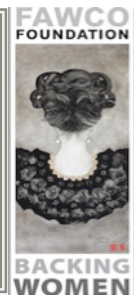This fundraising event can work for any size club, any time of the year (perhaps as part of a club's culinary program). Host an event where dessert and wine are there for the tasting. What could be more delicious than that? There are several ways you make money doing this.

- ➢ **Entry fee** to the event is $/€10. This allows one into the event and "rents" a wine glass, dessert plate, fork and/or spoon. Try to sell as many pre-event entry tickets as possible to help gauge the amount of food and drink required.
- ➢ Sell **tasting tickets** worth $/€2 each to be used to "purchase" one pairing of Dessert and drink (*SEE SUGGESTED PAIRINGS BELOW*). An individual can try as many of the delicacies as they've purchased tasting tickets to support (much like going to a Gourmand Exposition.) If there is a very special tasting (an old, old port or top-end champagne for example) have that table require 2 tickets for a tasting.
- ➢ Try to have the **food and drink donated,** either by local area vendors, caterers, restaurants and/or by individuals. Acknowledge them as sponsors for the event; ask them to bring brochures, business cards to the event. (Consider making a poster with all of the business' logos at the entrance to the venue.) This keeps the overhead to a minimum and allows the entry fee and ticket sells to make a higher profit percentage.
- ➢ Provide a way for people who are not in town that day, on a diet or non-alcohol drinkers to donate towards the event.
- ➢ Consider having a giant wine glass or trifle bowl to collect coins the night of the event. (Sure, someone will have to count it after but you'd be amazed at how much can be collected from spare change.)
- ➢ Include the donation form in your newsletter's publicity.
- ➢ **For the actual event, attendees give the tasting tickets to the tables where they choose to sample.** The tables are set up to either:
  - ✚ **Represent a geographic region for food-and-drink pairing**, example: I wish a French Apple tart with an Anjou wine (Quarts de Chaumes or a Bonnezaux) or gorgeous Calvados then I would give a tasting ticket to that table for 1 Dessert & drink sample.

    Or
  - ✚ **Represent a wine-and-dessert pairing based on culinary matches** (*see pairing chart*) example: I want to try the Baba au Rhum with a glass of Malmsey then I would give a tasting ticket to that table for 1 Dessert & drink sample.

*Remember: The goal of this event is to raise money. The serving size is simply a taste so that people can try quite a few, and will buy more tasting tickets. Portion control is key!

The Party Planners

- ✓ Should this be part of a club wide event such as, in lieu of a coffee or luncheon, club culinary event, etc? Or, should it be its own event?
- ✓ Be sure that you request a coordinated date with the responsible person in your club!
- ✓ Plan in advance so that you can include information about the event in your monthly bulletins, announcements and on your website!

- ✓ Consider "pre-selling" tasting tickets as well as the entry fee before the event to help get a sense of quantities needed. Does your club use PayPal? Consider setting a PayPal button for each – entry fee and food/drink tickets plus a PayPal button for additional "donations".
- ✓ Do you want entry fees to also count towards a raffle where the lucky person could win something that reflects the evening? A bottle of Ice Wine perhaps? Or a cake "credit" for a special event? How about a set of lovely Dessert plates? The possibilities are endless. What you do at the event is up to you - have fun with it!

The Food/Drink Solicitors

- ✓ Soliciting for the food and drink is easier when there is a group of three or four people working together. However, the direct approach, a phone call or personal visit, sometimes gets the quickest and best result.
- ✓ Print a few of the Target Project brochures to take with you if that is your event recipient.
- ✓ Try to have an assortment of geographic regions if you go that route – it adds an element of surprise and it's more fun to have a wide variety. The same goes for the culinary pairings.
- ✓ Ask your Club "foodies" to help. Could each of them bake their signature pie, cakes, or tarts?
- ✓ Perhaps you could ask your local bakeries for the same kind of support. Then try and match up the wine/alcohol with what would pair best. Or ask your club cooks to make a dessert that matches the drinks that have been donated.
- ✓ Donations from local businesses – Local cooking schools or the local cooking instructors your club uses to teach cooking classes to your members might donate a cooking class or two in which the desserts you need for the evening are featured in the class. The desserts are then brought to the event. Restaurants might be willing to highlight their own specialties donating both the dessert and the drink.

The Room Setup Here is a suggested "visual" for the setup -but feel free to create whatever your club feels best conveys the message! **Supplies you need:**

- ✓ Areas with tables representing either regional pairings or culinary pairings.
- ✓ Small wine glasses, small plates, forks, spoons, napkins.
- ✓ Decorations – Desserts & Drinks logo, Target logo (or chosen charity) and your club logo.
- ✓ Receptacles for tasting tickets at each table - the quantity will depend upon how many tables you have featured.
- ✓ Table at the entrance where one or two cashiers are selling both entry fee and tasting tickets. One or two cash boxes, chairs, and of course the tasting tickets themselves. These should be visually different from the entry fee ticket if you choose to use a ticket for this purpose.

For the event: Assign a "hostess" available to take the tasting tickets at each table. And please, please, please thank all who participate for their generous contribution! You may want to have brochures available about the project. There is a power point that you could make available on your laptop for viewing. This will encourage donations.

You can find other fundraising ideas in your Backing Women Toolkit and at www.fawcofoundation.com.

GOOD LUCK AND HAVE A GREAT EVENT!