

**Northview Theatre Booster Meeting  
April 8, 2008**

AGENDA

Financial Report

State Conference - recap

Spring Play

- Programs
- Program Advertising
- T-shirts
- Tickets
- Concessions
- Stargrams/Flowers
- External Publicity
- Internal publicity
- Volunteers

Fundraising

- Max & Erma's fundraiser – Red Carpet voting
- Summit Packaging – Oct 4
- Fundraising Plan Review

Red Carpet Awards

Fall 2008 Musical

- Promotional ideas
  - Character breakfast
  - Coloring contest
  - Themed magnets
  - TV feature
  - Fall Festival performance
  - Brainstorming!....

Wildcat Welcome Days (Aug)

Fall Festival

Mr. Wachowiak – Director comments

All other business

**Northview Theatre Boosters  
Fundraising Plan  
April 2008**

**OBJECTIVE:**

Devise a plan to increase Theatre Booster budget between April and November 2008 for the purpose of:

1. Strengthening general health of budget
2. Positioning boosters to contribute funds to support the Fall 2008 Musical production.

**STRATEGY:**

Implement a multifaceted program to accelerate fundraising:

- Corporate Sponsorship Program (appeals to corporations/business and organizations that support the arts)
- Expanded Ad Sales Program for fall musical to maximize ad sales opportunities
- 2008 Patron Drive
- Other scheduled fundraisers
  - Max & Erma's
  - Summit Packaging
  - Other fundraisers (TBD)

**PROGRAMS:**

**2008 Corporate Sponsorship Program**

General description: Outreach to locally based companies, local offices of regionally/nationally based companies, and other organizations known for supporting "the arts" asking for corporate contributions. Specifically focused on raising funds for 2008 fall musical.

Recommended Plan:

- Launch program under "Be Our Guest" sponsorship campaign
- Conduct mailing to targeted list of potential sponsors (list attached) by May 1, 2008.  
Mailing to include:
  - Appeal letter (explaining campaign and goals, asking for contribution)
  - "About Northview Theatre" mini brochure
  - Contribution envelope (possibly)
- One week after mailing: Telephone follow up
- Follow up on contributions with thank you letter.

**Expanded Ad Sales Program Drive**

General description: Expand traditional program ad sales by:

- Pre-selling program ads throughout summer (for anyone interested)
- Incenting students to sell beyond \$50 ad quota
  - Ad selling "activity day" for students
  - Selling against list of local businesses (per Sylvania Chamber of Commerce list)
- Offering volume discounts to potential advertiser (10% discount for buying ads in both fall musical and spring play programs)

Recommended Plan:

- Launch program ad sales drive before end of 2008 school year (distribute at Red Carpet Awards, include with audition packets, etc.). Student launch packets to include:
  - Letter from director explaining ad sales drive
  - List of potential advertisers (from Chamber list)

- Letter to potential advertisers (promoting show and “Be our Guest campaign”) for students to leave with potential advertisers
- Mini posters (ask to display at potential advertiser business – regardless of whether or not they buy an ad)
- Advertising price form (updated to include volume discount pricing)
- Re-launch in the fall after casting.
- Plan ad selling activities days in Sylvania for students

### **2008 Patron Drive**

General Description: Annual program to solicit patron donations from families, community members and other NV theatre supporters.

Recommended Plan: Build on current patron solicitation strategies to further enhance patron support.

Current program-

- Patron forms available at WildCat Welcome Days, 8<sup>th</sup> grade open house, August NV parent mailers, all other major events, posted on web site.

Expanded program-

- Patron direct mailer to theatre parents, alumni/alumni parents, past patrons
- Publish patron message and form in all play programs
- Verbal patron solicitation prior to all shows/performances

### **Other Fundraisers**

Max & Ermas –

Summit Fundraising - October

<b>Company</b>	<b>Mailing address</b>	<b>Telephone Number</b>	<b>Contact</b>	<b>Booster Representative</b>
ProMedica				Diana Randolph
Anthem				Lorrie Cesarz
Medical Mutual				Lorrie Cesarz
Kroger				Lenise Romberger
Andersons				Janet Owens
Owens Corning				Lenise Romberger
Meijer				Melanie Dickerson
BP Oil				Helene Szczerba
Abramson Law				Helene Szczerba
Hojnacki Builders				Melanie Dickerson
Berman Builders				Melanie Dickerson
Fifth Third Bank				Lorrie Cesarz
National City Bank				Lorrie Cesarz
Trust Company				Lorrie Cesarz
Theatre League				Melanie Dickerson
Theatre Rocks				Melanie Dickerson
Ohio Arts Council				Melanie Dickerson
Stranahan Foundation				Kevin Cesarz
WTVG				Melanie Dickerson
WTOL				Melanie Dickerson
Fox 30				Melanie Dickerson
The Blade				Kevin Cesarz
Vin Devers				Lorrie Cesarz
Tol. Credit Union				Helene Szczerba
UT/Medical Univ.				Kelly Tipton
St. Vs				Kelly Tipton
Toledo Symphony				Melanie Dickerson
Buckeye Cable				Kevin Cesarz
LaZBoy				Helene Szczerba