



Trout Unlimited **Banquet Guide and Planner**

PURPOSE OF A TROUT UNLIMITED EVENT:

- **CONSERVATION FUNDRAISING** - To raise money for local, state and/or national Trout Unlimited programs which help conserve, protect and restore coldwater fisheries and their watersheds.
- **ENTERTAINMENT** - To develop an event that will be enjoyed by all in attendance-anglers, non-anglers, male and female.
- **PUBLIC RELATIONS** - To promote Trout Unlimited's image within our local communities as a serious, capable, action oriented conservation organization.
- **MEMBERSHIP** - To recruit new members into Trout Unlimited.
- **LEADERSHIP DEVELOPMENT** - To attract and train new Trout Unlimited volunteers and leaders.

A SUMMARY OF HOW TO ORGANIZE A TU EVENT/BANQUET:

A well-coordinated committee of four to six active members/volunteers is the key to a successful event or banquet. In summary, the steps involved in organizing and staging an event/banquet are as follows:

1. Committee meets:
 - a. Elects Event/Banquet Chair
 - b. Determine type of Event, Approximate Date
2. Chair names and appoints sub committees/ chairs. These could include:
 - a. Treasurer
 - b. Arrangements
 - c. Publicity
 - d. Auction & Prize
 - e. Ticket & Membership
3. Arrangements sub-committee meets:
 - a. Selects place/location of event
 - b. Negotiates contract for all costs of event (meal, etc.)
4. Committee meets:
 - a. Updated by arrangements sub-committee on place and cost
 - b. Sets date and price of ticket
5. Treasurer:
 - a. Handles finances and accounting for event
6. Ticket & membership sub-committee meets:
 - a. Prints tickets, distributes to committee members and sells tickets
 - b. Prepares invitation letter for mailing
7. Publicity sub-committee meets:

- a. Organizes a campaign for advertising (chapter newsletters, post-cards, flyers at local fly shops and community bulletin board, bulk e-mail, radio, TV, newspapers)
8. Auction and prize sub-committee meets:
 - a. Develops solicitation letter
(A one page document requesting donations and describing the important work of the chapter)
 - b. Solicits prizes and auction items
 - c. Orders from the [Trout Unlimited Fundraising Program in the Tacklebox](#)
9. Banquet is held:
 - a. Full committee and sub-committees coordinate to cover all event/banquet operations
10. Wrap up meeting is held:
 - a. Acknowledgement/tax letters are written, signed and sent to all donors
 - b. Publicity sub-committee creates article/photos for chapter newsletter thanking all for supporting the chapter's banquet

SUB-COMMITTEES/CHAIRS-DUTIES & HELPFUL TIPS

Chair Duties:

1. Appoints sub-committees/chairs
2. Oversees all committee activities
3. Invites sponsors, Life Members, VIP's, Patrons to attend event
4. Reviews legal status of raffle on state level and ensures raffle tickets are never sold across state lines
5. Works with ticket chair to promote ticket sales
6. Organizes program and arranges for printed programs
7. Acts as emcee at the event
8. Coordinates event to keep moving on schedule
9. Calls final meeting (wrap-up) to assure that all details are finished and thank you letters and donor receipts are sent out

HELPFUL TIPS-COMMITTEE ORGANIZATION:

1. Try to select individuals who have shown a commitment to getting things done in the past and have proved to be responsible.
2. Do your best to match someone with the appropriate skills to the position. For example, look for someone with sales skills to serve on the auction & prize committee.
3. Hosting a successful event requires some commitment, but no one should have to carry the burden alone. Stress the importance of teamwork, of helping one another and sharing the workload.
4. Regularly and frequently reward your committee members with a certificate of appreciation, an honorary plaque, or a public thank you and handshake will go a long way. Remember to thank your committee members in your chapter newsletter.

Treasurer Duties:

1. Supervises checking account, deposits, receipts, pays bills. Chair and Treasurer should be signers for the account.
2. Purchases and controls raffle tickets.
3. Arranges for credit card services at event.
4. Gets change for event.
5. Operates treasurer's cash table at event.

Arrangements Sub-Committee/ Chair Duties:

1. Selects event location and works with [Volunteer Operations staff](#) to provide [a proof of insurance certificate](#) for the venue.
2. Negotiates meal cost and menu. Gets contract in writing.
3. Arranges for and checks for sound system.
4. Determines layout of banquet hall, seating, and prize tables.
5. Determine schedule for program. Sample:

1 ½ hours--Registration/Refreshments

(Silent Auction ongoing during this time)

45 minutes--Meal

(Door prizes can be drawn during meal)

(Announcement of Silent Auction winners)

1 hour--Live Auction

30 minutes--Raffle Drawings

Adjournment

HELPFUL TIPS - EVENT ARRANGEMENTS:

1. Make sure your event facility is large enough to accommodate your estimated attendance goal. Remember, you'll need additional space to display prizes and auction items. A separate cocktail room can be helpful-but must be very close to the main event area.
2. Try to keep the location as convenient as possible and make sure that there is ample parking space available.
3. The date and day of the week of the event is very important. Check for conflicts with other sportsman's events, game and fish openers, and public or religious holidays. Some events, however, may actually enhance your turnout, such as a regional/state sportsman's show. The best days of the week for events tend to be Thursdays, Fridays and Saturdays. Thursdays can be good if people in your area tend to leave for the weekend. Friday and Saturday events work well, as long as they do not fall on a holiday weekend or season opener.
4. Speakers are best used at chapter meetings, membership drives, or other special chapter celebrations where the focus is not on conservation fundraising. In these contexts, the good speaker is a benefit, but in the conservation fundraising event they can be a costly liability. A banquet/event speaker shift's your guests' attention away from the buying, winning, and supporting mood you have worked hard to cultivate, and is not worth the potential revenue loss and added cost. Many chapters have found a speaker unnecessary to a successful fundraising event. Quality raffles and auctions will provide the best entertainment for your banquet/event.
5. Negotiating costs:
 - a) The purchase of food and facility rental is a business deal; handle it as such.
 - b) Don't be afraid to ask for a better price.
 - c) Get the final price in writing.
 - d) Demand the best and check references.
 - e) Don't commit to any number of plates or guests until just before the event. Commit only for tickets sold with cash in hand.
6. A quality sound (P.A.) system and functioning audio-visual (if needed) is a must--check it out beforehand, does it crack, is the sound distorted or hurt the ears?
7. Good lighting--especially at the podium and in prize display areas is critical.
8. You'll need several tables to display prizes--the tables should be easy to move and have covers and skirts. The average number of tables needed for prizes is 8-10, plus two more tables--one each for registration and for the treasurer.
9. All art should be on easels or hung--flat art is hard to view.
10. Make certain enough bars are set up and that the caterer has them properly manned. Do not accept a percentage/cut on the bar revenue – liquor liability laws are too vague to risk a lawsuit from an unfortunate accident victim!

Publicity Sub-Committee/ Chair Duties:

- Have the event dates and location posted on the chapter website.
- Work with area fly shops and other community locations to promote the event with posters/flyers or invitations/postcards left on store counters
- Contact local outdoor writers, sports editors, radio and TV sportscasters.
- Arrange for donated services of a photographer at the event, for post-event publicity.
- Arrange for pre-dinner displays of prizes and merchandise.

Auction & Prize Sub-Committee/ Chair Duties:

- Obtain prizes for the auctions and raffles.
- Locate a professional auctioneer.
- Obtain raffle ticket sellers (one per every 30 people) to sell raffle tickets during the refreshment hour and to assist with the delivery of raffle and auction items.
- Obtain door prizes, which should be listed on the ticket to help promote sales. It is suggested that one good door prize is better than several lesser door prizes.
- Work cooperatively with the Treasurer and other committee persons during the event. All auction items must be paid for before being released to the buyers.
- Keep the auction and raffle moving fast throughout the evening. No more than one hour should be allotted to this activity.

HELPFUL TIPS FOR OBTAINING PRIZES:

Soliciting prizes is a challenge requiring teamwork. It is suggested to begin soliciting a full six months before your scheduled event. The following methods, tips and ideas will help make your local prize drive a success:

1. Organize a team of 6 to 10 active prize solicitors. Find members who are willing to go out and contact businesses. Assign various businesses or areas of the community to your team members-- try to assign areas or businesses to which the solicitors are familiar.
2. Normally, prizes are obtained free of charge, or underwritten by companies or individuals. If you need additional prizes, [the TU Fundraising Program](#) has items available for purchase at reasonable prices. If a business does not have merchandise available, try to obtain a cash donation.
3. Prize solicitors are more successful working in pairs or threes. One person makes the pitch while the other/s lend support.
4. Ask every member of your committee/chapter to donate a prize. These prizes don't have to be expensive-- a bottle of wine, a box of flies, a lesson in fly fishing.
5. Make certain every person who solicits prizes receives a proper thank you and special recognition for their efforts.
6. It is best not to take items on consignment--gifts on consignment rarely do justice to our cause.
7. Put list of donors in printed program or on printed lists placed at each guest's place setting. Make sure everyone who donates a prize is recognized and thanked.

HELPFUL TIPS FOR RAFFLES:

A responsible raffle reminder: Raffles are important fundraising tools for chapters and councils, but it's important to remember that they also raise important legal issues. Councils and chapters need to be aware of those issues to avoid legal problems. Always check with your state's secretary of state and attorney general to make sure the raffle that your chapter or council is planning complies with your state's laws and with any applicable local laws. Moreover, do not sell raffle tickets to someone outside of your state either through the mail or over the Internet. Doing so may violate federal law and the laws of some states. It is better to take the time to check your state's law before conducting a raffle than to run into problems later.

It is often productive when events have at least two major raffles: the bucket raffle and the special raffle. Depending upon the size of your crowd and availability of prizes, there are other types of games and or raffles that might work for you, such as trout bingo, deck of cards raffle, etc... Winning never gets old, so provide sufficient opportunities for your guests to win prizes.

Bucket Raffle:

1. Have at least 10 prizes of varying value for every 100 people attending the event. Don't be afraid to have a \$15 fillet knife next to a \$100 reel or print. Try to have a variety of mixed interest items such as non-anglers', women's/men's, etc.
2. Set out a bucket for each prize in the raffle. Clearly print the name of the prize on the bucket and place beside the displayed prize.
3. A sliding scale of value for bucket raffle tickets works well and increases the average purchase. The more tickets purchased, the lower the cost per ticket. An example pricing structure is as follows:
 - * One Ticket \$2
 - * 6 Tickets \$5
 - * 12 Tickets \$10
 - * 25 Tickets \$20
 - * 60 Tickets \$50
4. A great aid for the raffle ticket sellers is to have a sign posted with the ticket pricing structure. This sign will speed up the process of answering questions and selling tickets to each guest.
5. When drawing winners, make sure you have plenty of prize runners to quickly deliver prizes to winners. The variety of prizes and prize values makes for an exciting drawing.

Special Raffle:

1. Have at least five prizes in your special raffle. This gives you the chance to cover a variety of interests and increase ticket sales. A good mix would be: a TU graphite collector rod, a digital camera, a limited edition framed print, and a special fishing trip or reel.
2. Special raffle tickets are usually priced at \$5-\$10 each. A sliding scale of value may be used to increase your average sale.
3. Try to generate a 2: 1 or greater return. If you plan to spend \$100 you need to generate at least \$200 in sales.
4. Place one large bucket or box in front of Special Raffle prize display for tickets.
5. Display special raffle prizes carefully in order to enhance their special value. Use props, signs, track lighting and other aids to set them off and make them truly special.
6. Hold off drawing the Special Raffle winners until near the end of the event. This helps keep guests from leaving early and enhances the thrill and suspense.

Regarding the subject of compensating your raffle ticket sellers, do what you feel is fair and will get you the best service. Some chapters are able to get all their sellers at no cost. This is the ideal--if it gets you sellers who can hustle! Tickets sellers can make your event the financial success it should and must be. Some chapters provide a free dinner to their sellers--others offer a 5% or 10% commission--some provide both. There should be a committee member assigned to supervising the ticket sellers.

HELPFUL TIPS FOR PRIZES:

Most TU event committees handle door prizes with one of two common methods. Your committee's decision should be based on your ability to solicit gifts from your local community.

1. **Method one:** Chapters which are able to solicit large numbers of gifts usually prefer to draw dinner ticket stubs, distributing door prizes to as many guests as possible. These prizes are usually in the \$10 to \$30 value range--items like fly lines, lures, wine, dinners for two, oil and filter changes, etc. The theory is, the more guests who go home with a prize, the greater chance they'll return next year.
2. **Method two:** Some chapters, especially if they have trouble soliciting gifts, may prefer to have a few higher-valued door prizes. Those door prizes may be listed on the ticket as a sales tool. If you use this method, however, you must be careful to keep your costs to a minimum. You cannot afford to give away expensive gifts with no specific return.

HELPFUL TIPS FOR LIVE AUCTIONS:

Most people enjoy auctions because most auctions offer items in all price ranges, from one dollar to thousands of dollars, everybody likes the idea of getting a good deal or finding something unique. Auctions involve opportunities to socialize, spend money and watch others spend as well. In general 20% of your crowd will bid in the live auction.

1. The live auction is usually the high point of the event's program and normally contributes 1/3 of the net profit.
2. Be sure to display auction items separately from raffle items and properly identify the display to avoid misunderstanding.
3. Recruit a professional auctioneer, even if you must pay a small fee. Usually for the price of a dinner or two, you can get a good professional auctioneer to donate their services. They know that their exposure at an event can bring them business. The auctioneer should be experienced and understand the crowd psychology that makes an auction fun and financially successful.
4. Give everyone an opportunity to bid on something. Make sure you have auction prizes of varying values. Items with a well known retail value (such as an Orvis Rod) tend to do poorly in an auction--bidding usually stops around the wholesale value--use these items for raffles.
5. All auctions have a curve of audience activity. They start low and gradually warm up with more participation and more bidding until the peak, then taper off near the end. Never place your most valuable items in the beginning of the auction. Put these items near the peak or about half of the way through. Start the auction with a few lower priced items, some novelty gifts, even a couple of gag items. Try to gradually build the momentum, the participation and the fun.
6. Don't be afraid to give someone a good deal. It won't hurt as long as it doesn't become a pattern. A good deal here and there can help keep enthusiasm high, but your auctioneer should be aware of this. For any item for which you have invested money, get no less than your cost.
7. Make sure you have plenty of spotters throughout the hall. In some auctions bidders are reluctant to hold their hand high enough for the auctioneer to see. Have the auctioneer instruct some of your chapter volunteers in the techniques of good spotting. Poor spotting can lead to confusion and misunderstandings - be on top of the situation.
8. Once your auctioneer has introduced an item, have a volunteer (ticket seller) walk it around through the entire crowd. Let everyone see it. Merely making them look at the item involves the entire audience. You do not want tables of people talking loudly, ignoring the events--get them to look and to participate.
9. Auction prizes must be in order and numbered, according to their placement in the auction program. The auction pace must be brisk with no interruptions.
10. Once the bidding is complete on an item, have a committee member go directly to the high bidder with an auction receipt. On the receipt get the bidder's name, and the winning bid price. Inform the bidder that he or she can pay for and pick up the item at the treasurer's table following the auction. Do not deliver items to bidder until they have paid for them. Accuracy in recording names and bid prices on receipts is critical--some guests, in the excitement of the auction and with the influence of alcohol, may forget their bidding prices.

HELPFUL TIPS FOR SILENT AUCTIONS:

The silent auction is often the most misused, undeveloped source of profit at an event. The silent auction can generate 1/3 of your net profits. If understood, a silent auction can lend a unique quality to your event and provide a vehicle to sell some of your more unusual yet valuable prizes. Here are the most important tips to remember:

1. A silent auction should feature prizes of varying value and interest. The number of items depends on how much room you have to display the items--could range from 10-100. There may be a piece or two of art, some handcrafted items, novelty gifts and general utilitarian items like a good pocket knife. This is also the perfect place to use some of those member donated trips, lessons, etc. (such as golf outing, fishing trip, cord of firewood).
2. Place the prizes and descriptions (trip/lesson) on a long table. Make sure a silent auction sheet and a pencil are placed in front of each prize. Note what the minimum bid and the bid increments must be.
3. Do not use closed ballot bidding--where bids are secretly written on a ballot and put into a box. This style of bidding does not provide the important incentive for bidders to come back and increase their bids.
4. Place a sign above the Silent Auction table that clearly states the cut-off time for bidding. Ten minutes before that time, have two assistants stand at each end of the table to loudly announce that the bidding will end in ten minutes. There should be a lot activity in those last few minutes, but when the closing time arrives, your assistants must politely and firmly, ask everyone to step back from the table. They should quickly pick up the bid sheets and deliver them to the chairman or master of ceremonies. A solid cut-off time is imperative!
5. As with the live auction, silent auction bid winners should fill out an auction receipt and pay at the treasurer's table following the official announcement of the winners. They may pick up the prizes at that time.

Ticket & Membership Sub-Committee/ Chair Duties:

1. In charge of event ticket production, distribution, and sales.
2. Keeps records of gold table sellers and purchasers. Note that the gold table purchasers/table captains are those who wish to purchase a table's worth of event tickets (8-10).
3. Keeps names, e-mails, and addresses of everyone supporting the event so that they may be listed in the banquet program and sent thank you notes and receipts.
4. Monitors ticket sales closely. Delivers proceeds to the treasurer.
5. Promotes gold table sales.
6. Regularly contacts members who are selling tickets. Sees that money and ticket stubs are returned promptly.
7. Keeps chair abreast of ticket sales.
8. Prepares membership lists (new and renewal) to be sent to [Volunteer Operations staff](#).

HELPFUL TIPS-TICKET SALES AND SOLICITATION:

1. Printing can be one of your biggest expenses. If possible, try to get this work donated or at a discount.
2. The membership mailing can be done either using the bulk e-mail tool or utilizing the downloadable chapter mailing labels. Both can be found in [the Leaders Only Tools Section](#) of the tu.org website.

SAMPLE TICKET DESIGN

<p style="text-align: center;">MEMBERSHIP</p> <p>NAME _____</p> <p>ADDRESS _____</p> <p>CITY _____ STATE _____ ZIP _____</p> <p>PHONE: _____</p> <p>Please Check:</p> <p><input type="checkbox"/> Non-Member</p> <p><input type="checkbox"/> Member</p> <p>Chapter _____</p> <p style="text-align: right;">001</p>	 <p>Trout Unlimited Waterville Chapter Annual Banquet Friday, April 10 Waterville Holiday Hotel Social Hour begins at 5:30 p.m. Dinner served at 7:30 p.m. PRICE: \$25 AUCTION • PRIZES HELP SUPPORT AMERICA'S TROUT AND SALMON 001</p>	<p style="text-align: center;">ATTENDANCE PRIZE</p> <p>NAME _____</p> <p>ADDRESS _____</p>
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Membership Stub:

- Get all the information (name, address, e-mail and phone number).
- New member or renewal member?
- Assign Ticket Numbers for ticket sales control

Event Details:

- Identify who you are
- Give the details, when, where and what
- State the price
- Sell the benefits (auctions and prizes)
- Purpose--for Conservation Fundraising

Attendance Prize Stub:

- Used for drawing of door prize(s)
- Ticket Number should match membership stub number

Sample Direct Mail/E-mail Ticket Solicitation Letter:

Date

Dear Friend,

The _____ Chapter/Council of Trout Unlimited is pleased to announce a very special event in celebration of America's trout and salmon waters. I cordially invite you and your guests to join the fun by attending our Spring/Fall Conservation banquet/event at the _____ in _____. Our social/cocktail hour begins at _____ with dinner of being served at _____.

You'll find our Trout Unlimited Conservation Banquet/Event a celebration, with exciting raffles, a unique silent auction and a lively verbal auction designed to offer something for everyone. The prizes our guests will take home are truly outstanding -- the finest in state-of-the-art angling tackle, with names like Orvis, Scientific Anglers, Thomas & Thomas, L.L. Bean, SAGE, Cortland, and many more! But that's not all. We select our prizes very carefully to appeal to anglers and non-anglers, men and women. With prizes like *(list several of your outstanding prizes)* to name a few.

Ensuring the future of America's trout and salmon waters is a responsibility we at Trout Unlimited take very seriously. Because I know you share this commitment, I hope you will accept my invitation to share this special celebration. Join me in an evening of fun, camaraderie and conservation fundraising. Together we can ensure a brighter future for trout and salmon.

Sincerely,

Chapter/Council President/Chair

Sample Ticket Order Form/ Enclosure with Ticket Solicitation Letter:



TICKET ORDER FORM

Trout Unlimited

Waterville Chapter

Annual Banquet

Friday, April 10

Waterville Holiday Hotel

Price \$25

- Yes, I would like to join in your celebration of America's trout and salmon waters.
- Please send me:
 - ___ Tickets at \$25 each
 - ___ Gold Table for \$200 (Table = 10 tickets)
- Please accept my' regrets. I will not be able to attend, but I would like to:
 - ___ Renew my membership (\$\$)
 - ___ Purchase a new membership (\$\$)
 - ___ Sponsoring Contributor (\$\$)
 - ___ Conservator Membership (\$\$\$)
 - ___ Individual Life Membership (\$\$\$\$)

Name(s): _____

Address: _____

City, State, Zip: _____

Phone: _____

E-mail: _____

Mail to:

Waterville Chapter of Trout Unlimited

Walter Smith

P.O. Box 999

Waterville, PA 44444

or

Call: 333-333-4444 to order tickets

Make checks payable to Trout Unlimited

Charge -- Type. _____

CC# _____

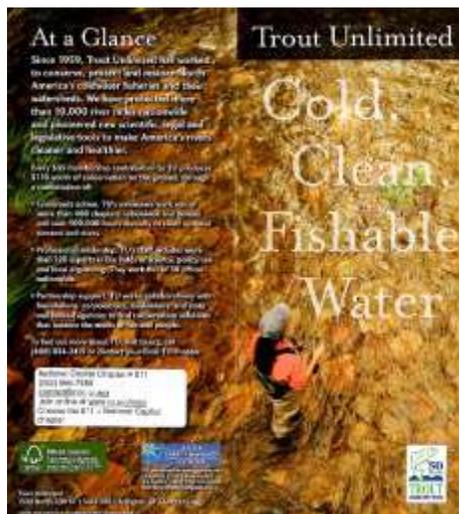
Expires: _____

COMMON MISTAKES TO AVOID WHEN PLANNING A TU EVENT/BANQUET:

1. Setting the ticket price too low. A low ticket price does not increase attendance. Ticket price should cover all the costs of staging and promoting the event.
2. Confirming guests with caterer before the money is in hand can cost you your profit. Keep caterer abreast of sales bi-weekly. Don't confirm until the final week.
3. Recruiting an amateur auctioneer, as opposed to a professional.
4. Failure to delegate responsibility of event tasks gives your members the false impression that everything is going fine and that their help is not needed. Event success comes out of having the support and shared efforts of as many people as possible. Make sure everyone is asked to do something.
5. Do not limit local soliciting. Go to all merchants, including bankers, attorneys, doctors, accountants, car dealers, insurance agent and other service oriented businesses. They may buy a prize for the event, donate cash or purchase a Gold Table.
6. Many events fail to have enough raffle ticket sellers to adequately service the guests. A reasonable formula is one seller per 30 guests for the bucket raffle and one seller per 100 guests for the special and outside raffles.
7. Failure to have enough auction spotters strategically placed throughout the facility will slow down the auction, cause bids to be missed and may lead to confusion and bad feelings.

8. Courtesy dictates that we briefly announce the presence of all TU chapter presidents, state council chairmen, regional vice presidents, as well as relevant government employees, politicians and celebrities who may be attending. It won't take much time, and it can bring positive rewards.
9. Accepting consignment goods as prizes takes money away from trout and salmon conservation and is misleading to your guests--who have come to support Trout Unlimited's conservation activities. The official policy is no consignments.
10. Many chapters fail to take advantage of free public service announcements on radio and television. The air waves are the public's domain. While newspapers are private enterprise, you can ask for free or discounted ad space as a donation. It is vital to cultivate good media contacts.
11. Do not forget to get all final prices on arrangements in writing. Nobody likes last minute surprises.
12. Poor accounting--find a treasurer who is responsible, accurate and prompt in handling your business affairs. All receipts should be kept on file.
13. Not offering new and renewal membership information (in the form of the TU General Brochure--see below) at the registration desk the day/night of your event.
14. Forgetting to arrange for credit card purchase ability can easily cut your profit for conservation by 25 percent.
15. The committee's work is not complete until all the follow-up (wrap-up) details are complete. Work together until everything is in order.
16. Failure to properly thank your business contributors can cost you their continued support. Get the thank you notes and donor receipts out promptly.
17. Never take volunteerism for granted. Make sure every member of your event committee, subcommittees, and chapter is properly thanked.
18. Having a guest speaker--best used at chapter meetings not at your conservation fundraising banquet/event.
19. Remember, winning never gets old. More guests will buy raffle tickets than will bid in the live auction. Proceeds from your event should be 1/3 from Live Auction, 1/3 from Silent Auction and 1/3 from raffles.

TU GENERAL BROCHURE: A RECRUITING TOOL FOR CHAPTERS AND COUNCILS



The brochure is a comprehensive piece helps introduce people to our organization who don't know anything about TU. It'll be nice to have on hand at banquets as it explains who we are, what we do, where and how we work. It also was created for chapters to use as a recruiting tool for new members. Chapters need to print an address label with their chapter information (chapter name and number, chapter website, point-of-contact information, etc.) and place it on the back panel of the brochure in the space provided. Please be sure to use www.tu.org/intro on the label to drive potential members to sign up online. When the member signs up at this hidden link, the member only pays \$17.50 and your chapter receives \$15 back from the membership in the form of a rebate at the end of the year. [Here is an example of one for the National Capital chapter.](#) For those that do not have a computer or use credit cards, you can still sign them up using the attached [spreadsheet](#) and mailing that into us. This form can also be used to recruit new members at shows and events in the hopes of getting potential new

members to sign up there at the table, not take away an application form to consider later. To request copies of the brochure, please contact 1-800-834-2419 or email trout@tu.org.

MISCELLANEOUS MATERIALS LIST:

You will find the following items helpful in setting up on the day of the event. While you may not need all of them, it is wise to come prepared:

- Extra TU membership brochures
- Scotch tape
- Duct tape
- Hammer
- Pocket knife
- Screw driver
- Pliers
- Thumb tacks
- Scissors
- Small sturdy boxes for props
- Cloth to cover boxes
- Extension cords
- Small roll-medium gauge wire
- Pencils & pens
- String or old flyline
- Clothesline rope
- Easels
- Ticket drum
- Cash box for treasurer
- Cash box for registration table
- Carpenter's aprons (for raffle ticket sellers)
- Colored dots -one color for each raffle
- Raffle tickets-different color for each raffle
- Deck of Cards
- Chapter Newsletter

WEEKLY PLANNER FOR YOUR TU EVENT/BANQUET:

12- WEEK PLANNER FOR TU EVENT/BANQUET

12 WEEKS BEFORE THE EVENT/BANQUET--Meeting One

10 WEEKS BEFORE THE EVENT/BANQUET--Meeting Two

8 WEEKS BEFORE THE EVENT/BANQUET--Meeting Three

6 WEEKS BEFORE THE EVENT/BANQUET--Meeting Four

5 WEEKS BEFORE THE EVENT/BANQUET--Meeting Five

4 WEEKS BEFORE THE EVENT/BANQUET--Meeting Six

3 WEEKS BEFORE THE EVENT/BANQUET--Meeting Seven

2 WEEKS BEFORE THE EVENT/BANQUET--Meeting Eight

1 WEEK BEFORE THE EVENT/BANQUET--Rehearsal Meeting Nine

EVENT/BANQUET DAY - CHECKLIST

SET UP TASKS -- DAY OF EVENT

DAY AFTER THE EVENT/BANQUET--Meeting Ten

WRAP-UP MEETING--Meeting Eleven

12 WEEKS BEFORE THE EVENT/BANQUET

Meeting One

Purpose: To establish the groundwork and ultimately, the success of your event/banquet.

Things to do:

- Chairman assigns committee positions and sets dates for all future committee meetings.
- Select potential dates. Check for conflicts with other sportsmen's events, game and fish openers and public or religious holidays.
- Discuss the type of event you want: Traditional Banquet, Sponsor Dinner, Golf or Sporting Clays, etc..
- Establish an attendance goal--in order to determine type of facility needed.
- Discuss potential locations and facilities for event.
- Establish an income goal and financial plan for event.
- Determine how the funds raised will be used--local conservation project. It is a good idea to publicize how your chapter plans to use the funds for conservation.

Follow-up:

- Treasurer opens event/banquet bank account.
- Auction and Prize sub-Committee along with the Chair determines what items to order from the TU Fundraising Program [<http://www.tu.org/member-services/welcome-to-my-tu/fundraising-program>].
- Chair places order for items from the TU Fundraising Program [<http://www.tu.org/member-services/welcome-to-my-tu/fundraising-program>].

10 WEEKS BEFORE THE EVENT/BANQUET

Meeting Two

Purpose: Finalize location, ticket price, prize solicitation and ticket sales plan

Things to do:

- Arrangements sub-committee reports on location and facility research.
- Committee makes final decision on location, date, type of event.
- Committee sets ticket price and discusses information to be printed on tickets
- Discuss ticket sales plan including committee responsibilities, direct mail, one-on-one. Identify groups to solicit for ticket sales and for Gold Table support.
- Plan type of raffles and door prizes.
- Plan local prize solicitation drive and identify potential sources for prize solicitation and cash donations.
- Discuss publicity options and opportunities. (bulk E-mail tool, website announcement, radio and TV public service announcements, newspaper, posters, ·or promotional flyers.)
- Treasurer reports on banquet/event account and requests all receipts be given to him/her as collected.

Follow-up:

- Arrangements sub-committee confirms location, facility and costs, both verbally and in writing.
- Auction & Prize sub-committee obtains a professional auctioneer.
- Ticket and membership sub-committee designs the ticket, direct-mail/e-mail letter and order form finalizes design with chair.
- Ticket and membership sub-committee has ticket printed and arranges to have the letter and order form printed and mailed to guests.
- Ticket and membership sub-committee allocates tickets to committee members and key chapter volunteers.
- Auction & prize sub-committee begins prize and gold table supporter solicitation.

8 WEEKS BEFORE THE EVENT/BANQUET

Meeting Three

Purpose: Facility arrangements wrapped up, reports by committee teams on respective tasks, plan how to publicize your event to community groups.

Things to do:

- Arrangements Sub-Committee reports on final confirmation of completed banquet/event arrangements.
- Publicity sub-committee reports on publicity-advertising. Auction and prize solicitation sub-committee reports on solicitation progress.
- Ticket & Membership Sub-Committee reports on ticket printing, direct mail/bulk e-mail letter, and/or ticket distribution and sales.
- Discuss presentation to sportsmen's and area conservation groups you are soliciting for ticket sales and prizes.
- Treasurer's report.

Follow-up:

- Auction and Prize Sub-Committee continues solicitation drive and begins identifying raffle ticket sellers for event/banquet.
- Continue publicity campaign. TV and radio stations and newspapers have been contacted.
- Ticket and Membership Sub-Committee gets in "high-gear". Sell as many tickets as fast as possible, working to generate excitement and momentum for a successful event.
- Ticket and Membership Sub-Committee fulfills ticket orders received by mail and gives proceeds to Treasurer.

6 WEEKS BEFORE THE EVENT/BANQUET

Meeting Four

Purpose: With only one and half months to go, review of committee assignments is very important. Committee now begins envisioning the day of the event/banquet.

Things to do:

- Review assignments and responsibilities of each committee person. Success requires a total team effort. Make certain everyone is aware of the importance of their tasks.
- Ticket and Membership sub-committee reports on sales.

- Auction and Prize sub-committee reports on progress. Showing off a few prizes is a sure way to motivate the committee.
- Auction and Prize sub-committee leads discussion on raffle and auction procedures. Also discusses raffle ticket sales force and raffle ticket needs.
- Publicity sub-committee reports on publicity to date and response received.
- Treasurer's report. Discuss lining up capability for credit card purchases.

Follow-up:

- Auction and prize sub-committee along with the Publicity sub-committee arranges to display prizes and auction items around the community (sportsmen's shop, bank lobby, etc.) .
- Chair calls the facility/caterer with count of tickets sold to date—only those with cash in hand!
- Auction and Prize sub-committee continues solicitation drive.
- Treasurer makes arrangements for credit card purchases.
- Ticket and Membership sub-committee closely monitors ticket sales. Money and ticket stubs must be turned in or collected as they are sold to an accurate count.
- Continue to fulfill ticket orders received by mail and submit proceeds to treasurer.
- Treasurer keeps an accurate account of all costs and incoming revenues.

5 WEEKS BEFORE THE EVENT/BANQUET

Meeting Five

Purpose: To review ticket sales and prize solicitation results as well as continue discussion of event/banquet day agenda.

Things to do:

- Ticket and Membership sub-committee reports on actual sales to date. Reports on gold table sales.
- Treasurer's report on proceeds from ticket sales and expenses.
- Auction and prize sub-committee review the results of prize solicitations. Identify local businesses who have not yet contributed.
- Evaluate publicity campaign. Is it creating public awareness? Selling tickets? How can it be improved without incurring excessive cost?

Follow-up:

- Auction and prize sub-committee establishes a prize list and reviews with chair. Continues solicitation of remaining businesses and begins collecting gifts promised by committee members and other supporters.
- Arrangement sub-committee designs banquet schedule and chair reviews schedule.
- Publicity sub-committee continues publicity campaign.
- Ticket and membership sub-committee fulfills ticket orders received and submits proceeds to treasurer. If members are selling tickets, call them to keep them motivated. Keep abreast of gold table sales.
- Treasurer keeps an accurate account of all costs and income revenues.

4 WEEKS BEFORE THE EVENT/BANQUET

Meeting Six

Purpose: With only one month remaining, review ticket sales and prize solicitation and continue envisioning the banquet/event day.

Things to do:

- Ticket and membership sub-committee report. Provide an accurate count of tickets sold to date--with cash in hand. Name gold table supporters.
- Discusses an e-mail and phone solicitation campaign to members and supporters who have not purchased tickets. Each committee member, from every sub-committee, should make a few calls to distribute the workload.
- Treasurer's report.
- Auction and prize sub-committee report. List gifts donated by members and local businesses. Review list of items ordered from The TU Fundraising Program.
- Arrangements sub-committee reports on banquet schedule.
- Chair determines if any of the sub-committees are encountering problems, now is the time to address them. Remember, enthusiasm is contagious and a highly motivated committee is the key to success.

Follow-up:

- Auction and Prize sub-committee begins to wrap-up prize solicitation and collects prizes promised. Finish lining up raffle ticket sellers.
- Chair calls facility/caterer with count of tickets sold to date--only those with cash in hand.
- Call members and supporters who have not yet purchased event/banquet tickets. (All committee members should help.)
- Publicity sub-committee continues publicity campaign.
- Ticket and Membership sub-committee continues to fulfill ticket orders received. If members are selling tickets, call to keep them motivated. Unsold tickets should be turned in so they will be available for others.
- Treasurer keeps an accurate account of costs and incoming revenues.

3 WEEKS BEFORE THE EVENT/BANQUET

Meeting Seven

Purpose: Continuation of pre-banquet/event planning and review needs for event/banquet.

Things to do:

- Ticket and Membership sub-committee report. Provide an accurate count of tickets sold to date--with cash in hand. Review e-mail and phone solicitation results.
- Treasurers' report.
- Auction and Prize sub-committee report. Remind committee members to turn in any late prizes they may be holding or have promised. Discuss any last minute gold table support possibilities.
- Review auction(s) and raffle(s) plans, as well as prize distribution. Make final decisions.

Follow-up:

- Ticket and membership sub-committee begins wrap-up of all ticket sales. Call all remaining persons holding tickets' and have cash or tickets returned. Fulfill ticket orders received and submit proceeds to treasurer. Develop list of all gold table purchasers.
- Auction and prize sub-committee should finish prize solicitation. Make final calls to potential supporters.
- Auction and prize sub-committee should develop final prize list with name of contributors and categorize according to the raffle or auction in which they will be used. Develop list of all gold table supporters.
- Treasurer keeps an accurate account of all costs and incoming revenues.
- Publicity sub-committee continues publicity campaign.
- Chair designs the banquet program and has it ready to add final prize and donor lists. Arranges for printing.
- Items received and collected should be labeled:
SA- Silent Auction
A – Auction
R - Raffle

Labeling items will help the set up run smoothly on the day of the event/banquet.

2 WEEKS BEFORE THE EVENT/BANQUET

Meeting Eight

Purpose: With 14 days left, pre-event/banquet planning is complete. Committee should now focus on actual event/banquet details.

Things to do:

- Ticket and Membership Sub-committee: Provide an accurate count of tickets sold to date--with cash in hand. If there are tickets yet unsold, discuss how to make a final effort to sell out.
- Auction and Prize Sub-committee: List prizes solicited to date and give completed prize list and Gold Table supporter lists to Chair.
- Chair: Update on overall status of banquet/event. Cover all miscellaneous items and begin review of banquet checklist.
- Treasurer's report.
- Plan for next week's meeting (rehearsal) at the banquet/event facility_

Follow-up:

- Chair calls facility/caterer with count of tickets sold to date--only those with cash in hand.
- Chair has banquet program and auction catalog printed. Include agenda of events, prize lists with contributors, also gold table buyers and any other significant contributors, such as the name of auctioneer or printer if their services have been donated.
- Ticket and Membership sub-committee should process any late ticket orders and hold tickets at the door for those persons. If members are selling tickets and you have not sold out, collect all unsold tickets. Most facilities/caterers will accommodate up to 10% more than your final guarantee. If so, those tickets can be sold at the door.
- Auction and prize sub-committee contacts auctioneer as reminder of upcoming event and invites to rehearsal.
- Treasurer keeps an accurate account of all costs and income revenues.

1 WEEK BEFORE THE EVENT/BANQUET-Rehearsal

Meeting Nine

Purpose: To review all final details--rehearsal meeting should be held at the event/banquet site.

Things to do:

- Ticket and membership sub-committee report: Provide update on any changes in final count. You can still raise your guarantee as long as the tickets have been paid for.
- Treasurer's report.
- Arrangement sub-committee briefs committee on banquet/event layout and strategy. Pay close attention to ways to increase socializing and how to best direct crowd flow in and out of prize display area.
- Check public announcing system and lighting. Make sure they are adequate.
- Auction and prize sub-committee: analyze accommodations to best feature your prizes (crowd flow, table placement, track lights, display props, easels, etc.).
- Chair: covers miscellaneous items. Discuss last minute needs, adjustments, and make final review of banquet checklist.
- Committee sets time to meet for banquet/event preparation on the day of the event (Minimum of four hours prior to cocktail hour, and preferably six hours).
- Makes arrangements for the committee to eat early (may include raffle ticket sellers also). Take a head-count and ask that these people be served at least an hour prior to the beginning of your banquet/event.

Follow-up:

- Chair calls facility/caterer with final count of tickets sold to date—only those with cash in hand. Remember, most facilities/caterers will accommodate up to 10% more than your final guarantee--ask to be sure. Those tickets can be sold at the door. If the count goes above the 10% after you've given your final guarantee, call the facility/caterer immediately--most will be happy to oblige.
- Chair arranges with facility/caterer to have all tables set by start of cocktail hour.
- Chair readies tools and supplies to be used in setting up at the event.
- Treasurer picks up change and money bags from bank, one day prior to banquet or on morning of event. Also prepares items required for credit card purchases.
- Auction and Prize sub-committee prepares prizes for travel to banquet/event site. Make sure you have purchased enough raffle tickets and have carpenter's aprons for ticket sellers. Contact ticket sellers and arrange their arrival time (minimum one hour prior to cocktail hour). Count out tickets into strips of 20 tickets for bucket raffle.

EVENT/BANQUET DAY

BANQUET CHECKLIST

Note: Full banquet committee and support staff meet for a minimum of four hours prior to start of cocktail hour to set up prize displays, signs, etc. Raffle ticket sellers should arrive 60 minutes prior to start for instruction and preparation.

Things to do:

- Transport all prizes, tools, and materials to banquet/event location.
- Number and arrange live auction prizes in order of their position on the agenda.
- Set out silent auction prizes, bid sheets with instructions.
- Using props if possible, set out bucket raffle prizes. Buckets are set close to prize and are labeled with cards designating which item they are for. Prizes should be numbered as listed in the program.
- Set up any special raffles and games using props and signs.
- Set up door prize/s.
- Identify each area (auction/silent auction/bucket raffle/special raffles) with signs.
- Set up treasurer's cash table with credit card equipment. It should be in a convenient location, easily accessible.
- Raffle ticket supervisor should also set up at the treasurer's cash table.
- Re-check sound system (audio-visual system, if necessary) and lighting.
- See that facility/caterer is setting up tables according to schedule.
- Place program next to table place settings.
- Set up the registration table near the facility entrance. The table should be manned by no less than three volunteers.
- All "reserved" tickets (already paid for) are held at the registration table.
- Any extra tickets can be sold at the registration table. Be sure to keep facility/caterer abreast of sales.
- Auction list and Silent Auction list is handed out at the registration table.
- Visiting TU leaders (state council chairs, other chapter presidents, etc.) and other VIP's should sign in at the registration table, so that the chair (MC) may announce them during the brief banquet welcoming.
- Review all work stations--make sure your committee members are identifiable.
- If ticket drum is used, set it near the podium.
- When ticket sellers arrive, make sure they are well-instructed.
- See that gold tables are reserved. Except for the head table, do not reserve seats for other guests--it creates too many problems.
- Has the facility/caterer set up bar(s) in appropriate locations?
- Brief the auctioneer, making certain he or she knows exactly what they are selling and what your minimum bids might be.

Make final review of arrangements and continue following your agenda. Timing is critical. Keep the evening moving at a brisk pace. Transitions must be smooth--show your guests that TU is a professional, well-organized outfit. Keep your announcements upbeat and brief. Do not bore people with speeches.

SET UP TASKS - DAY OF EVENT

LIVE AUCTION

- Get a copy of the live auction program.
- Set up tables (if not already done) needed for live auction items.
- Gather together live auction items and organize them in order of their position on the live auction program.
- Display items in the order of their position in the program. Place description cards, if available, next to items and make sure item numbers are visible.
- Obtain a “live auction” sign and display it to identify the live auction area.
- Obtain auction bid receipts from and prepare a ticket for each auction item (listing item # and description).

SILENT AUCTION

- Get a copy of the program listing the silent auction items.
- Set up tables (if not already done) needed for silent auction items.
- Gather together silent auction items and organize them in order of their position on the program.
- Display items in the order of their position in the program. Place description cards, if available, next to items and make sure item numbers are visible.
- Prepare a bid sheet for each item, (which includes: item number, description, bid increments and starting bid) and place it next to item. Place a pen/pencil next to bid sheet. .
- Obtain a “silent auction” sign and display to identify the silent auction area.
- Obtain Auction bid receipts from and prepare a ticket for each silent auction item (listing item # and description).

RAFFLES

- Get a copy of the Program listing raffle items.
- Set up tables (if not already done) needed for each raffle.
- Gather together raffle items and organize them according to type of raffle and in order of their position on the raffle program.
- Display items in the order of their position in the program. For bucket raffle, set buckets close to the raffle prize item and label the bucket with the raffle item name.
- Obtain raffle signs and display to identify raffle area.
- Special signs for each type of raffle may need to be made up (bucket raffle, special raffle, ladies raffle, card raffle).
- Bundle raffle tickets and see that a sign is posted showing raffle ticket prices.
- Brief ticket sellers about each raffle. Show ticket sellers where they turn in their ticket sales, where to get change and where to get additional tickets.

DAY AFTER THE EVENT/BANQUET

Meeting Ten

Purpose: To count out all proceeds for deposit into bank account.

Things to do:

- Count out all money for deposit. Keep track of income from each raffle, as well as from silent and live auctions.
- Count tickets in each bucket to determine how items did in the bucket raffle.
- Deposit money in bank account.
- Log new memberships into the [Chapter Add Spreadsheet](#) and write out check to TU National for all new and renewal memberships. This will assure that members receive their TU Magazine and membership cards and that your committee will receive membership rebates from TU National.

Follow-up:

- Mail [Chapter Add Spreadsheet](#) and check(s) to TU National.
- Treasurer contacts facility/caterer and any other businesses where debts have been incurred for final bills. Do not wait to receive bills in the mail.
- Chair and treasurer should analyze bills for accuracy.
- Treasurer pays all bills within one week of event.

WRAP-UP MEETING

Meeting Eleven

Purpose: Analyze all aspects of the event/banquet. What went well, what did not and what can be improved.

Things to do:

- Chair leads discussion on overall impressions of how well the committee met its goals.
- Discuss comments heard about the event/banquet.
- Discuss those items that went well.
- Discuss those items that did not go well. How can these problems be corrected to ensure a better result at next year's banquet/event.
- Treasurer's report.
- Develop plan for distributing donor certificates and receipts. Thanking each banquet contributor is the key to their continued support.
- The following persons should receive a letter of appreciation: local prize contributors, gold table supporters, key chapter volunteers, auctioneer, national prize sponsors and major auction spenders.

Follow-up:

- Distribute donor certificates and receipts.
- Send out thank you letters to major supporters. Chair should select two to three persons to assist. All such correspondence should be sent out in a timely fashion.

APPENDIX B

GAME/RAFFLE IDEAS FOR FUNDRAISING EVENTS

- 1. EGG-DROP. (For couples events with less than 100 -- rural areas.)**
- 2. TROUT BINGO (For any type of event.)**
- 3. DECK OF CARDS (For any type of event.)**
- 4. GUESS THE WEIGHT (For any type of event.)**
- 5. PRE-EVENT RAFFLE (For any type of event.)**
- 6. LADIES RAFFLE (For couples events.)**

Games/Raffle Fund-Raising Ideas

1. Egg Drop

Requires 12 dozen eggs. Hard boil 20 of these eggs. Put eggs back into cartons and spray paint all eggs.

The Next requirement is a container or bucket. Put a brick in the bottom of the container or bucket and line bucket with a plastic bag.

Requires 20 raffle tickets. Sell the eggs for \$5 each (12 dozen x 12 = 144 eggs x \$5 = net of \$720). You'll need 3 prizes at a cost of not more than \$200. Have one grand prize, and 2 prizes of lesser value.

Once a buyer of an egg touches the egg it belongs to them. Then they drop it in the container/bucket. If the egg is one of the hard boiled eggs, they get a raffle ticket. Then a drawing is held for the 3 prizes from the 20 raffle tickets that were won by those that picked a hard-boiled egg.

2. Trout Bingo

On a 3' x 3' poster board make 100 squares:

	T(1)	R	O(1)	U	T(2)	B	I	N	G	O(2)
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Sell each square for \$10 each. Buyers write their name in the square of their choice. One name per square. Make up cards/balls with the letters (TROUTBINGO) and the numbers (1-10). (\$10/square x 100 squares = gross of \$1,000).

Need three prizes--one high quality and two prizes of lesser quality (spend no more than \$300 for prizes.) For each prize, a letter & number are pulled and the persons name in the corresponding square wins.

3. Deck of Cards

A deck of cards can be used in a variety of ways, either for a SO/50 split cash drawing or for a prize. The price per card should be determined by the prize to be won, however as a general rule, there should be a 2:1 return.

A deck sold at:

\$2.00 per card = gross of \$104
\$5.00 per card = gross of \$260
\$10.00 per card = gross of \$520
\$20.00 per card = gross of \$1,040

Buyers of a card keep 1/2 of the card and the other half goes into a box from which the winning card is drawn. Match the winning card drawn and win a prize.

4. Guess the Weight

Players buy chances to guess the weight of an item that will be given away as the prize. Choose an item that is consumable such as: A ham, smoked salmon, pumpkin, lobster, box of steaks, hot dogs, etc.

Sell chances for \$2, \$5 or \$10. Each player would submit a ticket with their name and weight guess. The player's guess that is closest to the actual weight of the item wins the item. Ties are broken by drawing.

5. Pre-event Raffle

Determine the prize and ticket price and try to sell all the tickets before the day of your event. Any tickets not sold prior to the event, should be sold at the event; Examples of prizes: rod, shotgun, canoe.

6. Ladies Raffle

Organize a special raffle with prizes that would interest the ladies attending your event/banquet. Only the ladies attending can buy tickets to win items in this raffle. You might want to have a gentleman selling tickets for this special side raffle. Items to include as prizes could be women's waders, apparel, jewelry, gift certificate to a day spa, etc.

REMINDER: Regulations vary from state-to-state, please check with local officials regarding your state and local policies on gaming and raffles.