

Campaign for "Brews for Enable: A Galentine's Day Celebrations"

Submitted: Jan 12, KKA

Event Details:

- **Name:** Brews for Enable: A Galentine's Day Celebration
- **Date:** February 13, 2025
- **Time:** 5:00 PM – 7:00 PM
- **Location:** Yellowhammer Brewing, Huntsville, AL
- **Beneficiary:** Enable Madison County, a nonprofit organization supporting the aging and homebound in Madison County, AL
- **Theme:** Galentine's Day with craft beer, community, and charitable impact.

Campaign Goals:

1. Raise Funds:

Money will be raised through:

- Ticket purchases: \$35 (early bird) or \$40 (regular) each
- Monthly delivery sponsorships to fund critical services
- \$1 donation per pint purchased between **5–9 PM** at Yellowhammer Brewing
- **Drawing ticket entries:** \$20 each for exciting prizes
- Onsite donations from attendees

2. Foster Community:

- Collaborate with **WEDC** as our **Community Sponsor**, a Huntsville-based organization of influential women leaders, by promoting the event across their platforms, hosting a table at the event to share their mission, and encouraging their members to attend. Additionally, Enable will speak at WEDC's February meeting to highlight the event and Enable's mission.
- Send invitations to local female groups and businesses that regularly support Enable.

3. Increase Awareness:

- Put out a press release to local media outlets.
- Place ads on social media to target key demographics.
- Add the event to community calendars in Huntsville and surrounding areas.
- Share event graphics with community partners to include in their newsletters.
- Ask to speak at other community groups to highlight the event and Enable's mission.

Event Features:

- **Craft Beer:** Yellowhammer Brewing will offer a variety of craft beers for sale, with **\$1 of each pint purchase** being donated to Enable.
- **Bites:** Delicious appetizers donated by **Earth and Stone Pizza** will be available for attendees to enjoy. (*not confirmed*)
- **Photo Spot:** Set up Enable backdrop with Galentine Décor for a photo spot.
- **Drawing:** Bid on fun and meaningful experiences, gift baskets, and local treasures curated for both men and women. There will be **approximately \$1,000 in prizes** available to win!
- **Dignity Delivered: Be the Heart of Change Donor Table:**
 - A **donor wall onsite** will track progress toward **45 monthly deliveries sponsored**, showcasing how attendees can contribute to this critical goal.
 - **Donation Forms:** Special forms will be available onsite for guests to:
 - Increase their current monthly donations
 - Sign up for a monthly commitment
 - **Exclusive Thank-You Gift:** Donors who commit to a monthly donation onsite will receive a **handmade "rose" crafted from Enable-branded bandanas** as a heartfelt thank-you!

- **Setup Notes:** A cocktail table will be used to minimize space requirements, and a large **24x36 lightweight poster** will track sponsorships as they are donated. A **Board of Directors (BOD) member** will manage the table and oversee sponsorship updates.

Sponsorship Tier:

- **Community Partner:** WEDC
 - Logo on all marketing materials
 - Verbal recognition during the event
 - Exclusive social media shoutouts
 - Name listed on the website and event signage
 - Logo on all digital materials

Event Enhancements & Galentine's Day Additional Ideas:

- **Galentine's Add-on:** Offer an add-on package with a ticket and a branded Enable pint glass
- **Find a Female Performer for Live Music:** Secure a talented female artist to perform empowering and fun songs that complement the Galentine's Day theme.
- **DIY Galentine's Craft Station:** Create your own bracelets, inspired by the Taylor Swift bracelet trend. Attendees can make one for themselves or as a gift for their best gal pals.
- **Pizzelle's Confections:** The first 25 guests to arrive at the event will receive a special Enable-branded chocolate created by the award-winning chocolatier, Pizzelle's Confections.

Success Metrics:

- **Attendance Goal:** 100 participants.
- **Fundraising Goal:** \$6,000.
- **Warrior Goal:** 50% of teams participate

Budget

Anticipated Income:

- **Ticket Sales:**
 - Early Bird Tickets (\$35 each) and Regular Tickets (\$40 each), aiming for **100 attendees:**
Estimated Total: \$3,500
- **Beer Sales Donation (Yellowhammer Brewing):**
 - \$1 per pint, estimated at 700 pints sold: **\$700**
- **Onsite Donations/Sponsorships:**
 - Includes one-time gifts and monthly sponsorships. This figure assumes gaining a minimum of **4 monthly sponsors at \$45/month for 12 months** (totaling \$2,160) plus additional donations: **\$2,500**

Total Anticipated Income: \$6,700

Anticipated Expenses:

- **Bites (Appetizers by Earth and Stone Pizza):** \$0 (donated)
- **Beer (Yellowhammer Brewing \$1 donation per pint):** \$700
- **Venue (Yellowhammer Brewing):** \$0 (anticipated, venue partnership)
- **Event Marketing (Social Media Ads, Print Materials):** \$200
- **Dignity Delivered Donor Table Materials:**
 - **Poster Printing (24x36 Coroplast signs):** \$40
 - **Flower Stems for Bandana Roses:** \$25 (bandanas already in stock)
 - **DIY Galentine's Craft Station (Bracelet-Making Supplies):** \$50
- **Miscellaneous Supplies (Galentine's Decorations):** \$50
- **Pizzelle's Chocolates:**
 - **Chocolates:** \$0 (donated)

- **Boxes:** \$12

Total Anticipated Expenses: \$1,077

Net Projected Income:

\$6,700 (Income) - \$1,077 (Expenses) = \$5,623

Marketing

Event Description (Short):

Celebrate Galentine's Day with craft beer, community, and giving back at **Yellowhammer Brewing on February 13, 2025, from 5 PM – 7 PM!**

What's Included with Your Ticket:

- Two brew tickets
- Light appetizers
- A chance to win exciting prizes

How You Can Help:

- Early Bird Pricing: \$35 tickets until Jan. 31 (\$40 after).
- Bring a Friend: 2 tickets for \$70 until Jan. 31
- Donate hygiene items like adult wipes, disposable underwear and bed pads for bonus prize entries.
- Commit to a \$45/month gift to help provide hygiene supplies for Enable's clients.

Summary (140 characters):

Join us this Galentine's Day for brews, bites, and big hearts, supporting Enable Madison County's aging and homebound neighbors!

Special Deals Details:

Early Bird Discount:

- Save \$5 when you purchase tickets before January 31!
- Early Bird Ticket Price: \$35 (Regular price: \$40).

2-for-\$70 Deal:

- Bring a friend and save! Purchase 2 tickets for \$70 (a \$10 discount) until January 31.

Bring a Friend Deal (Jan 13 – Feb 13):

- Those who purchase a Bring a Friend Ticket will receive an entry into an exclusive drawing, available only to attendees with this ticket option.
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Things to Consider:

- **Max Ticket Sales:** Determine the maximum number of tickets Yellowhammer Brewing can accommodate to ensure a comfortable and enjoyable event experience. This will also inform whether tickets can be sold onsite if they haven't sold out in advance.
- **Onsite Sales Logistics:** If tickets will be sold onsite, plan for a streamlined process to handle last-minute attendees, such as mobile payment options or a physical ticket counter.
- **Overflow Plan:** If demand exceeds capacity, consider creating a waiting list or offering a donation option for those who cannot attend but still wish to support Enable.
- **Warrior Participation**