

Fundraising Goals: Peninsula 11/6/21

Peninsula Gala Goal: Fund \$1.5m Operating Endowment

Total guests: 240

Total units: 120

Board units: 17

Staff units: 8

Sponsorships: 5

Total units to reach goal: 90

How to Get There: Peninsula

Assumption: Cain level/board donors to account for approximately \$900k - \$1m

- Expectation of remaining 90 units \$500k raise or average of \$5,500 per unit
Pledges can be made in excess, however, the first \$5,500 paid by June 2022
- Clearly explain all giving level benefits
- Sponsorships will offset the 90-unit expectation raise
- Live Auction: 10 “experiences” or big-ticket items ideally money can’t buy
- Direct Ask – biggest ask of the night
- Program Specific Direct Ask (possibly donor/sponsor match)
- Raffle

Fundraising Goals: The Point 11/12/21

The Point Gala Goal: Campaign Giving Circles \$240,000

Total guests: 250 (300 max in breezeway)

Total units: 125

Board units: 17

Staff units: 8

Sponsorships: 5

Total units to reach goal: 95

How to Get There: The Point

Assumptions: Mostly new donors to the Cain Center

- Expectation of remaining 95 units \$240k raise or average of \$2,500 per unit
Pledges in excess can be made – First \$2,500 paid by June 2022.
- Clearly explain all giving level benefits
- Sponsorships
- Live Auction: 10 “experiences” or big-ticket items ideally money can’t buy
- Direct Ask – biggest ask of the night
- Program Specific Direct Ask – possible Mooresville sponsor/business match
- Raffle

Current Cost For Each Venue

The Point

Event Details - No Charge!

- ✓ Four-hour event 6:00-10:00pm Lakefront Ballroom – 300 guests max
- ✓ Cocktail hour
- ✓ Plated salad, dinner, and dessert
- ✓ Full open bar

The Peninsula

- ✓ Current Contract - \$34,770.77 – 200 guests
- Renegotiate Peninsula contract for a possible savings between \$10k - \$15k
- Increase to 240 guests max



Gala Theme and Guest List

Cain Center for the Arts Gala:
A Celebration of Our Lake Norman Community

Guest list driven by campaign committee/board

Action Items

1. Set budget
2. Secure Entertainment
3. Secure technology (GiveSmart)
4. Professional auctioneer or local personality
5. Video presentation company
6. Guest list - Save the date
7. Live auction items
8. Raffle item
9. Committee members