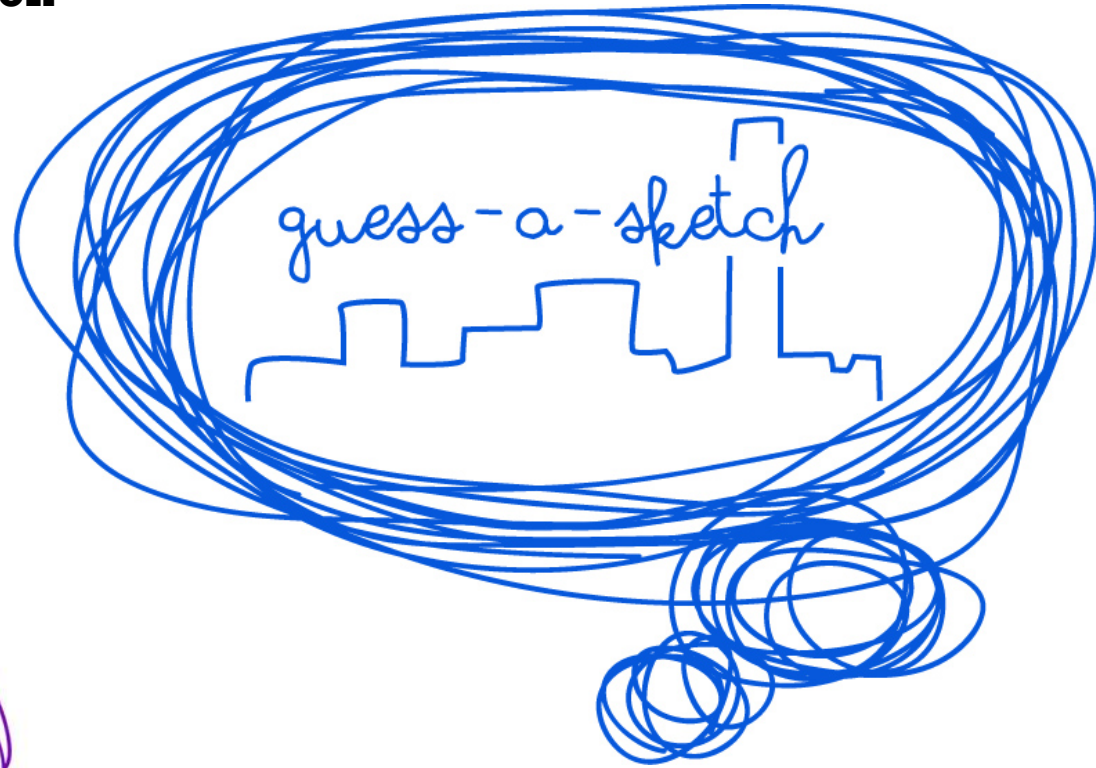
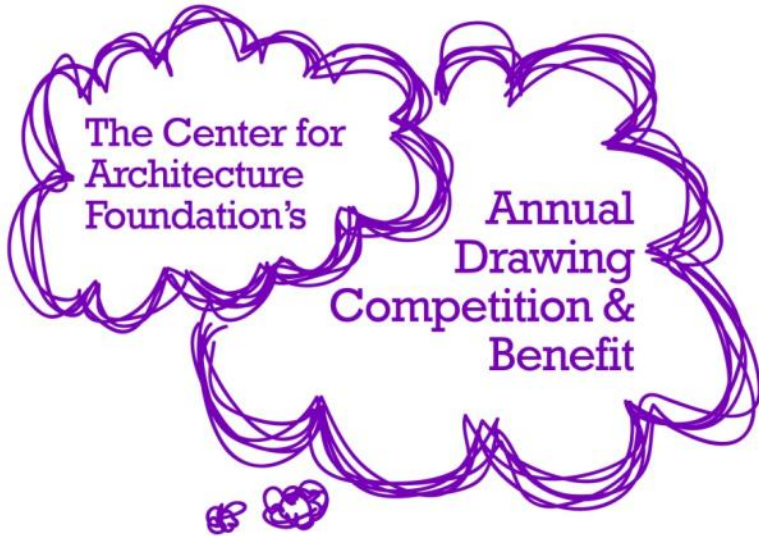


**Alice Stryker, Director of Development  
Center for Architecture Foundation**



## **Making and Measuring Fundraising Impact: Guess-A-Sketch**

## What is Etch-A-Sketch, I mean, Guess-A-Sketch?

Guess-A-Sketch is CFAF's annual drawing competition and benefit. Design industry superstars sketch as teams go head to head in an architecture themed Pictionary-style tournament. Audience members can be a part of the action by using the #guessasketch to tweet their guesses.



# How did we do it?



-with an engaged board (22 members) ready to get involved and learn how to fundraise and



**Solicitation Vehicles**

June Event

Aligning the solicitation of new corporate sponsorship with the June Event will provide board and Event Committee members something tangible to sell and serve as the primary way to secure corporate support.

Annual Appeal

This letter is essentially an appeal to individuals to give through their companies. It should include the non-event-related sponsorship opportunities information (below). In 2013, this will shift from an April mailing to a year-end appeal. (See Individuals section.)

Tours

Securing a wine or general sponsor for tours will defray costs and build connections.

Non-Event Related Sponsorships

Non-Event based opportunities will allow additional solicitation.

**Sponsorship Levels and Benefits**

Revising corporate sponsorship levels will facilitate increased giving. Most benefits incur no cost to CFAF, and corporate partnerships will provide value beyond money. They will help promote awareness of CFAF and broaden the base of support. The board and staff should target a few corporations from current donors.

CFAF Revenue Plan - page 26

-By thinking strategically about our fundraising efforts

-setting aside funds to execute all aspects of the event

And.....



**...with an amazing team!!!**



## What are the qualities of an impactful benefit?

The amount of money you raised/netted/whatever is not the best metric!

Your benefit will have more impact on your organization's ability to achieve your mission if:

- Guests have a great time!
- Your board walks away motivated
- There is buzz about your organization

*Other Examples of Impactful Benefits:*

The Met's Costume Institute Gala  
Construction





# How do you set yourself up for success?

1. Host a mission based event
2. Make sure the event's scale fits your staff capacity and your donor's capacity to give
3. Define your board's role in the effort early and often



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# Hosting a mission based event

The theme or focus of the benefit should encapsulate the spirit of your organization

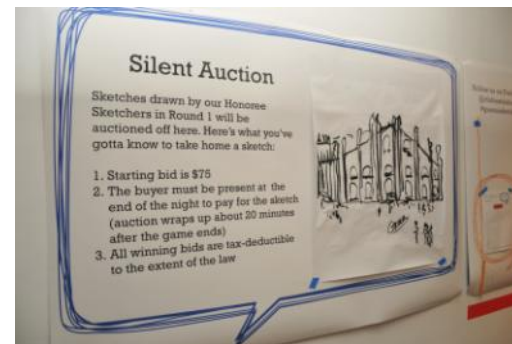
- Finding the right theme takes time
- Actualizing the idea takes even more





# Hosting a mission based event

Guests should look at the collateral and the décor of the event and know they're supporting your mission



# How do you set yourself up for success?

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# Staff and Donor Capacity

- If you have a small team, don't try to re-invent the wheel! Create an event that fits into your already busy schedule
  - Plan strategically and evaluate whether this is the right time to add a signature event
  - Hire Consultants or add staff



CENTER FOR ARCHITECTURE FOUNDATION  
GUESS-A-SKETCH EVENT TIMELINE (updated 9/16/2013)

DATE	TASK	Status	Notes
<b>December</b>			
Dec 10-14	Develop Corporate Sponsorship Packet and identify prospects	Complete	
	Outreach to Sponsor Prospects	Complete	
<b>January</b>			
	Secure Graphic Designer	Complete	Studios Architecture
	Invite honorees to VIP Event	on going	JE-in follow up emails
	Determine Event marketing calendar (eblast dates, brand promotion, etc)	ongoing	
	Begin G.A.S sponsorship solicitation in earnest	on going	
<b>February</b>			
Feb 1-8	Solicit bids from Caterers, other vendors	complete	
	Host committee formed continue adding members up until invitation is printed	complete	
Feb 11-22	Begin solicitation for team prizes	ongoing	
	Work with designer on Save the Date materials	complete	
	Generate Board Solicitation lists	complete	
Feb 21	Board Meeting review solicitation lists	Complete	
Feb 25	<b>Deadline for sponsorship logo in save the date</b>	Complete	
Feb 25-28	Finalize Save the Date design	Complete	
<b>MARCH - 2-months out</b>			
Mar 1	<b>Deadline for invitation lists from board &amp; committee</b>		
Mar 1	<b>Save the Date to the Printer</b>	Complete	
Mar 4-8	Secure honorees	Complete	
	Finalize Sponsorship Packet	Complete	
	Create click and pledge event page	Complete	
	Update CIAF website/AIA E-cal	Complete	
	secure prizes for winning team and runners up	on going	
	Begin soliciting twitter prizes and raffle prizes	on going	
	Create invitation list on Salesforce	Complete	intern
	Outreach to Sponsor Prospects	Complete	
	Solicit for event photographer	Complete	
	Determine A/S needs	Complete	
Mar 11-15	<b>Mar 12: Save the Date e-mail blast</b>	Complete	
	Tastings with caterer nominees	Complete	
	Work with honorees to gather bio info/determine participation level of their firms	Complete	
	Invitation Copy Finalized	Complete	
	Determine format needed for digital journal ads (pksh box and DPI)	complete	
	tweet and FB save the date	Complete	
Mar 18-22	<b>Mar 18: AIA Save the Date eblast</b>	Complete	Initiate twitter Tues and Thurs;
	<b>Mar 18: AIA Luncheon blast</b>	Complete	
	Mar 19: AIA digest - G.A.S footer	Complete	
	Solicit sponsors; work with Board	Complete	
	solicit in-kind donation for twitter prizes	On-going	intern project
Mar 25-29	<b>Mar 25: Deadline for listing/logo in invitation</b>	Complete	

# Staff and Donor Capacity

- If you have a group of donors who traditionally contributes \$100-\$200, don't expect them to spend \$1,000 on a ticket
  - Know your contributors-compile donor research
  - Compare your idea to other events in your city or to similar event types to gauge how sponsorships should be priced and what benefits should be associated with each level



## sponsorship opportunities

### ALL SPONSORS RECEIVE

- VIP Check-in and invitation to the VIP reception
- Corporate logo on CFAF homepage for one year
- Listing in CFAF's Annual Report

#### SUPPORTER \$1,000 (\$850 tax-deductible)

- 2 audience tickets
- Full page ad in the digital journal

#### CONTRIBUTOR \$2,500 (\$2,200 tax-deductible)

- 4 audience tickets
- Full page ad in the digital journal
- Listing on invitation (Deadline March 25th)
- Listing on event website and in related emails (15,000 recipients)

#### TEAM SPONSOR \$3,000 (\$2,625 tax-deductible)

- 5 team player tickets
- Full page ad in the digital journal
- Logo on invitation (Deadline March 25th)
- Logo on event website and in related emails (15,000 recipients)
- Verbal acknowledgement at event

#### BENEFACTOR \$5,000 (\$4,175 tax-deductible)

- 10 audience tickets or opportunity to form a team (5 players and 5 audience tickets)
- Full page ad in the digital journal
- Logo on invitation (Deadline March 25th)
- Logo on event website and in related emails (15,000 recipients)
- Verbal acknowledgement at event

#### PATRON \$10,000 (\$8,650 tax-deductible)

- 15 audience tickets or the option to form a team (5 players and 10 audience tickets)
- Full page ad in the digital journal
- Logo on invitation (Deadline March 25th)
- Logo on event website and in related emails (15,000 recipients)
- Verbal acknowledgement at the event
- Opportunity to distribute promotional material/corporate giveaways at event

#### INVESTOR \$15,000 (\$13,500 tax-deductible)

- 20 audience tickets or the option to form a team (5 players and 15 audience tickets)
- Full page ad in the digital journal
- Priority placement of logo on save the date and invitation (deadline Feb. 25 for Save the Date; March 25th for invitation)
- Logo on event website and in related emails (15,000 recipients)
- Verbal acknowledgement at event
- Opportunity to distribute promotional material/corporate giveaways at event
- Logo featured prominently on sponsorship signage throughout the event

## tickets

**VIP AUDIENCE TICKET \$250**  
(\$175 tax-deductible)  
VIP Check-in and invitation to the VIP Reception

**AUDIENCE TICKET \$125**  
(\$50 tax-deductible)

## journal

**DIGITAL JOURNAL ADS**  
Full-page ad \$1,000  
Half-page ad \$500  
Quarter-page ad \$250



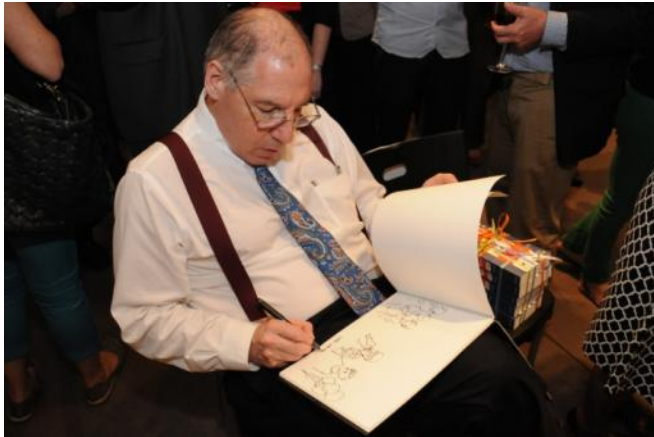
# How do you set yourself up for success?

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3. Define your board's role in the effort early and often



# Involve your Board every step of the way

- Define their role from the start
  - What is a job the staff should tackle?
  - What is something the Development Committee should discuss?
  - What are the responsibilities of the full board?





# Involve your Board every step of the way

Alice Stryker

**From:** Alice Stryker [astryker@ctafoundation.org]  
**Sent:** Wednesday, April 24, 2013 3:50 PM  
**To:** Carol Lovenson (lovenson@mitcheilgiugola.com); Evie Kleir; Gary Wilkin (gwilkin@aof.com); Jan Lakin; Jerry Maltz (jrmaltz@earthlink.com); John B. Simoni (jsimoni@goetzffz.com); John Evans (jevans@evansdevelopmentllc.com); Joseph F. Tortorella (jft@stlan.com); Joseph H. Donovan (Joseph.Donovan@Startec.com); Judy Hunt (jhunt@amac.com); Linda Yovell (lmy@yovellarch.com); Margaret Castillo; Melissa Bilig (MBilig@ingramip.com); Michael J. Strauss (mjt@evengardcon.com); Robert Brewer (rbrewer@grassspas.com); Sherida Paulsen; Stanley Stark (starka@nyccr.com); Steve Colletta (scolletta@ctame.com); Susan Appel; Tom Krizmaric (krizmaric@studioserch.com)  
**Cc:** Catherine Teegarden; thayduk@ctafoundation.org; Sarah Cloonan; development@ctafoundation.org  
**Subject:** FW: You're invited to Guess-A-Sketch, CFAF's annual drawing competition and benefit!  
**Attachments:** Guess-A-Sketch Sponsorship Opportunities.pdf

Dear CONTACT NAME,

[insert anecdote here!]

I hope you received the Center for Architecture Foundation's invitation to Guess-A-Sketch on May 21<sup>st</sup>! I'm on the Board of Directors and hope you can join me in supporting architecture and design education by attending this benefit.

The Center for Architecture Foundation has been providing New York City's residents and visitors with awards-winning, creative built-environment education programs for over 20 years. As a Board Member, I have seen first-hand how this organization has impacted the lives of many young people and inspired them to view the world around them through a different lens. Guess-A-Sketch supports these programs and is not your average fundraiser! The event is one part cocktail party, one part game show, featuring an architecture themed Pictionary-style tournament.

I've attached information about tickets and sponsorship opportunities here (as well as the e-vite, which is below) and I hope to see you at Guess-A-Sketch on May 21<sup>st</sup> from 6-9:30pm. Your donation will help us continue to provide thousands of students of all ages the opportunity to better understand how architecture and design affect our daily lives.

Sincerely,  
YOUR NAME

To view this email as a web page, go [here](#).



- Take time to teach them how to fundraise and make sure they feel supported every step of the way
  - Bring in a board coach
  - Give them information about the event so they can sell the event and answer questions from their friends
  - Draft correspondence that they can forward along to their contacts
  - Send fundraising updates to the board weekly
  - Alert them the moment one of their contacts purchases a ticket

# Involve your Board every step of the way

- Celebrate their successes!
  - Host a pre or post event party just for them
  - Host a party at the beginning of the year







## To Review!

We were able to make Guess-A-Sketch a truly impactful event by:

1. Hosting a mission based event
2. Making sure the event's scale fit our staff capacity and our donor's capacity to give
3. Defining our board's role in the effort early and often

So, what did fundraising impact look like for us?

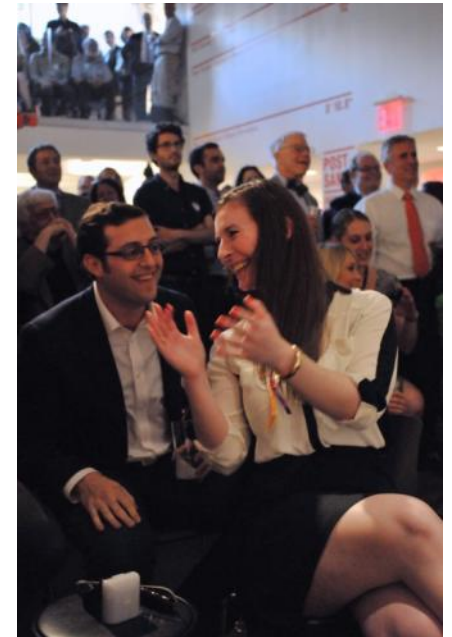
# How did we measure Guess-A-Sketch's Impact

We raised money...sure but also:

*Guests had a great time!*

At Guess-A-Sketch 2013:

- 200 Guests attended
- We had over 300 tweets
- Sold 20 silent auction items
- Had a packed house till 9:15





## How did we measure Guess-A-Sketch's Impact

*Our board walked away motivated and excited about our mission and the party we threw*

After Guess-A-Sketch 2012

- We had near perfect attendance at nearly every board meeting since
- During Year End 2012, Board Members continued to impress the staff with their fundraising prowess (and Guess-A-Sketch 2013 broke fundraising records)
- Board members use the event as a reason to join our board
- Board members have been helpful in sourcing a new venue for 2014's gala



# How did we measure Guess-A-Sketch's Impact

*There was buzz around town about our benefit*

This year, thanks to a board member contact, Guess-A-Sketch was featured in the Wall Street Journal

## THE WALL STREET JOURNAL.

NY CULTURE | May 23, 2013, 9:44 p.m. ET

### Architect's Guessing Game

*The Center for Architecture Foundation Hosts Its "Guess-A-Sketch" Fundraiser*

By KATHERINE ROSMAN

Architecture is a combative profession, particularly in a city where landing a big gig is an opportunity to alter one of the world's most iconic skylines. But you haven't seen the true competitive nature of New York City's erector set until you've watched 200 architects, engineers and building-aficionados play landmark-inspired Pictionary.



The Center for Architecture Foundation hosted its second annual "Guess-A-Sketch" fundraiser on Tuesday evening, with teams vying to be the first to call out the names of structures being drawn by charcoal-wielding sketchers whose collective portfolios include the Barclays Center and the Wythe Hotel in Brooklyn, the Condé Nast Building in Times Square, Theory Building in the Meatpacking District and the East 63rd Street pedestrian bridge at the Rockefeller University.

Tuesday's drawing competition was MC'd by Charles Renfro, a partner in the firm Diller Scofidio + Renfro, a design studio that collaborated on the High Line and Alice Tully Hall. He wore white wing-tipped shoes and angular glasses. In his honor, the evening's signature cocktail was the High Line High Ball, made with Grey Goose, muddled mint, lime and cucumber.





**Thank you!**

Alice Stryker  
Director of Development  
Center for Architecture Foundation  
[astryker@cfafoundation.org](mailto:astryker@cfafoundation.org)  
212-358-6134

