolute necessity when planning your next banquet.

An additional consideration might be audit of proceeds, because although a Chapter banquet seldom involves over \$50,000, people have been tempted by less (unfortunately).

**Auctioneer Identification / Raffle Personnel:**

A good auctioneer is worth his weight in gold.

Unless someone in the Chapter is a professional auctioneer, don't even consider doing this function with Chapter personnel.

SCI Headquarters can help with identifying good auctioneers, and if this fails, contact other charitable organizations within your area to obtain recommendations.

Raffle personnel, on the other hand, are not handed the podium, do not require a professional patter or a top-notch P.A. system, and therefore may be chosen more for their "spirit."

A word here regarding "dollies." Hunting is predominantly (but by no means entirely) a male-dominated sport. Occasionally this results in the well meaning, but potentially devastating, idea of having a crew of scantily clad young ladies selling raffle tickets.

As hunting has grown in cost far faster than other sectors of the economy, it has taken progressively larger portion of the average family's budget. This has increased pressure that hunting appeals to, and involves, the family as a whole, including the wife as co-equal wage earner.

It is difficult, barring an outright desire to offend, to dream up anything much more distasteful to wives and daughters than a bunch of young ladies walking around in bikinis selling tickets (and, by innuendo perhaps, echoes of much more).

In every Chapter's area there are worthy groups you can, in effect, subcontract ticket sales to. These groups include financially strapped schools (e.g. a crew of teachers), the local high school football team and coaches, the Salvation Army (underwrite our Sportsmen Against Hunger Effort!), church groups, veterans organizations, etc. In other words, groups you would be proud to support in any case and that will work hard for you.

### **Donated Hunts and Auction Items:**

The core of most banquets is the donated hunt.

This function is important enough that it should be assigned to one person as a "full-time" job.

As more and more clubs, Chapter, and causes compete for the scarce donated hunts, it has become increasingly difficult to obtain the fully donated hunt.

Many guides say that they now receive far more requests for donated hunts than they do from potential paying clients!

Donated hunts may arise in several ways: (1) from member's efforts while hunting with the guided in question, (2) from contacting the state/province guide and outfitters associations, (3) via the Chapter Development Officer at SCI Headquarters in Tucson, and (4) "cold calls."

The surest source of donated hunts is through members asking for donations while on a hunt. This has the advantage of personal contact and greater opportunity to describe the profile of Chapter membership, activities, and causes. This also precludes those very unpleasant “surprises” of a donor who may sound great, but whose performance may result in a disappointed Chapter member.

It is vital that donated hunts be of a high quality, as otherwise bidders may become doubtful, reticent or even angered. This will surely kill future banquets! Personal experience with the donor is the best way to avoid these problems.

After personal experience, either by you or a Chapter member, the next most fruitful area is contacting the Guide and Outfitter Associations. Examples are Montana Outfitters and Guides Assoc., Wyoming Guides and Outfitters, Alaska Professional Hunters Assoc., and the Idaho Guides and Outfitters.

The Guide and Outfitter Associations are the first allegiance of the hunting guide, and the clout of these organizations provides some (unquantifiable) protection against “bum” hunts or “start-up” donors. Since most of these organizations request/require member guides to donate annually or semiannually, you may also be able to select among several hunts to best fit your Chapter’s interests, or perhaps select more than one hunt from an organization’s inventory.

The third source of support is the Chapter Development Officer at SCI Headquarters in Tucson. While it is not a part of his function to find hunts for Chapters, inevitably he knows or hears of guides who are interested in working with a Safari Club Chapter.

Additionally, there are hunts left over, or received too late to include at each National banquet. This is obviously a somewhat unpredictable phenomenon, but nevertheless well worth the call!

Finally, there are the “cold calls” that is, phoning a guide you’ve never met, and where nothing more exists than secondhand hearsay that he’s a good guide.

Be prepared for a turndown 85% of the time. You’re doing nothing more or less than asking him to cut your Chapter a check for several thousand dollars. While the guide may be well inclined, after all, the cold caller is asking a lot.

Nevertheless, 15% of the time a “cold call” will be successful, provided you are willing to remember some basics:

1. You are competing with dozens of other callers.
2. You can distinguish your Chapter, either by the amount of hunting dollars your members spend, your Chapter’s projects, support of state or local projects with which the guide may be sympathetic, free advertising in the Chapter Newsletter,

free exhibit booths at your banquet, addressing a Chapter meeting as the Chapter's guest, etc.

3. You can promise that the hunt will not be auctioned off for pennies on the dollar.
4. While the guide is donating his efforts, his costs and overhead continue. The guide may, therefore, ask that a percentage of the auction proceeds be returned to him.
5. You must follow promptly and efficiently with a thank-you letter, donor forms, etc.
6. **(MOST IMPORTANT)** You can offer some reasonable prospect of repeat business from Chapter members.

Keep good telephone notes on all calls, successful or not. A guide will often say, "Gee, I'm tapped out this year, guys. Sorry," but if you keep good telephone notes (or your predecessor kept good notes), you can go back to him in the following year and recall the conversation to him. (Last year at this time Joe Blow, our prior President, contacted you in respect to your axolotl hunt. We hope you remembered us and are in a position to donate to our Chapter this year.") Building this sort of continuity of interest puts the guide to some extent under an obligation to reciprocate, resulting often in a donation.

#### **The Exhibit Hall:**

There is some valid debate whether at the Chapter level an exhibit hall is necessary. The argument goes that in any group of 150 to 200 people, there is only so much money available. To the extent that attendees spend \$300 for a knife, \$700 for a Weatherby, etc. With exhibitors, there is just that much less available for the Chapter's own raffle and auction.

It is, however, obvious that most Chapters finally opt to have an exhibit hall and charge the exhibitors a fee of \$50 to \$100 each, offsetting (presumably) other potentially lost income.

The exhibit hall is also a wonderful place to build Chapter unity by displaying member trophies. These may be displayed throughout the hall or concentrated in one display.

Note that in either case, you will need 8 X 8 or equivalent backboards for exhibitor signs as well as trophy heads, and these are usually available on a rental basis. Reserve these well in advance, as the management of the local Sheraton will not appreciate your putting a handful of moly bolts in its walls.

Exhibitors will also want to be in the direct traffic flow into the dining hall. Often they can be placed around the perimeter of the foyer in many hotels, or if the dining hall is big enough, around the inside perimeter.

If you chose to put your exhibitors around the perimeter of the dining/banquet hall, consider whether you want them conducting business during your raffle and auction. This can be distracting.

**Advertising/Public Relations:**

It is utterly useless to have a banquet without proper advertising, running in a timely manner!

Today the Chapter should consider the following and, if possible, advertise in more than one medium to reinforce the message:

1. Local papers
2. Local radio or TV
3. Safari Magazine
4. Safari Times
5. Posters in sporting goods stores
6. Direct mailers

In each case, there is a certain amount of lead-time involved. A magazine may well require 90 days, advance provisions of camera-ready art, and TV spots will require both production time as well as scheduling of air time, which may well imply up to 60 days before your first spot hits the air. Radio may be fastest and cheapest.

Cable television has opened a new vista for the Chapter by making cable airtime available to selected, targeted audiences for very modest amounts. Typically, a \$3000 advertising budget might cover the cost of production of a television spot, plus up to 100 broadcasts of your commercial. This commercial might reach 20,000 viewers at one time, making TV advertising quite cost-competitive with more traditional advertising media.

**Tickets and Brochures:**

The first requirement for the tickets is that they be available early. It is exceedingly frustrating to have everything in place but not have tickets ready to go.

Additionally, the ticket should, to our belief, have the amount of charitable donation printed upon it if there is a material difference between the amount of the ticket and the related meal expense. (It is our understanding that only the excess over the meal cost constitutes a charitable donation-not the full amount of the ticket.)

The form of the ticket varies greatly from Chapter to Chapter, including attaching drink stubs, early bird stubs, raffle and/or door prize stubs, etc., and is simply too variable to be covered here in all permutations.

In the brochure of the banquet, there are several things that should not be overlooked, most notably a “thank-you” to the donors, as well as a full listing. Obviously, a complete description of the items to be raffled/auction is the body of the brochure.



The brochures may also be used to establish and highlight the Chapter's legal status vis-à-vis hunts, guns, knives etc. Most Chapters will have a member attorney who might be willing pro bono to phrase suitable language to protect the Chapter.

Such phraseology might be (check with local legal counsel):

*“Safari Club \_\_\_\_\_ Chapter has exercised reasonable care and prudence in the selection of auction and raffle items, but can accept no liability for their use of or misuse and makes no warranty as to their suitability, safety, or function, either express or implied.”*

Additionally, it has come to our attention that it is very wise to include a statement that no transfer or resale can take place without the Chapter's permission. Putting this directly in the brochure may help guard against “El-Cheapo” booking agents buying hunts and reselling them.

### **Security/Sergeant-at-Arms:**

There are several basic security concerns at the banquet, and unfortunately they are all potentially serious:

1. Theft from the auction or silent auction exhibit tables
2. Vandalism by the anti-hunting people of displays, trophy heads, etc.
3. Disruption or harassment by anti-hunting interests
4. Members occasionally become more than just tipsy and indeed downright belligerent.

For all these reasons, professional security may be a wise investment, but it is up to the reader to weigh the relative risks and costs in the area in which he is located.

As a general rule, professional security for a banquet seems to run about \$600, with off-duty police being greatly preferred.

This expense leads some to appoint a sergeant-at-arms from within the Chapter membership, despite the professional's modest cost. Please note, however; that in the above listing of concerns, a member chosen as Sergeant-at-Arms can effectively handle only point four, and even policing against undue inebriation may place him (or her) in a really tough confrontation with otherwise friends within the Chapter.

Obviously, the last thing you want is to have your Sergeant-at-Arms (representing the Chapter) get in a real fracas with a litigious member/guest/non-member.

Professional security is very inexpensive when you think about it!

### **Runners and Spotters:**

These are the extended eyes of the auctioneer, and the people facilitating the winning raffle ticket holder receiving their prizes. It is also very important that these personnel keep the hype going for the tables in their immediate vicinity.

During the auction it is important that the spotters have forms that establish the item bought, how much paid, how paid, the purchaser's address, and provide a receipt to the purchaser as fast as possible. Do not tie up winning bidders in paperwork – a successful bidder will usually try again!

**Finance / Cashier / Credit Card Clearing and Authorization:**

The banquet is essentially a financial function. As such, it is best to assign this function to a person within the Chapter with substantial financial acumen, such a member holding a C.P.A., an accountant or banker.

**Dissecting the finance function into three basic components:**

**Finance:**

Clearly, the finance function is to (1) husband the Chapter's cash during acquisition of auction/raffle items, (2) establish financial controls and procedures for cash receipts and disbursements during the night of the banquet, and (3) provide a reconciliation of the banquet results to ensure proper preparation of the Chapter's tax returns, as well as producing derivative management information as to profit and loss by major categories.

**Credit Cards:**

The Chapter should very seriously consider obtaining a credit card imprinter and merchant number from a local bank. At a minimum, Visa and MasterCard are most often used; following it seems by American Express. It is best if one of the cashiers can be detailed to phone for authorization over a "floor limit" (often \$400 or \$500) established by the Chapter and the bank involved. The local bank and its authorization requirements may affect the decision as to a floor limit, so be sure to discuss this with the bank involved.

**Sep-up and Take Down:**

These functions are self-explanatory. The only guidance offered is to allow about 50% more time for set-up than you think you'll need.

It is also nice if the banquet location has a hotel room arranged so that these hard-working souls can take a good hot shower after the morning set-up, rather than having to drive home, then back.

# AUCTION HINTS & TIPS

This digest of auction hints and tips includes information on live and silent auctions. It is produced for the benefit of our Chapters.

**FACILITY:** Be certain that your facility is big enough for you to attractively present your event. You should be able to display all your merchandise, including those items for live and silent auctions and prizes for raffles and games, without crowding. The stage should be centered on a long wall and may be flanked by live auction merchandise on one end of the room and silent auction on the other end. You should have room for a bar or two, depending on the size of your crowd, a cashier's table and a safe or secure room to receive and hold auction items until the invoices are paid. The cashier's table can double as the check-in point where your guests pick up their banquet tickets, etc. Try to situate your games and raffles so they're exposed to the flow of traffic to and from the bar(s). When folks go to the bar to get a drink they might just stop and play a game or two.

On top of these needs, you need to be able to seat your attendees and allow them to move about with relative ease. Leave space between banquet tables, but not too much. It seems that "closeness" creates energy and synergy that flows from table to table.

Perhaps the most important component for banquet night is a public address (P.A.) system. You need to have a first-class, quality system that presents clear and audible sound everywhere in the room. The built-in systems that many facilities have are designed for a speaker to make a presentation to a quiet crowd. There is a lot of noise and a lot of excitement at our events and it's imperative that the sound system be a good one. Rent one if you have to.

If you can afford it, use centerpieces at the tables. Centerpieces manifest that yours is a first-class operation. You can put a colored dot under one of the chairs at each table and at some point during the evening have folks look for the dot. Whoever is sitting at the chair with the dot gets to keep the centerpiece.

**MERCHANDISE:** Let's address merchandise acquisition a little bit. Strive to seek donation of as much merchandise as you can, or try to get as many pieces underwritten as you can. One of our objectives on banquet night is to have fun. The other is to raise money to fulfill the mission and the goals of Safari Club International. In order to optimize the fund-raiser proceeds, always consider the banquet net.

Here are a few tips to consider when planning, selecting and ordering merchandise.

- ◆ Be careful of how much art you choose. Framed prints are good auction pieces and also are very suitable for prizes for raffles and games. Be alert, however, it's easy to get too many prints. A reasonable ratio for art in your live auction is one good print for every 12 – 15 people at your event. In no case let art pieces exceed 25% of your auction items. If you have too many pieces, the prices generally go down. If you do end up with a print or two left over, hold them until next year. We all like prints of elk, moose, elephants and bears, but when you're choosing prints, don't forget the ladies and consider a print featuring birds, flowers, etc. Our ladies play key roles in our events. Use your smaller, less expensive art pieces for your silent auction.

- ◆ Be cautious about putting rifles or other firearms in your auction list. If you have a rifle, such as the Ruger #1, Year of the Rhino rifle, or another unique piece, you'll do OK. Generally you'll get just about fair market value for the over-the-counter Remingtons, Rugers and Winchesters. You'll usually do better with these rifles as raffle prizes.
- ◆ You should have 30 to 50 pieces in your live auction. When you are putting the auction items on a list or in the program, be certain there are no "lumps," that is to say, don't have 2 or 3 similar pieces in succession – like prints. Scatter similar pieces throughout the auction. The first three items should be "pace setters" or items that everyone wants to buy. If you have good bidding and action to open your auction, chances are that enthusiasm will carry through the entire evening. Make every 5<sup>th</sup> piece a quality item.
- ◆ Try using key items (3 – 5) to spice up the bidding on some more or less mundane pieces.
- ◆ Don't put your highest value items at the end of the auction. If you plotted the value of the items in your live auction, it should look like a bell curve; that is, it starts low and finishes low. The expensive pieces, like a custom rifle or other large piece, should be on your auction a little past midway on your program. Perhaps a person comes to your banquet with the intention of buying the "Year of the Rhino" rifle. It's likely there will be a few people that will want to bid. But, only one of them is going to buy the rifle. The other folks still have their money in their pockets. That's why you want to have some nice but fairly expensive pieces available after your "highlight" item, such as the "Rhino" rifle.

Your merchandise chairmen have a big job when you consider they generally do the ordering, storing, handling and sorting of a whole lot of pieces for your fund-raising effort. A neat trick is to sort the merchandise prior to banquet night. You know what your raffles and games are going to be, and if your planning effort was well done, you know which prizes are going to which game and which merchandise will be used for the live auction and the silent auction. A neat trick is to mark the pieces or the boxes the items are packed in with colored dots. For example, you could use blue dots for the live auction, red for the silent auction, green for the ladies raffle, etc. Then, on set-up day, you unload the stuff into piles by color and you've already done a lot of your day's work. It's suggested you mark all of your live and silent auction pieces with a sticker that has the item number written on it. You can use the same colored dot you used to mark the good when you sorted things out. Item numbers on dots for the auction pieces identify the pieces for the workers who deliver the merchandise after the auction invoices are paid and cleared. You can use that method to ID your auction pieces or you can simply put the tent card with each piece that has the item number and description written on it.

**MARKETING:** Yes, marketing. You are going to sell a lot of merchandise at your fund-raiser, and there are some neat tricks for presentation and marketing of the goods. First of all, be sure that your display tables are all covered, at least with tablecloths. It's better yet if you can scrounge up enough hides and skins from committee members to really dress up your auction merchandise displays. Drape the skins on the tables. You can make some attractive displays using "mirror" tiles. They work great to put behind a

neat rifle like this year's Ruger #1. They also work great for placing under or behind decoys, carvings or sculptures. Use "gun holders" to prop up rifles. They're easily made and display the firearm nicely as opposed to laying the gun down on the table. When you're displaying prints, always use easels. You can purchase them, but they're easily made. You can use those that stand on the floor and also use those designed for tabletop display of your artwork. A quickie here – if you want someone to really dress up your display tables, put a couple of the artistic committee wives to work. They'd be part of the team and give you a quality product at the same time. Think about it.

When you are arranging your auction items for display, pay some attention to order. After all, each piece has an item number. But, be more concerned about how your display looks versus are things in numerical order. If you use a tent card for each piece, the item number is prominent. The folks who will carry the auction items for display during the auction can do a walk through to familiarize themselves with the merchandise before the auction starts.

**THE LIVE AUCTION:** Whatever you do, do not break the auction. The auctioneer works hard to build excitement and get the crowd revved up. If you break the auction he has to start all over again after the break. If you feel you must break the auction, don't do it more than once. Don't stop every now and then to draw winners of raffles and games. Do all drawings after the auction. People will stay to see if they've won something.

- ◆ Provide each of your attendees with a bidder card with a number that corresponds to their banquet ticket number.
- ◆ If your MC is going to introduce the auction pieces he must be knowledgeable about the merchandise.
- ◆ Start the auction at the tail end of dinner.
- ◆ Be sure that the auctioneer and the audience understand all conditions for hunts or trips.
- ◆ Have enough people to smoothly carry the items around in the audience for display. When an item is sold, the next piece should be on deck and going around. They should start showing the pieces in the front of the hall and should end there. Make them aware that when people begin to bid, they need be sure the bidders get a good look at the piece. Also be sure that the piece being sold is the only one being displayed.
- ◆ Auction spotters should be easily recognizable – they can wear colored vests, distinctive caps or hats, bandanas, etc. The folks you choose for spotters should be energetic, loud and entertaining. Spotters CANNOT be too enthusiastic.
- ◆ Auction invoice runners should be located at the front of the hall so they can locate the high bidder to take care of the paperwork. Spotters can help with this too.
- ◆ Remember the folks at your event are not at the auction to go shopping. They are there to help support your cause. We owe them a good time and we need to appreciate them. You can't overuse the words "THANK YOU." Thank all the players and bidders, not just the person who gets the bid.

**THE SILENT AUCTION:** The silent auction is becoming increasingly important as a component of a fund-raising event. Statistics show that women prefer to bid on merchandise in a silent auction than in live auctions.

There is no hard and fast rule regarding how many pieces you should present in a silent auction. Here are some rules of thumb based on a lot of experience:

- ◆ Up to 125 banquet attendees: 50 to 60 items
- ◆ 126 to 175 banquet attendees: 61 to 100 items
- ◆ 176 to 200 banquet attendees: 101 to 130 items
- ◆ Over 250 attendees: 150 to 200 items

Certainly, these are not rules. These are speculations that may be used as is or modified to suit your needs. Suffice to say that you can raise a fair amount of money with a well-merchandised and well-displayed array of goods in a silent auction.

Typically silent auctions are open for business when the doors to the banquet hall are opened. There are various thoughts about when to close the silent auction. Some folks close it when the live auction begins and others close it at the end of the evening.

One of the reasons for shutting the silent down when the live auction begins is some folks will be hesitant to bid on live auction items if they still have active bids out on silent auction merchandise. Others announce the silent auction will close at a specific time.

The pitfall of announcing a specific closing time is that you can end up with a crowd of people with pens at one item about five minutes prior to closing the event. Each is trying to be the last bidder. There have been fistfights...Also, if closure time occurs during the live auction, you're taking people out of that action to go wait for the silent to close. Here's one way to deal with this particular dilemma.

Have one of your committee folks be the silent auction captain. He can announce from the podium that the bidding on silent auction items will be closed individually and at random throughout the evening. The captain should walk through the merchandise periodically and put a little tic mark beside the last bid on each bid sheet. He should do this periodically throughout the evening, and when he determines bidding has stopped on an item, evidenced by no bids after his last tic mark, he pulls the item and the bid sheet. This avoids the clamor of fighting to bid when the silent auction closes at a specific time. Because pulling items is a random process, people are usually pretty attentive to the pieces they are bidding on.

The best method is the one that works the best for you in your situation. Here are some musts:

- ◆ Announce from the podium when/how the silent auction will be closed.
- ◆ Announce how payment works and how and where to pay for and pick up their merchandise if they are a successful bidder.

- ◆ Announce from the podium that there is a minimum raise on each silent auction item. The silent auction captain will void any bids that do not meet the specified minimum raise.
- ◆ Place a bid sheet at each item. The bid sheet should have a description of the item, the identity of the donor and what the minimum raises are. (See attached new silent auction form.)
- ◆ Place a tent card at each item with the description and item number of the piece and who the donor is.
- ◆ Place a bid sheet and pen at each piece of merchandise in the silent auction. ***Many committees will put an opening bid on each of the bid sheets.*** That is a way to assure that someone won't start the bidding at \$5 on a \$300 item. A good rule of thumb, should you choose to enter the opening bid, is to start out at about 1/3 of the retail price or your Chapter cost.
- ◆ Motivate your audience to participate in the silent auction by having auction captain or the MC talk up the silent auction and the neat items. He can use a duck call or some other noisemaker to call attention to himself. Continue to announce when/how the silent auction will close.
- ◆ **DO NOT** spend time reading the names of the successful bidders. We are working on a poster right now to allow you to write the bidder name and/or bid number, the item number and the cost. Announcing every successful bidder in the silent auction is a killer.
- ◆ All non-items, like gift certificates, trips, hunts, etc., should have a paste-up board or write-up to explain the prize and help sell the item. Pictures and brochures are a must.
- ◆ Bid sheets, donor forms, trip donor forms, auction invoices and silent auction report sheets are available from Membership in Tucson or from your Field Program Coordinator.



DONATIONS

## **SOLICITATION OF MERCHANDISE, HUNTS, AND TRIPS FOR SAFARI CLUB INTERNATIONAL EVENTS**

This is a list of materials that comprise a PR kit that Chapters have found most successful in soliciting trips and merchandise from potential donors. Each Chapter should put these kits together for all Chapter members to carry when soliciting donations.

- |   |  |
|---|--|
| - Donor Forms & Trip Forms                  | - Sample of Safari Times & Safari Magazine |
| - Sample of Your Chapter Newsletter         | - Last Year's Fund-raiser Program          |
| - Safari Club Annual Report                 | - Brief Chronology of SCI                  |
| - Humanitarian Program Brochures            | - Convention Handout Showing Powerful      |
| - Any New Reports of Local Chapter Activity | SCI People                                 |

- ◆ Remember that every business or service that you deal with on a daily basis is a potential donor.
- ◆ Before approaching a business or service, try to find out who is the decision-maker you should be directing your request to. It is a good rule to have a specific item or service to target before going in.
- ◆ Depending on the value of the donation, your committee may want to offer the donor complimentary advertising in the fund-raiser program, to help solicit this donor.
- ◆ Try to get the donor form filled out and pick up the donated item on your first visit or schedule a convenient time to return.
- ◆ Leave the donor a copy of the donor form and turn the remaining pages in to your merchandise chairman.
- ◆ If you are working on soliciting a trip or hunt, try to get photos, brochures or videos.
- ◆ It is a good idea for the Committee to fill out a merchandise control sheet so the Chairman knows who is after what items with targeted deadlines.

## IDEAS FOR ITEMS TO SOLICIT

18 holes of golf	500 business cards	AAA membership
Africa trip	air conditioner	airplane tickets
animal hides	antiques	antler carving
appliances	archery equipment	archery shooting cert.
ATV	auto emergency kit	auto tools
autographed pictures	backpack equip	bait box
balloon ride	barbecue equipment	baseball card sets
beach trips	bed & breakfast	bicycles
bike helmet	bird feeders	birdbaths
boat anchor	boat excursions	boat/drift
book ends	books	booster cables
boot dryer	boots/danner	bottles of booze
bow quiver	bowling/equipment	Boyd's coffee basket
brick mailbox	briefcase	bronzes
bullwinkles cert.	bungee jump	burglar alarm
bus trips	camcorder	camera equipment
camping equipment	candles	canvas
car stereo	carpet-cleaning	cash donations
CB	CDs	ceiling fan
cell phone	cert. auto races	chain saw
champagne brunch	chandelier	chimney sweep
clay flower pots	clock radio	clothing
coat racks	coffee pot	collectibles
commemorative coins	compass	compressor
computer	concrete/gravel/bark	cookware
coolers	cord of wood	cot
cowboy boots	curio cabinets	custom deck
cutlery	cutting board	cutting torches
dart game	deck stain/paint	decoys
ear protectors	easy lift hitch	espresso machine
exercise gear	fireplace tools	first aid kit
fish filet knife	fish trips/pack trips	fishing equip.
flashlight	fleece hunting clothes	float trips
floor lamps	fly poles & reel	fly-fishing classes
football/sports equip	freestanding fireplace	fur coat/vest
furniture	garage opener	garden tools
generator	gift baskets	glassware/decanter
golf balls/bags/access	GPS	grease gun
gun bluing	gun cabinet	gun shells
guns	hand tools/hammer squares	hand-made baskets
hand-tied flies/box	hard gun case	hats
health club cert.	hedge trimmer	hides
honeymoon suite	horse blanket	horse gear/pack gear
Indian artifacts	jerky/smoked meats/fish	jewelry

John Deer kids tractor  
lanterns  
lawn ornaments  
limited coins  
lumber/building supply  
meat smoker/supplies  
motion sensor lights  
oars  
pack boards  
patio furniture  
picture frames  
porch lights  
portable gas barbecue  
power tools  
rofessional wood chisel set  
putter  
radar detector  
reloading equipment  
rifle case  
road atlas  
rototiller  
safe  
scuba gear  
shed antlers  
shotgun case  
silk scarves  
ski package  
small refrigerator  
snowboard  
spas  
sports bags  
stationary/pens  
tackle box  
tennis equipment  
thermos  
tires  
torque wrench  
truck  
TV/stereo  
VCR  
wall mirrors  
water heater  
water skies  
weed eaters  
wine  
wood stove

knives  
lap throws  
lawnmower  
limousine ride  
meat locker  
metal fence posts  
motor oil  
off road lights 4x4  
palm sander  
pellet stove  
pocket watch  
portable CD player  
portable hot tub  
pressure washer  
propane heater  
quad parka  
range finder  
restaurant coupons  
rifle glass bedding  
roller blades  
rubber raft/oars  
satellite dish  
seasons flag  
shoot area cert.  
shotguns  
skateboard/pads  
sleeping bags  
smoke alarm  
snowmobile/equipment  
splitting maul  
stained glass  
steel frame canopy  
taxidermy  
tent  
time shares  
tool chests  
train trips  
truck canopy  
unfinished furniture  
wadens  
watches/clocks  
water pump  
waterski vest  
weekend in Reno  
wine rack  
Xmas tree cert.

ladders  
lawn fertilizer etc.  
leather scabbard  
luggage  
meat processing  
Mongolian elk hunt  
motorcycle  
outdoor cook stove  
parachute trip  
pendleton blanket  
pool table  
portable dog kennel  
pottery  
prints  
pup tent  
quilts  
Red Wing boots  
rifle bench rest  
rifle stock  
roof/gutter cleaning  
rugs/carpet  
scenic plane ride  
sharpening tools  
shooting glasses  
shovels/rakes  
ski equipment  
sliding rear up window  
smoked ham/turkey  
spa chemicals  
sporting clays  
stained glass window  
storage boxes  
telescope  
tent/frame  
tire chains  
tools  
trolling motor  
truck toolbox  
vases  
walkie/talkie  
water cooler  
water purifier  
weather vane  
winch  
wood carvings  
yard pond kit



# RAFFLES AND GAMES

This digest of raffles and games is produced for the benefit of our Chapters.  
There are some rules that are common to all raffles and games.

IRS REGULATIONS STIPULATE THAT ANY PRIZE WITH A FAIR  
MARKET VALUE OF \$600.00 OR GREATER MUST BE REPORTED  
TO THE IRS ON A FORM 1099.

***RAFFLES ARE NOT LEGAL IN ALL STATES. MANY STATES  
REQUIRE RAFFLE/GAME LICENSES OR PERMITS. CHECK  
WITH YOUR LOCAL AUTHORITIES PRIOR TO  
CONDUCTING RAFFLES OR OTHER GAMES OF CHANCE.***

## **GAME:** WHEEL OF FORTUNE

**HOW TO PLAY:** The wheel has several segments, each identified by a different color. For example; your wheel has 16 segments – 3 red; 2 each of yellow, dark blue, light blue, green and orange; and 1 segment of gold, 1 of silver and 1 of black. Players pay \$5 per spin. There are a couple of ways to play this game. The key thing is that you are awarding a prize for every spin. You can award a prize item for each spin or you can award raffle tickets for a subsequent drawing. If you choose to award a prize for each spin, have small things on hand – decks of cards, travel mugs, key rings, luggage tags, etc. The value of the prize should relate to the color of the segments. Where you have several segments of a color, prize value or number of raffle tickets awarded is less than if a player lands on gold, silver or black. Put your high-dollar prizes or large number of raffle tickets on the gold, silver or black.

Here's a suggestion: Prize for black: Good quality framed print  
Prize for silver: Optics – rifle scope, binoculars, etc.  
Prize for gold: firearm

Anyone can play and basically everyone has an opportunity to win.

**MATERIALS:** Wheel, two-part theater tickets and prizes

**VARIATION:** A variation is to make this a game of general wildlife and outdoor knowledge. Players buy an opportunity to spin a wheel that is divided into categories – big game hunting, wildlife behavior, camping, orienteering, game and fish laws etc. - When the wheel stops on a category a card is drawn from that category and the player has 10-15 seconds to answer the question correctly. If the player answers the question correctly, the award is raffle tickets or a prize.

**MATERIALS:** Create 100 – 200 question and answer cards that will probably have to be changed every year or two. This can be good kids' game by changing the difficulty of the questions.

## **--- QUICKIES ---**

- ◆ **ELK BERRY JAR** - Fill a fruit jar with “elk berries” (droppings) – remember to count them as you put them into the jar. \$5 buys a player a chance to guess how many are in the jar. Record all estimates. The one closest to the actual number without going over wins the prize.
- ◆ **BIG SPENDERS RAFFLE** – Give each patron who buys \$100 worth of raffle tickets a ticket for a special drawing. Only those who spend \$100 can play.

**GAME:** Blue Light Special

**HOW TO PLAY:** This is an unannounced raffle. The person running the “Blue Light” turns on the light and announces something like, “we have 10 pair of Gore-Tex gloves, \$50 retail. The first 10 people with a \$20 bill get these gloves.” Or, put merchandise into opaque plastic bags so the players can’t see what’s in the bags. Don’t be afraid to put “good stuff” in them and be sure the goods you put in the bags are worth \$20. Basically the players are buying “a pig in a poke” if you choose to do it this way. You can get away with doing this probably twice during your event. Limit your effort to 10 pairs of gloves or other stuff and/or 10 “pigs in a poke. This is a good excitement builder but you must use good merchandise. The person running the Blue Light should travel around the hall and leave when he’s out of goods. He can reload and come back in a little while.

**SUGGESTED PRIZES:** Merchandise ideas are knives, flashlights, socks, gloves, T-shirts, hats/caps, posters, videos, afghans, books. It’s a good way to use items that are not valuable enough to be good raffle items on their own.

**MATERIALS/RESOURCES:** Shopping cart or something similar, with an elevated, flashing blue light that can be turned on and off, and a cordless microphone and start-up change.

**SPECIAL CONSIDERATIONS:** Other door- prize quality items can be sold in grab bags, perhaps 10 or 20. Announce each bag has an item or items that are worth \$50 or more. The committee could have one bag with a more valuable item, maybe a \$50 bill or perhaps a \$100 worth of raffle tickets.

**VOLUNTEER NEEDS:** One very energetic and outgoing Committee member.

### **--- QUICKIES ---**

- ◆ **SPECIAL LADIES RAFFLE** – Raffle for ladies’ items only.
- ◆ **KID’S RAFFLE** – Raffle for kids’ items only.

**GAME:** Medallion Raffle

**HOW TO PLAY:** This raffle is similar to several other raffles in that you make an item available to the buyer for his/her dollars. Medallions can be purchased from a vendor in Idaho. Each medallion has the SCI logo and the current year on it and is numbered and accompanied by a theater ticket with a matching number. When you sell the medallion, give the buyer a ticket that he/she deposits in a container for a later drawing. The purchaser has the medallion as a keepsake.

**SUGGESTED PRIZES:** Depending on the anticipated revenue from the medallion sales, your prizes can be anything from raffle tickets to firearms, tents, cash, gun safes, etc. Try to keep your cost at less than ½ of your anticipated income. Keep in mind the medallions cost \$1.25 each.



**MATERIALS OR RESOURCES:** The medallions are obtained from Silver Creek Minting in Buhl, Idaho. Prize(s) can be donated items or something you feel will generate income of double your total operating expenses. This raffle works very well for bronzes and firearms.

**VOLUNTEER NEEDS:** One Committee member can handle this effort.

**SPECIAL CONSIDERATIONS:** Your choice of prize(s) and how you set this up will determine how fast you can make a lot of money. FOR EXPAMPLE; sell 100 medallions for \$20 each - gross income is \$2,000. Medallion expense is \$125. You can put up a \$700 rifle as a prize and you've spent \$825.00. NET = \$1,175.00.

Additionally, you might hold back 4 or 5 medallions each year, remember they're dated, and then say, in five years, you package 5 sets of 5 dated medallions for auction items or prizes in other raffles or games.

### ***--- QUICKIES ---***

- ◆ **SAFARI CLUB INTERNATIONAL TROPHY RAFFLE** – For \$5.00 per chance, have contestants guess the number of SCI points a particular rack would score. Whoever comes closest without going over wins.
- ◆ **SPECIAL DONORS RAFFLE** – Place the names of all the people/businesses who have donated to your fund-raiser in a container. Nice prize for the winner.

**GAME:** Bean Bag Toss

**HOW TO PLAY:** The object is to toss or throw a beanbag through one of several holes in a game board. It doesn't matter which hole is chosen. The player can pick one hole or all of them. One hole (perhaps a hole that is slightly smaller than the others) could be designated a "double" winner, and labeled as such. For each bag a player puts through a hole, the player is awarded a raffle ticket, except in the double winner hole where he or she will get two raffle tickets for each bag put through. Even if no bags are put through, the player gets one raffle ticket for playing.

**SUGGESTED PRIZES:** Because this game is so popular with children, it's fun to match up prizes with the audience. If the winner is a youngster, perhaps a CUB membership is appropriate. However, this game is also popular with adults.

**MATERIALS OR RESOURCES:** Double-row theater tickets and a decorated game board with appropriate holes.

**VOLUNTEER NEEDS:** You'll need two people to run this game.

**SPECIAL CONSIDERATIONS:** This is a great game for kids and a sure fire way to get them involved in your banquet and fund-raiser. If you are using this game

exclusively for kids, keep the cost low, maybe \$2. Of course, prizes need to be commensurate.

**GAME:** Five Dollar (\$5) Bill Toss – You may want to let kids play for one or two dollars.

**HOW TO PLAY:** Players are required to toss a crumpled \$5 bill of their own through a hole in a decorated game board. An attendant will ascertain the denomination of the bill before the player tosses it. As with the beanbag toss, one of the holes in the game board could be a “double winner” and be perhaps slightly smaller than the other hole. Award all who play one raffle ticket whether they successfully throw a bill through a hole or not. A player who tosses a crumpled bill through the “double winner” hole will receive two raffle tickets.

**SUGGESTED PRIZES:** Prizes will depend on your anticipated revenue. First-timers should be conservative to see whether or not the game will work at their fundraiser. If you choose to let kids play for a lesser amount, have kids’ prizes.

**GAME:** Antler Ring Toss

**HOW TO PLAY:** This is a game of skill and luck! Each player will pay \$5.00 for five chances to throw a ring at a set of elk antlers. The object is to hang a ring on any of the tines on the set of antlers. Player receives a ticket to go into the prize drawing each time he plays the game. Each tine on either side of the set of antlers is assigned a ticket value. It is best to assign a ticket value of 1 ticket on the brow tine, 2 on the bez tine, 3 on the trez tine, 4 on the royal, etc. Each time a player hangs a ring on a tine, he/she is awarded the assigned number of raffle tickets to put in the prize-drawing bucket.

**SUGGESTED PRIZES:** Because this is a game of skill, it will take time to play. This will probably decrease the actual numbers who will play the game and may lower your total gross on the game. It is suggested you pick a prize with a value of \$200 to \$300. This might be a shotgun, knife set, print or optics.

**TARGETED AUDIENCE:** Everyone, including kids, will enjoy this game. This game creates excitement as people gather around yelling and sighing because a ring has just barely hung on or fallen off. Banquet attendees will come from all over the hall to see what the commotion is about.

**MATERIALS OR RESOURCES:** You’ll need a set of elk antlers, preferably with 5 tines on a side. You may also use a larger set of mule deer antlers. You will also need a board or taxidermy stand to hang your antlers or mount on. Some facilities will not allow you to nail items to the wall. You’ll need theater tickets and rings. The best rings are from large-mouth Mason jar lids or small plastic, metal or rubber rings about 6 inches in diameter.

**VOLUNTEER NEEDS:** You'll need two or three Committee members to take money, gather up the rings and award raffle tickets.

**SPECIAL CONSIDERATIONS:** You may want to use a taxidermy mount for this game because it will draw attention. Most people are interested in viewing mounts at your event. Remember that fewer people will be able to play this game because of the time it takes to get people through it. You may want to change the price of the game, depending on the prize(s) you choose to put on the game.

### ***--- QUICKIES ---***

- ◆ **PACKAGE RAFFLE** – Put together a package raffle of hunting gear, fishing gear, camping gear or backpacking gear. You might include a firearm, fishing rod, sleeping bag, binoculars, spotting scope or riflescope or whatever. Based on cost of prizes, have a limited number of tickets available for \$5, \$10 or \$20. Your choice, depending on cost of prizes.

**GAME:** Balloon Raffle

**HOW TO PLAY:** The Balloon Raffle adds a festive atmosphere to your fund-raiser, and makes money at the same time. This is a raffle that is particularly good for those banquets that have an excess of door prize items. It's nice to give a door prize to everyone, or almost everyone who attends your event. But, no one comes to your banquet to win a small door prize, and process of giving them out takes a lot of time. You'll need the same number of balloons as you have prizes. A small piece of paper with a number 1 through 100 (or however many prizes you have) is placed in each balloon. Corresponding numbers are placed on the individual prizes. The balloons are filled with helium and a 5-to-6-foot piece of string is tied to each balloon. Tie the balloons to a bar or chair and simply cut the string above the tie when someone buys a balloon. Sell the balloons for \$5 or \$10 depending on the value of your prizes. Players can select the balloon of their choice. Everyone is a winner and tying your balloon to your chair is a good way to reserve your chair. The balloons are all broken in unison when everyone is seated and just before the meal is served. Advise folks to hold on to the piece of paper in the neck of the balloon, otherwise it'll fly away when the balloon is popped. People can go pick up their prizes. One might say, 1 through 20 go ahead, and do it in blocks so everyone isn't up at the same time.

**SUGGESTED PRIZES:** This raffle is a good way to use those local merchant promo hats or caps, T-shirts, video rentals, theater tickets, elk calls, pizza dinners, etc. You can select one or two items as grand prizes. Donated prints, firearms or bows work well.

**TARGETED AUDIENCE:** Sometimes as many as half of the attendees will play.

**MATERIALS OR RESOURCES:** 100 balloons and a bottle of helium, which you can usually get donated. 100 slips of paper or you could also use raffle tickets.

**VOLUNTEER NEEDS:** One or two Committee folks can put this together.

**SPECIAL CONSIDERATIONS:** Remember, no matter how well they're tied, some balloons will leak. There will be a balloon or two that will get away and float to the ceiling. Be prepared to have a fly rod or other long pole to retrieve those wayward balloons. **DO** break the balloons before dinner. If they remain tied on the chairs during the live auction, they really obstruct the spotters, auctioneer's vision and can really cause you grief.

### ***--- QUICKIES ---***

- ◆ **THREE GUN RAFFLE** - \$10 OR \$20 per ticket, depending on what your prizes cost. Three winners will be drawn; first drawn will have first choice, and so on until your prizes are awarded.

**GAME:** Bird Band / Penny Raffle

**HOW TO PLAY:** This raffle has several variations, but each involves making consecutively numbered items available to the buyers. If 500 token items are used, they are numbered 001 through 500. These token items could be theater tickets or sequentially numbered bird bands, medallions, dog tags, etc. The players select the item(s) they want without seeing the numbers. They pay a penny for each number on the token. For example, if the first token a buyer selects is number 018, he is charged 18 cents. If he chooses to pick an additional token, it could be number 210, in which case he will be charged \$2.10. The buyers get to keep the tokens they purchase.

The total income from selling 500 numbered tokens is \$1,252.50. However, a number of purchasers will tell you to round their total up to the nearest nickel or more, which adds to the total income. The minimum total income from 300 tokens is \$451.50. 400 tokens will generate \$802

If 500 tokens are sold, you will need 500 theater tickets where the last three digits correspond with the numbers on the tokens. After the tokens are sold, the winner(s) are selected by drawing theater tickets.

**SUGGESTED PRIZES:** Depending on the number of tokens you anticipate selling, your prizes can be anything from clothing to prints, arts and crafts, firearms, etc. Try to keep the cost of the prize items (added to the cost of the numbered tokens) to less than half of the expected income. Plan for a minimum of 50% net-total on this activity.

**TARGETED AUDIENCE:** The tokens being sold and the prize items will define your audience.

**MATERIALS OR RESOURCES:** Favorite tokens to sell are wildlife leg bands that can be engraved with your Chapter's name, the location of your banquet, or a special message. One source for the bands is National Band and Tag Co., P.O. Box 430, Newport, KY 41072-0430. Telephone 606-261-2035 or 800-261-8247. E-mail address is [tags@nationalband.com](mailto:tags@nationalband.com). The company also sells a number of other various-shaped metal plates that can be consecutively numbered (e.g., key chain type items). The price for 500 bird bands, 3/4 inch wide with 4 lines of text was recently quoted at \$95.55, including shipping and handling. This is just under \$0.20 per band.

**VOLUNTEER NEEDS:** This raffle requires two volunteers. One serves as the pitchman, explaining the game, prizes, etc. The other keeps a running total of purchasers' bands with a calculator. Both help collect money.

**SPECIAL CONSIDERATIONS:** Provide leather or rawhide straps for purchasers to string their bands and wear them around their necks. It then becomes a competitive-type game, with the purchasers proudly displaying how much they are helping Safari Club International.

**GAME:** Hard-Boiled Egg Game

**HOW TO PLAY:** Say, "Partner, step right up and see if you can pick out the hard-boiled egg. Just select an egg and crack it in the pancake bowl. If it's hard-boiled, you're on your way to winning one of these fine prizes. No, you can't spin it. You're just going to have to spot the hard egg from right where you're standing. Hey, no different from the luck of the draw in hunting camp. If it's hard-boiled you win one of these dandy prizes. In addition to that, your name is entered in the drawing for one of the grand prizes."

**SUGGESTED PRIZES:** Camp stove, cooking or dinnerware set, wall tent, barbecue set, knife set, muzzleloader, framed print of a hunting camp scene are all prizes that match the theme of this game. Most committees select three larger prizes and keep cost at about \$300 or use all donated items.

**TARGETED AUDIENCE:** Everyone gets a kick out of this game. Expect about 3/4 of the audience to play. At big events, say 300 people, this game can generate something like \$500 to \$600 in gross proceeds, and depending on the price you charge per egg. \$4 per egg or three for \$10 works OK. You know what your audience will put up with.

**MATERIALS OR RESOURCES:** You'll need 12 to 36 dozen eggs, depending on attendance at your event. Hard-boil one egg of every dozen and place them in cartons or flats. It's fun to mix in a brown egg here and there or the occasional small egg. You need a pancake or punch bowl for the players to break their eggs into. It's smart to have some table linen and hand wipes. Double-strip theater tickets given to winners of secondary prizes and a table tent/poster indicating cost to play and a small bucket for tickets.

**VOLUNTEER NEEDS:** Two Committee members (with aprons) can easily maintain a flow of players at this fun game.

**SPECIAL CONSIDERATIONS:** It may be a bit messy, but it's lots of fun to man this progressive game. So, have a wastebasket and clean up towels handy. You'll likely need some start-up change too. The game can be set up a variety of ways with multiple prizes leading up to the grand prize. Some Committees enter all players in the drawing for the grand prize versus just the ones who find the hard-boiled eggs.

### ***--- QUICKIES ---***

- ◆ **THREE OPTIC RAFFLE** - \$10 per ticket; three winners will be drawn. First drawn will have first pick, and so on. Use spotting scope, binoculars and riflescope.

This sometimes works better with limited tickets say 100. That's \$1,000 gross so you need to be careful about spending too much on the items.

**GAME:** Duck Pluck

**HOW TO PLAY:** In this particular game, you will need a specified number of floating plastic ducks. The number of ducks should correspond to the total value of the prizes offered. As a rule of thumb, income from this game should be at least two times the cost or value of the prizes. The ducks should be sequentially numbered on the bottom with a waterproof marker. The ducks are put into a pool of water, hot tub, etc. The player simply selects his/her favorite duck from the pool (use multi-colored ducks if possible). The player can either keep the duck, with a corresponding ticket or token going into the drum for the drawing, or he/she can keep the duck for reuse and split the theater ticket – one going to the player and the other goes into the drum for the drawing.

**SUGGESTED PRIZES:** There are a number of prizes that work well for this game. This game should carry an outdoor theme. Items such as a hot tub, yard pool, patio set, gas grill, a catered BBQ for 12-20 people, donated labor for construction of a deck or patio. Don't forget the kids! Items such as a playhouse, kid's pool with accessories, swing set or other playground equipment.

**TARGETED AUDIENCE:** Everyone gets a kick out of this game.

**MATERIALS OR RESOURCES:** You'll need a pool, hot tub or stock water or other device to hold the ducks. Also a permanent marker, plastic ducks, theater tickets or tokens and start-up change.

**VOLUNTEER NEEDS:** At least two energetic volunteers are needed to provide adequate staffing of this game. These folks may want to dress for the occasion and wear swimsuits or loud, flowery shirts, etc.

**SPECIAL CONSIDERATIONS:** This particular game can be a very high-profile event. Have some fun with it. An attractive display will go a long way in selling this game out – you may even want to have some greenery, i.e., fake palm trees and some sand, etc. Watch the cost of your prizes. Go for the donations first. Those higher end items such as a hot tub can be expensive. Maybe a soft-sided portable tub would be more appropriate for your crowd. Be ready! Make sure you have your tickets or tokens in order and easily accessible. If you opt to give the duck to the player, then allow for the cost of replacement ducks in your projections, costs and net. Remember that some of these prizes can be costly.

### ***--- QUICKIES ---***

**DISTANCE JUDGING** – Put a paper silhouette of a critter, elk, deer, bear, moose, etc. (paper archery targets work great). Set it up a known distance away. \$5 per guess at the distance. Have three prizes. Closest picks first, next closest second, third closest last. This can be a lot of fun. Whoever is running the game should not play.

**GAME:** Ping Pong Ball Shoot

**HOW TO PLAY:** Players pay \$5 to shoot 3 ping-pong balls. Cost can be flexible depending on the value of the prize(s). One of the three balls is colored. Players shoot the balls hoping to shoot them through the holes in a decorated game board. For each ball the player shoots through a hole, he/she receives a raffle ticket. If the participant shoots the colored ball through a hole, the reward is two tickets. Tickets are placed in a container for a later drawing.

**SUGGESTED PRIZES:** A nice framed print would be a good grand prize. Smaller door-type prizes can be given away as well.

**TARGETED AUDIENCE:** This is a popular game for everyone.

**MATERIALS OR RESOURCES:** You'll need a couple of ping-pong ball guns and a supply of balls. You can create colored balls with a magic marker. Guns and balls can be found at party supply stores. You need a decorated game board with 6-inch holes cut in the board. Tape or staple a small plastic bag behind each hole. That works great to capture the balls that go into the holes.

**VOLUNTEER NEEDS:** It'll take a couple of folks to run this game, mainly because those balls that don't go into a hole will go all over the place. And you need someone to load the gun for each player.

**SPECIAL CONSIDERATIONS:** A variation might be to cut a 4' inch hole and label it as the "bonus" hole, where the player would receive maybe 4 times as many tickets to get a ball through. If the colored ball goes through the bonus hole, it could be a super bonus (3 tickets for colored ball going through the hole X 4 for the "bonus" hole = a total of 12 tickets for the colored ball through the "bonus" hole).

### ***--- QUICKIES ---***

- ◆ Always display your merchandise, including raffle and drawing prizes, in an attractive manner. People seem to like things that "look good."
- ◆ Place a tent card at merchandise or prizes that have been donated to your event. Identify the item and definitely identify the donor.
- ◆ Put a list of all your donors in your fund-raiser program if you don't use a tent card.
- ◆ Have your MC talk up patronizing your donors and tell the crowd how important they are to our effort throughout the world.

**GAME:** Live Auction Raffle or Pick of the Herd

**HOW TO PLAY:** Identify 10 items on the live auction with a value of \$200 to \$400. Place an orange sticker on each of these 10 items. Sell 50 chances at \$20 per chance. You may use raffle tickets or numbered tokens. When all 50 chances are sold, draw one winner. The winner gets to choose one of the 10 items marked with the orange stickers. **This raffle must be completed before the live auction begins.**

**SUGGESTED PRIZES:** Choose 10 items from the live auction such as framed prints, a low-cost bronze, etc. Try to stay below \$400 cost, unless the item is 100% underwritten or donated. Ideally, you want to provide a prize costing about \$250. This allows for a net of \$750. If the item happens to be one, that has been 100% underwritten or donated, the net is \$1,000. Think about putting a couple of ladies items as choices. Maybe a fur coat or something.

**TARGETED AUDIENCE:** This is a simple, straightforward raffle – no skill involved. The size of the crowd determines how many chances to sell. If you only have 100 people at your event, selling 50 chances might be difficult. Ideally, at least 150 – 200 people should be enough to support this raffle.

**MATERIALS OR RESOURCES:** A container for depositing the tickets or tokens. Theater ticket or tokens. Orange stickers, moneybag and start-up change.

**VOLUNTEER NEEDS:** One Committee person can set up and run this raffle.

**SPECIAL CONSIDERATIONS:** For very large crowds, this could be expanded to 100 chances, allowing for two prizes. Consideration must be given to the number of



items on the live auction. Make sure the raffle is correctly explained in the program or by the emcee during the social hour. You are selling 50 tickets for one chance to pick one of the 10 items identified by the orange stickers.

### **--- QUICKIES ---**

- ◆ Use taxidermy mounts to dress up your facility. Most of the folks that attend our events enjoy looking at mounted trophies. They sort of create an atmosphere in the building.

#### **GAME:** Sealed Bid Auction

**HOW TO PLAY:** A few of your very best auction items are placed on the front stage or in a special sealed bid section. Your audience is encouraged to bid on these very special items by writing their bid and name on bid sheets and placing them in envelopes and/or a sealed container. The MC should announce the bidding is open any time during the social hour, and a person can place multiple bids. The committee member in charge of this station should open the bids just prior to the live auction to determine the high bidder for all to applaud. This is an excellent way to recognize people and establish a benefit auction atmosphere with high-value merchandise.

**SUGGESTED PRIZES:** Use one or two of your very best framed prints that you know will demand high bids. Showmanship is important; use items such as a bronze, an engraved mirror or cedar chest, etc.

**TARGETED AUDIENCE:** Everyone is encouraged to participate, but expect only  $\frac{1}{4}$  of the audience to bid. You will be surprised by the excellent bids and how this tends to establish a high value and good bidding on pieces in your live auction.

**MATERIALS OR RESOURCES:** Framed prints should be displayed on easels; bronzes on draped pedestal tables, etc. Create some elegance to accent and highlight the pieces. Perhaps you could rig up a spotlight. You'll need a small table with bid sheets and envelopes if you choose, and a gift-wrapped sealed box or container in which to place the bids. Don't forget to complete an auction invoice.

**VOLUNTEER NEEDS:** One committee member should be in charge of this station and it need not be a full-time assignment.

**SPECIAL CONSIDERATIONS:** Usually, the bidding is excellent, but if the bidding seems low or slow, it might be better to keep the bidding open and announce the successful bid after the live auction. The committee member in charge of this station should not bid.

#### **GAME:** Stretch Raffle

**HOW TO PLAY:** This raffle doesn't have a set number of tickets for a certain dollar amount. For the specified price, a person buys as many tickets as he can stretch from one fingertip to the other. It can be a fire sale on raffle ticket roll ends. As long as raffle ticket colors are different, you don't have to be concerned about the numbers on the tickets. Just call the ticket color and the number when you draw winners. This is a good "crowd warmer upper." Let's have fun! Don't split the tickets. Give the player all the tickets. They can hang them around their necks and have some bragging rights. You don't care how many tickets you get rid of. If a short person doesn't think it's fair for a tall person to get more tickets, let them "borrow" a tall person to do the stretch. He/she can tear off the stubs and put them into the drawing containers. This is usually used to sell tickets for particular raffle or special table you're trying to promote.

**SUGGESTED PRIZES:** Have several prizes with a ticket container for each prize. Players can choose the prizes they hope to win. Generally, you'll sell a bunch of tickets so have some good prizes

**TARGETED AUDIENCE:** Keep the price reasonable so everyone can play. If tickets for your general raffle are \$20, it's suggested you charge \$10 for the stretch raffle.

**MATERIALS OR RESOURCES:** Need two-part theater tickets, containers for tickets to be drawn from, a bank bag and start-up change.

**VOLUNTEER NEEDS:** It's best to have two people selling tickets. This can be a lot of fun, especially when you have players "borrowing" tall folks to do their stretches for them. Folks running the game need to be really outgoing and enthusiastic.

**SPECIAL CONSIDERATIONS:** Rule of thumb; a person's height is usually equal to his/her arm span. Everyone should think they got a good deal. Encourage short folks to borrow taller folks to do their stretch for them. Be prepared, because you're going to sell a lot of tickets. Have good prizes.

### ***--- QUICKIES ---***

- ◆ **Don't forget to use different colored raffle tickets for all your raffles and games. You can really cause a bunch of confusion if you don't.**

**GAME:** Travel Mug Raffle

**HOW TO PLAY:** This type of raffle is often referred to as a "product raffle." These raffles contain items such as shot glasses, key chains, mason jars, knives, etc., which are given away with the purchase of a raffle ticket. This is generally a very successful raffle because of the fact that players receive a "product" in addition to their raffle ticket. In the case of the Travel Mug raffle, the product is the travel mug. With "product raffles," the basic raffle is the purchase of a ticket for \$10 or \$20. Depending on the value of the product being given away with the raffle ticket and the prize you are offering, you would

adjust the price of the raffle ticket. The purchaser of the product keeps one half of a double theater ticket and the other half is placed in a container for the drawing later in the evening. The products are normally all displayed on a table with the prize(s) to be given away. In most cases there are limited quantities of products available to be sold. This is a benefit to the buyer because they know what their odds of winning the raffle are. You can also keep the raffle open for as long as you want if there is enough of the product available. A possible twist with the travel mug (because you close the lids and people can't see what's inside) is to include more than one raffle ticket in a mug. At random, place multiple tickets in the mugs, but do not allow players to shake the mugs. This twist adds a bit of excitement and increases the winning odds for the purchaser. You can do all this and still let purchasers know what their odds are by disclosing the total number of tickets within all the mugs.

**SUGGESTED PRIZES:** Prizes can include almost anything from firearms, cash, furniture, safes, raffle tickets or any unique item. This is a great place to highlight individual donors and donations by placing a card or sign at the table thanking the donor for the item. Each person buying the product is made aware that XYZ Company made the donation.

**TARGETED AUDIENCE:** The price you set for the products, in this case mugs, will determine who purchases the raffle tickets. Almost anyone can use a mug or a key chain. Be creative; maybe use cow calls, or something especially for the ladies.

**MATERIALS OR RESOURCES:** Products to be given away with each raffle ticket can vary and therefore so can the materials or resource needs.

**VOLUNTEER NEEDS:** One committee person can run this game.

**SPECIAL CONSIDERATIONS:** Try to make an attractive display of everything.

### ***--- QUICKIES ---***

- ◆ **DO AS MANY RAFFLE DRAWINGS AS POSSIBLE AFTER THE LIVE AUCTION. PEOPLE WILL STAY TO SEE WHAT THEY'VE WON AND YOU WON'T SLOW DOWN THE AUCTION.**

**GAME:** Safari Club International VIP Raffle

**HOW TO PLAY:** This raffle is an offering of only 6 raffle tickets for a substantial prize. The 6 tickets are sold for \$200 each and the drawing can be held as soon as the tickets are sold, or at your discretion. Each person who buys a ticket is given an SCI VIP Club hat, and those hats can only be obtained by participating in an SCI VIP raffle.

**SUGGESTED PRIZES:** This is a good way to give away a rifle or perhaps a hunt. Be creative. If you can put up prizes that are donated, your net is 100%. Choose a prize that has a fair market value of \$500 - \$1,000.

**TARGETED AUDIENCE:** Your job is to find 6 people to buy these tickets. Chances are you can find 6 who are not particularly interested in any of the auction pieces but are supporters of SCI and the accomplishment of the Club's mission.

**MATERIALS OR RESOURCES:** This raffle only involves six people from your audience and should not impact your other raffles and games. You can order the SCI VIP Club hats and special raffle tickets through your field coordinator.

**VOLUNTEER NEEDS:** One person can easily handle this job, but it should be one of your committee people who know the attendees well. You're asking players to spend \$200 on a one-in six-chance to win a prize.

**SPECIAL CONSIDERATIONS:** Be sure your prize is satisfactory to those who buy the tickets.

**GAME:** High-Low Card Game

**HOW TO PLAY:** The High-Low Card Game is played on a board or sheet with 18 squares the size of a playing card. The player competes against the dealer, who shuffles and cuts a card deck. The top card is turned face up on one of the upper left-hand squares. The player then guesses whether the next card turned face up by the dealer will be higher or lower than the first card that is currently displayed. If the player is correct, he then guesses whether the next card will be higher or lower. This procedure continues until the player guesses incorrectly or until he signs his name in the furthest square to which he has advanced. Losing to the dealer eliminates any prize opportunity, so the goal is to advance as far as possible and sign the square. No two people can share a square.

**SUGGESTED PRIZES:** Usually first or second prizes are items such as guns, prints, knives or other attractive merchandise. Consolation prizes are usually items like caps, buckles, and calendar or raffle tickets.

**TARGETED AUDIENCE:** This is a fun game that everyone enjoys with repeat players coming back again and again hoping to beat the dealer. Lines are not uncommon. At a banquet with 300 people, the committee can expect to gross between \$400-\$1,000 depending on what the committee charges to play the game. Usually it's \$5 per game or 3 games for \$10.

**MATERIALS OR RESOURCES:** One deck of cards and a board or large sheet of paper is needed to play this game, to show the proper layout of the board. An erasable felt-tip pen and a bank bag with start up cash are the only other things you'll need.

**VOLUNTEER NEEDS:** One dealer to a board is all that is needed to run the game, but if the players start lining up on you, it's good to have helpers to give the dealer a break.

**SPECIAL CONSIDERATIONS:** The prize(s) are given to the persons who advance the furthest without losing to the dealer. Some banquets have as many as 2 or 3 games going at the same time. The winners of each game compete in a five-game playoff for 1<sup>st</sup> and 2<sup>nd</sup> prizes. Since there is a possibility that an early player might experience great success and discourage new players, most committees will have smaller prizes such as buckles, caps or raffle tickets as incentive prizes for those who choose to sign their names on other squares.

**GAME:** \$2 Bill Poker (No Lose) Raffle

**HOW TO PLAY:** 100 to 300 \$2 bills are stuffed into a corresponding number of plain, legal-size envelopes. Before the envelopes are sealed, the individual running the game writes down 3–4 serial numbers from random \$2 bills. The game manager puts those 3–4 serial numbers in his pocket until the game is played. Generally speaking, this game is better as a “surprise” event, not mentioned in the program until the game is introduced and played. Usually this game is played late into the dinner hour. If properly planned and implemented, this game should take no longer than 10 minutes to complete. Committee members will be prepared to sell the envelopes before the game begins. Usually, it is best not to tell the audience what is inside the envelopes before they're asked to open them. This game is introduced as a “No Lose Raffle,” and no one will lose his or her money's worth. The main prize should be announced and emphasized. The individual running the game from the podium must be enthusiastic and move the game along quickly, reminding the audience that there is a limit to the number of envelopes; more than one may be purchased and no one will lose his/her money's worth. The cost of an envelope is \$10 at smaller banquets, but \$20 is better for most situations.

**GAME OPTIONS:**

**POKER:** Have the audience open their envelopes. The MC asks people to remain standing until his hand is beaten. The serial number on the \$2 bills represents a hand of playing cards. More than one of the same numbers, up to four represents a pair, trips or four of a kind. The letter A=Ace, K=King, Q=Queen and J=Jack. The MC announces the hand combinations starting with one pair, and so on. Eventually, the winner is the only one standing. The winning hand is the same as in a poker game but cannot include a flush or royal flush. Serial numbers recorded in advance are not necessary for this version.

**RANDOM NUMBER:** After the audience members are told to open their envelopes, the MC reads the first digit of the first random number he/she recorded before the banquet. All with this digit are asked to remain standing. This is usually most of the

audience. The MC slowly and dramatically reads off the digits until only the winner remains standing. The winner is then presented with the prize and the others are given the opportunity to trade each \$2 bill for the same value in general raffle tickets (\$10 or \$20), which is what they paid for their envelope at the beginning.

**SUGGESTED PRIZES:** Giving away cash works pretty well as more often than not, the winnings are spent at the banquet. Firearms also work well.

**TARGETED AUDIENCE:** Everyone likes this game.

**MATERIALS OR RESOURCES:** 100 – 300 \$2 bills, and a corresponding number of plain, legal-size envelopes.

**VOLUNTEER NEEDS:** One or two committee members can easily set up and man this festive game, although additional help will be needed when selling envelopes to the crowd. Of course, the MC is heavily involved too.

**SPECIAL CONSIDERATIONS:** If you choose to give a cash prize, never give away more than 1/4 to 1/3 of the total cash raised in this raffle. Never give away more than \$599 to avoid the necessity of having to complete an IRS 1099 form. Use totally donated or underwritten prizes if you choose to give merchandise prizes. Stick to a predetermined time schedule. The MC must be quick and enthusiastic. Committee members selling envelopes must move fast to enhance the exciting and happy atmosphere. Even though the MC has written down several serial numbers in advance, it may cause problems if any envelopes remain unsold. Committee members should be prepared with General Raffle tickets to quickly and efficiently trade those for the \$2 bills. Usually all participants will trade for general raffle tickets. If they don't want to, don't worry about it. The individual who is MC or running the game cannot play because of his/her prior knowledge and organization of this activity.

### ***--- QUICKIES ---***

- ◆ **Some groups like to use high school cheerleaders or rodeo girls or similar groups to sell raffle tickets. This is really a neat thing to do. However, remember these are high school girls and they are not usually really aggressive at selling tickets.**
- ◆ **Be sure the folks running your raffles and games have enough change to get started. If players have to wait for someone to run for change they lose interest quickly.**
- ◆ **Folks who are running raffles and games need to be outgoing, enthusiastic and ambitious.**