

# That '70s Gala



**The Gala is SMA's biggest fundraising event of the year and its success depends on the time, generosity and support of parents like YOU!**

**Below are a few different ways to get involved with the 2020 Gala.**

*(please note that you are not obligated to join the Gala committee and attend the meetings by helping out in the following areas, however your attendance and ideas are encouraged and welcomed)*

**Become a Class Gift Chair** – As your grade's class gift chair, you are responsible for coming up with a themed basket and collecting donations from the parents in your child's grade to fit the theme. Each basket will be included in the Silent Auction at the Gala. We will be hosting a class basket meeting in November to go over timelines and provide a step-by-step guide to ensure the process runs smoothly. The Advancement Office and the Gala Chair are always available to help and answer questions.

*Estimated time commitment: anywhere from 4 – 8 hours total.*

**Auction Item Follow-up/Procurement-** Every January, we send a donation letter to over 500 businesses soliciting for auction items. We need help with following up with those businesses, either by phone or in person, to secure donations. Because these businesses have already been contacted via letter, they are almost always receptive to follow up phone calls and especially in person visits. The Advancement office will provide you with a script and a copy of the original ask letter to ensure a successful conversation.

Alternatively, if you have your own list of businesses that you frequent often, we would love your help in actively procuring donations from these places for our auction. Restaurants, sports tickets and get-a-ways always generate the most money for their value.

*Estimated time commitment: dependent on how many businesses you follow up with - can be as little as one hour or as many as you want.*

**THANK YOU!**

**Auction Display, Basket Making and Décor Prep** – Are you more of a behind-the-scenes person and love to craft? Auction display, basket making and décor prep is where you need to be! In the weeks leading up to the Gala, members of the Gala committee convene in the basement of the Sanders House to make display boards for the live auction, silent auction and general signage for the event, as well as put together baskets for class gifts and prep décor as needed. It's always a fun time with lots of laughs and overflowing creativity. Consider taking an afternoon, or several, to provide much needed help in these areas.

*Estimated time commitment: dependent on how many hours you are willing to commit- can be as little as one hour or as many as you want.*

**Sponsorship and/or Ticket Sales** – Our goal for 2020 is to reach 400 attendees and announce a SOLD OUT Gala! In order to do that, we need help selling tables and individual seats. Below are several ways you can help with that:

- Identify sponsorship prospects
- Follow up with sponsorship prospects once information has been sent to them
- Go into the community to get local businesses to sponsor the Gala or place an ad in the program
- Talk to your friends at SMA and encouraging them to come – either by buying a table or individual seats. We restructured our sponsorship levels in 2018 to make it easier for couples to come together and split a table that would be filled with just their friends.

*Estimated time commitment: depends on how many businesses you follow up with – can be as little as one hour or as many as you want.*

**Day of/Night of Volunteers** – The day of the Gala is BUSY, and we couldn't pull it off without our amazing volunteers. Our day of volunteers arrive to the venue at 9:00 a.m. and help with décor and auction set-up. Lunch is provided.

Our night of volunteers arrive to the venue at 4:30 to do a training with our auction company and then assist in the following ways: help guests bid online, assist in selling beads for the Heads or Tails game and cards for the 52 card game, help in shuffling guests into the ballroom when the program begins, organizing auction item reconciliation and check-out and help with loading the truck at the end of the night. Dinner is provided.

*Estimated time commitment: anywhere from 3-6 hours for our daytime volunteers and 6-7 hours for our nighttime volunteers.*

**If interested in any of these opportunities, please contact Lea Frank at [lfrank@smanet.org](mailto:lfrank@smanet.org) or (303) 762-8300 ext. 287.**



**THANK YOU!**