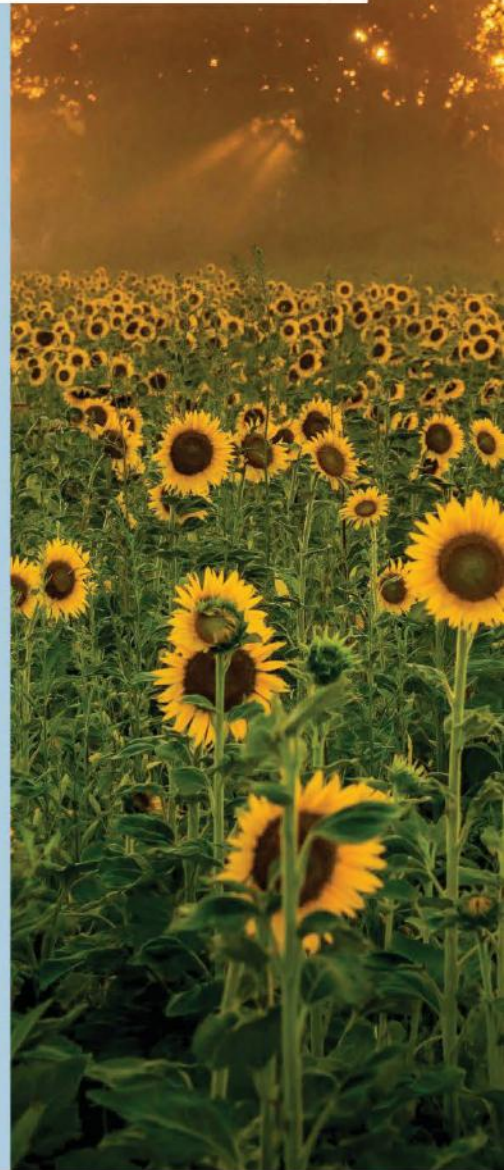
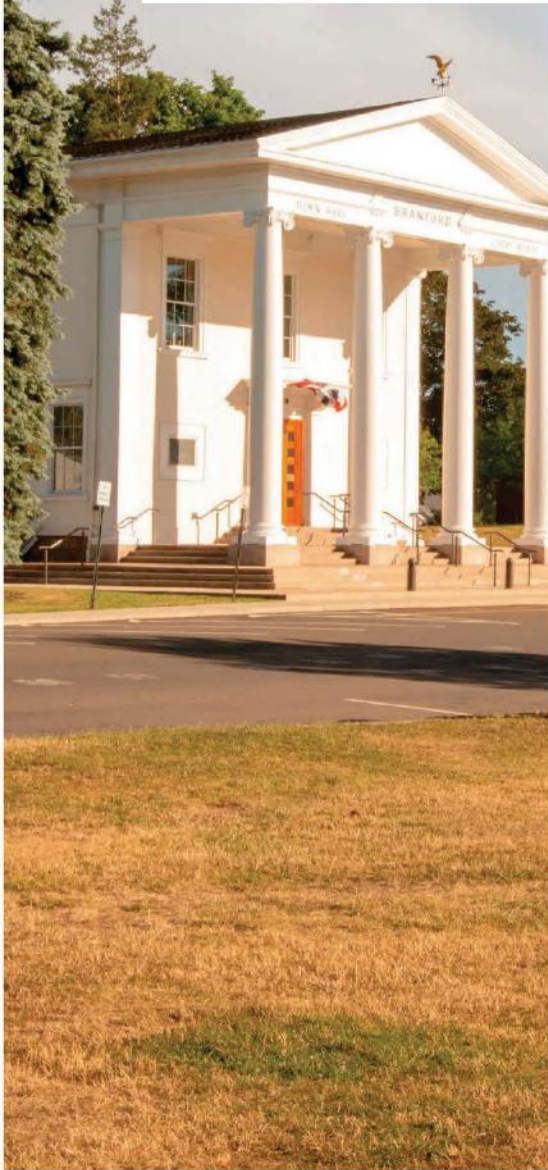


SHORELINE CONNECTIONS

A Magazine About Events, Businesses and
People Along the Shoreline

Branford, Guilford, North Branford



APRIL 2024

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Our Towns



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BUSINESS

After Hours

Networking in a Casual Social Atmosphere



Spark Cycleworks hosted our Business After Hours on April 16th. The manufacturer of e-bikes develops products that get more people outdoors, enjoying time with their friends and family, and not taking life too seriously. Spark has been manufacturing electric bikes in the United States since 2019.

Besides networking, guests toured the manufacturing space and we were introduced to Spark's recently launched Javelin, which is 100% hand built in CT! Thank you Spark for hosting this wonderful event!



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THE CIVIL WAR

By Mairi Bryan

Although Connecticut is a small state, in many ways it played a significant role in the Civil War and was key to the Union's survival. In addition to raising thirty full regiments of infantry over the course of the war, the state provided arms, equipment, technology, supplies, and funds to support the war effort. In addition to this support, several Connecticut politicians were key in determining policy decisions both during the war and throughout the Reconstruction.

Following the bombarding of Fort Sumpter in 1861, President Lincoln called for volunteers, and Connecticut's Governor William Buckingham, a fellow Republican, did the same. Within a month three Connecticut regiments had been recruited. Connecticut had completely abolished slavery in 1848, with the result many African Americans from both in and out of state began relocating to urban centers for employment and opportunities. Of the thirty regiments of infantry furnished by the State, two were made up of African American volunteers.

Connecticut's manufacturing capabilities were brought to the fore with the outbreak of the Civil War, and the State became a virtual arsenal. The firearms industry alone achieved a considerable degree of success, manufacturing enough ordinance to equip a sizable portion of the Union armies. Prominent were the New Haven Arms Company, which provided the "Henry Rifle" developed by New Haven's Benjamin Tyler Henry, as well as the Colt Manufacturing Company, and Pratt & Whitney who provided machinery and support equipment to the Union troops. On the Shoreline, the shipyards at Mystic and New London provided ships for the Union Navy, among them the USS Galena, and the USS Monticello.

However, the human sacrifice that was the result of the war came brutally home to Connecticut. There were some 55,000 men who volunteered across the State and joined the Union army, which was almost 50% of men and boys between the ages of 15 and 50, and some 10% of these died, with many more suffering horrible wounds and lasting memories of the horrific battlefield conditions.

Connecticut is home to 130 Civil War memorials, from the centers of cities to small town greens, and the shoreline is no exception. These monuments are testaments to the sacrifice made to defend the Union. President Lincoln in the Gettysburg Address summed it up in his immortal words, they "gave their lives that the nation might live."

In Guilford, The Soldier's Monument on the Green is more than a local landmark and centerpiece of the events held on the Guilford Green, it is also a tribute to the men and boys who gave their lives in the Civil War.

CONTINUED

During the town's 375th Anniversary celebrations in 2014 eight names that had not been on the memorial were inscribed on the granite monument, which now includes all 64 Guilford men who died. Guilford has an additional memorial at Alderbrook Cemetery in the Rodman or Guilford Gun, a historic relic of the Civil War.



The Rodman Gun was acquired from the Federal government after a long campaign by Captain Charles Griswold, a sergeant in the 15th Connecticut Volunteer Infantry, and although the history of the gun is unknown, it is standard Civil War weaponry. The gun was dedicated in 1902 to the memory of those who fought for the preservation of the Union in the Civil War.

Branford responded quickly to the call to arms at the outbreak of the Civil War, and the 27th Connecticut Volunteer Infantry had many men from Branford and North Branford. They fought at many of the famous battles including Gettysburg, with several being killed or injured. In 1881 Branford veterans of the Civil War organized Mason Rogers Post #7 Grand Army of the Republic, named after a native of Branford, who died in the war.



The Soldiers' Monument in North Branford is historically significant as it was constructed almost immediately after the end of the war. The movement to build a memorial began soon after the war ended in 1865, and funds were raised to do so.

It was one of the first monuments erected in the State to the memory of those soldiers and volunteers who fought and died to preserve the Union.

And finally, New Haven is a special place regarding Civil War monuments, having eight in total, among them the Soldiers and Sailors Monument on East Rock summit, visible from miles around, and honors the residents of New Haven who gave their lives in the Revolutionary War, the War of 1812, and the Civil War. The Yale Civil War Memorial at Woolsey Hall is unique in that it honors the dead of both the Union and the Confederacy. The sacrifices and significance of the Civil War are not forgotten in Connecticut.



Member Recognitions and Milestones

The Shoreline Chamber of Commerce wants to share your awards, recognitions, and celebrations. You have worked hard to receive these recognitions and we want to celebrate your accomplishments with your fellow members and beyond each month. When you submit your news release in your Member Portal, send a copy of your recognition news to Mary at mary@shorelinechamberct.com by the 15th of each month.

This month we recognize our following Chamber members:

The American Manufacturing Hall of Fame recognized **Marcia LaFemina** at their annual induction ceremony held April 3, 2024, at The Jackson Laboratory in Farmington.

Recognized for her leadership, LaFemina is the president and CEO of **Penn Globe** and chairs the board of directors for MATCH, the Manufacturing and Technical Community Hub in New Haven, and is a member of the Shoreline Chamber Board.

UNAPEN has been recognized as the 'Best IT Services Provider in Connecticut' for 2023, marking their second consecutive year of receiving this honor.

We say a sad goodbye as Jean Gresham and **J. Gresham Design** as she moves to her beloved Maine.

Congratulations to **Flutterby** celebrating 25 years on the Guilford Green. Stop in and congratulate owner **Beth O'Bymachow**, while enjoying the handmade and one-of-a-kind items in her store.

Air Conditioning Season is Almost Here!

Warmer weather is quickly approaching - be sure to call and schedule your annual preventative maintenance today!

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We are celebrating our two great companies joining together by offering you special "month of May" savings on Air Conditioning!



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Mother's Day Mini-Sessions

Are your Mom & kids photos up to date? How about a mini "Beach Photo Session". We'll pick a local seascape scene to create memories as Forever Keepsakes.

What's a "Mini Session" -It's an abbreviated version of a full photo session. Usually less than 30 mins each, and several client sessions consecutively. It allows the photographer to keep the costs to a minimum. Team up with a friend!

What do I get? - 3-4 Digital images (jpegs). I'll help you print and frame, if desired.

When & Where? - We'll decide on a mutually convenient time & location.

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MEET A MEMBER

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At Cosmetic and Implant Dentistry of Connecticut, Dr. Aaron Gross and his team are renowned for their commitment to excellence in dental care. Serving Hamden, East Haven, Branford, and the wider New Haven region, they stand out as leaders in high-tech dental practices. From routine checkups to innovative treatments, their comprehensive services cater to families, ensuring a comfortable environment for all. With a dedication to personalized care, their dentists prioritize individual attention, striving to make every visit to the office a positive experience. **Gold Member since 2023**

"As usual, going to CIDC amounts to a friendly and professional visit to people who care and really know what they're doing. I can present my concerns and know that they will be addressed. I recommend them highly and have been a patient for many happy years." - John M.

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A space for everyone! Branford Coworking is a shared workspace facility located in Branford, Connecticut. It provides a collaborative and flexible environment for professionals, entrepreneurs, freelancers, and remote workers to conduct their work. Branford Coworking offers amenities such as high-speed internet, office equipment, meeting rooms, and communal areas for networking and collaboration. Additionally, they provide various membership options, allowing individuals to choose the plan that best suits their needs, whether it's a daily drop-in pass or a dedicated desk on a monthly basis. Branford Coworking takes care of all the details so that you can spend all your time focusing on the things that matter.

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"We joined the chamber because we are big believers in being a part of the community where we work. Our work as an Insurance Agency isn't confined to a 4 walled office, we are successful because we are involved with the community. The Chamber of Commerce allows us to meet with people that have similar thoughts and goals about business." - Doug Danaher

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When you outsource your accounting work to Murphy & Company, it's like having a trusted advisor on staff. Their expert team takes charge of your daily accounting duties, granting you the freedom to prioritize your business operations. Operating through their cutting-edge, secure web platform, they collaborate seamlessly with you, ensuring a smooth and productive workflow. With tasks executed online, you enjoy constant access to your financial data, providing real-time insights into your financial standing. Their services are bundled into a fixed monthly fee, facilitating effective budgeting and eliminating unexpected billing shocks.

Silver Member since 2023

"Murphy & Company is reliable, professional, and responsive. I cannot recommend them more highly!" - Dennis Perkins

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www.murphycocpa.com



MEET A MEMBER BRANFORD LIONS CLUB



Founded in 1951, the Branford Lions Club emerged from the shared dedication of local professionals and entrepreneurs to support those in need within their community. Over the years, their impact has been immeasurable, reaching countless individuals and groups requiring assistance. With a core mission to address the needs of Branford and extend their service globally, they aim to enhance the quality of life for all. Through the years they have contributed to many worthwhile programs such as: Connecticut Lions Eye Research Foundation (CLERF), Lion Clubs International Fund (LCIF), Diabetes Awareness, Low Vision Centers (LVC), Youth Outreach Programs, Connecticut Radio Information System (CRIS), Fidelco Guide Dogs, Used Eyeglass Collection and many more.

Non-Profit Member since 2019



www.e-clubhouse.org/sites/branfordclions

MEET A MEMBER CHABAD OF THE SHORELINE



Known statewide for their professionalism, enriching educational content, and enjoyable atmosphere, Chabad events and classes offer a unique blend of Judaism without boundaries. Regardless of your affiliation with a synagogue or other Jewish institution, Chabad is here to infuse spirituality, learning, community, and even some nourishment for the soul into your Jewish journey. The Chabad of the Shoreline Jewish Festival is an annual event organized by Chabad of the Shoreline in Guilford. This festival is typically a community-wide celebration of Jewish culture and heritage, featuring various activities, entertainment, food, and more! **Non-Profit Member since 2022**

"Nice center. Great place to meet an incredible Rabbi and do an extra mitzvah." – Bob Truth



800 Village Walk #327, Guilford
www.jewishshoreline.org

DON'T FALL IN LOVE WITH YOUR LOGO



By Dee Jacob
President,
Shoreline Chamber

How many times have you been driving along a road, see a new business and couldn't read their sign? This happens too often as I drive around the shoreline. We were recently on vacation when we passed this big building that looked interesting. It had big letters D&B. We wanted to know what it was. Was that a restaurant? Was it shopping? What exactly was it? We were unable to figure it out since

the logo gave us no information and there was no tagline. It turned out it was a fish processing company!

Very often when we start a new business or set up a second business or create a new brand, we fall in love with the vision of our logo. Before we know it, we have a concept of a logo - a representation that might be of my favorite colors, might be lots of swirls and images. However, the real question to be answered before falling in love with a logo or name - is it fit for use in the ways I will use it.

Many years ago, I was managing a consulting firm. We spent a year trying to change our logo. The reason for the change was to separate the image of the business from the past offerings into a new image and ways that reflect our business vision. We all agreed on colors, we just couldn't get past what the image would be. For a year, we evenly split between two options - six partners for Option A, six partners for option B. To break the stalemate, we identified how we were going to use the logos. We then took the different logos and mocked them up in a way that we would ultimately use them. We would use them on our business cards; we would use them on our letterhead; we would use them in our PowerPoints. We did not have signage needed for a building, but if we did, we should have mocked that up. So, after taking each of the logos and putting them on a business card, putting them on a PowerPoint, putting them on letterhead of the size that we would use, we immediately came to the unanimous conclusion. Those of us who loved one of those logos came to the realization that the one we loved wouldn't achieve what we wanted to achieve in how we would use it.

There are other considerations in considering logos. For example, take the company UPS. I grew up with the United Parcel Service as a logistics service and delivery company. I grew up with the United Parcel Service name. The transition from United Parcel Service to UPS is one that made sense to me because my brain translated all

CONTINUED

my legacy knowledge into the letters UPS. However, my younger children only know that the brown truck delivers online orders and don't see UPS as a main leader in logistics, distribution and logistics software. From my kid's background, it is only in the current context of them receiving a package.

Do you have a favorite color? The fact that some colors are your favorite, may in fact not be the approach to having the colors in a business logo people will recognize. In my travels last month, I came across a business sign that used orange letters on a black background. The orange was a deep burnt orange and, honestly, the letters disappeared into the sign. (no, it wasn't for a fall or Halloween business). The sign disappeared next to its fellow signs of white backgrounds with bright blue or bright green lettering. Not only did the sign's lettering disappear, but the lettering was too small to see from the road stopped, let alone traveling 40 miles an hour. Another sign we saw along the way was in cursive. As many of you know cursive is hotly debated whether it should be taught in schools. But cursive is not as easy to read whether you are stopped or moving. The more "white space" in the "script" the easier it might be to discern for those of us taught cursive. However, if the font is too fancy – all bets are off.

Another issue that I have seen is the use of initials as the name of the business. If I were to open a business and call it DBJ, my initials, no one would know what I did just looking at the initials. Here, adding a tagline as part of the logo is important. So now my logo would be DBJ, Your Source for All Things Chamber. This logo incorporating a tagline, increases its usability to get people to know what I do.

Taglines are especially important when renaming a business with a fusion word. Making up some new word like Chambocky, a melding of the word chamber and jabberwocky, may be loved by me or my board, but my customers may not understand that my business is about a source of all things chamber. Perhaps again the use of the tag line with the company name incorporated as a logo would be a better strategy – *Chambocky - Your Source for All Things Chamber*

The underlying work for any new logo or new brand representation begins with answering the key questions of fitness for use:

- *What items will this logo be used for?*
- *Does the logo name itself let people know what kind of business I am in?*
- *Is my logo readable in all the ways people may see it – font, cursive, size?*

Prior to leading the Shoreline Chamber, Dee consulted all over the world in strategic planning, marketing, project management, manufacturing, and distribution.

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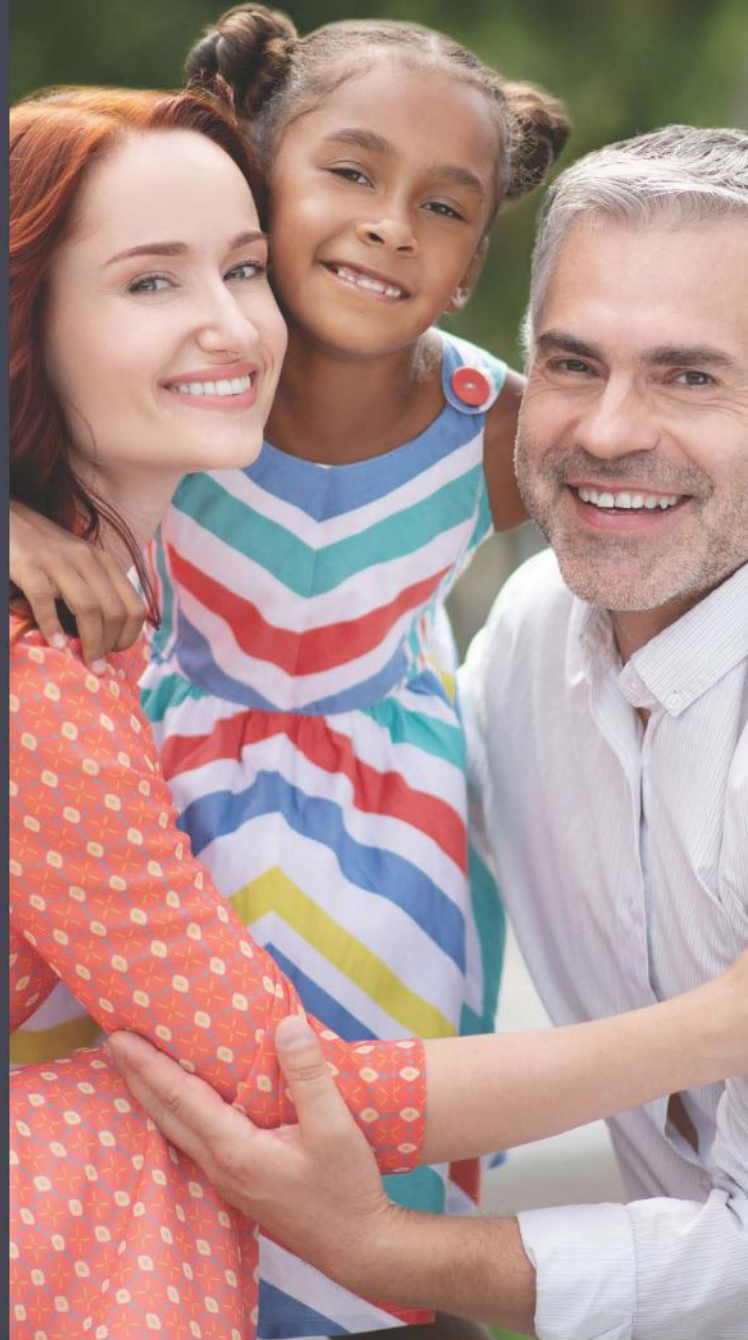
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COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

APR 26, FRIDAY	Epicurean Series Dinner with Chef Chrissy Tracey and Chef Kinsler Josaime	7:00PM - 10:00PM	Madison Beach Hotel	details
APR 27, SATURDAY	Starlight Benefit 2024: Fire Up, Ignite Your Passion for Vista at Water's Edge	6:00PM - 9:00PM	Water's Edge, Westbrook	details
APR 27, SATURDAY	Flutterby's 25 Year Anniversary!	3:00PM - 6:00PM	Flutterby's in Guilford	details
APR 28, SUNDAY	Create a Hand Painted Garment	1:00PM - 4:00PM	Spectrum Art Gallery, Centerbrook	details
APR 30, TUESDAY	SCORE Webinar: How to Start and Run a Successful Non-Profit Organization	3:00PM - 6:00PM	Online	details
MAY 2, THURSDAY	The Branford High School 2nd Annual Student Art Show	5:00PM - 7:00PM	BACA Gallery	details
MAY 2, THURSDAY	SCORE Webinar: Managing Your Business Finances with QuickBooks	3:00PM - 6:00PM	Online	details
MAY 4, SATURDAY	Friends of the Blackstone Library Spring Book Sale	9:00AM - 2:00PM	Blackstone Library, Branford	details
MAY 5, SUNDAY	Magic Touch! Holographic Foil Effects on Acrylic Art	1:00PM - 4:30PM	Spectrum Art Gallery, Centerbrook	details
MAY 7, TUESDAY	SCORE Webinar: Choosing the Right QuickBooks After the Discontinuation of QuickBooks Pro, Premier, and Mac	5:30PM - 7:00PM	Online	details
MAY 9, THURSDAY	Soap Pouring Workshop	6:00PM - 8:00PM	Gracious Gifts & Home, Branford	details
MAY 9 - 12, THURS-SUN	3rd Annual Friends of Hammonasset Plant Sale	9:00AM - 5:00PM	near Hammonasset Beach	details
MAY 15, WEDNESDAY	Charcuterie Board Paint and Sip Workshop	5:30PM - 8:00PM	Gracious Gifts & Home, Branford	details
MAY 16, THURSDAY	SCORE Webinar: How to Use Mailchimp to Create Promotional and Branded Email Campaigns	5:30PM - 7:00PM	Online	details
MAY 16-18, THURS-SAT	3rd Annual Friends of Hammonasset Plant Sale	9:00AM - 5:00PM	near Hammonasset Beach	details
MAY 18, SATURDAY	Mini Golf at Blackstone Library	10:00AM - 4:00PM	Blackstone Library, Branford	details

COMMUNITY EVENTS CALENDAR

Chamber events are highlighted in Green

MAY 18, SATURDAY	Mini Golf at Blackstone Library (adults only)	7:00PM - 9:00PM	Blackstone Library, Branford	details
MAY 19 - JUNE 2, SUNDAY	A Chance to Shine - Online Auction	9:00AM - 9:00PM	Online	details
MAY 19, SUNDAY	23rd Annual Friends of Hammonasset Plant Sale	9:00AM - 5:00PM	near Hammonasset Beach	details
MAY 19, SUNDAY	Mini Golf at Blackstone Library	1:00PM - 3:00PM	Blackstone Library, Branford	details
MAY 22, WEDNESDAY	Net90 Hosted at Evergreen Woods	8:00AM - 9:30AM	Evergreen Woods, North Branford	details
MAY 22, WEDNESDAY	Succulent Driftwood Hands On Workshop	5:30PM - 8:00PM	Gracious Gifts & Home, Branford	details
MAY 23-26, THURS-SUN	23rd Annual Friends of Hammonasset Plant Sale	9:00AM - 5:00PM	near Hammonasset Beach	details
MAY 30-JUNE 1, THURS-SUN	23rd Annual Friends of Hammonasset Plant Sale	9:00AM - 5:00PM	near Hammonasset Beach	details
JUNE 8, SATURDAY	The SongStrong 5K: Keep Kids Safe! (in Guilford)	9:00AM - 12:00PM	Guilford Fairgrounds	details
JUNE 15, SATURDAY	2024 Artisan Marketplace at the Branford Festival	8:00AM - 3:00PM	Branford Green	details

[Click here for full list of events.](#)





Mini Golf at Blackstone Library & Mini Golf: After Hours

May 18 & 19, 2024



BOARD MEMBER SPOTLIGHT CHAD EDGAR

Chad Edgar is the principal and founder at Edgar Law and has served the board for 2 years.



Where are you originally from?

I was born and raised in Connecticut. Most of my early years were spent in East Lyme where my parents still live.

Where do you live?

I live in Branford, which, to my mind, is very reminiscent of the East Lyme of my childhood.

Tell me a little bit about what you do?

I am an attorney. I have practices in both New York and Connecticut. In New York, I tend to advise and represent employers defending against wage and hour and discrimination claims. In Connecticut, I also advise and represent employers but I also represent employees who feel that they were wrongfully terminated by their employer. In addition to my labor and employment practices, I represent indigent criminal defendants in federal and state courts at both the trial and appellate levels.

How much time do you spend in NYC?

Now that COVID has taught us all that much can be done remotely my trips into New York City are less frequent. On average, I am on Metro North heading to Grand Central Terminal at most once per week.

What was your earliest involvement with Chamber and why?

When I first moved to Branford, I looked around for a venue and/or platform to meet community and business leaders to market my practice. The Chamber of Commerce was a logical choice and it has proven to be invaluable for meeting colleagues, clients and friends.

How has your business benefited from the Chamber?

By meeting other Chamber members and attending events, I have met clients and developed a significant referral source. Also, the Chamber has provided exposure to my practice by inviting me to speak on legal topics of concern to employers. While I hope those talks have been valuable for those who engaged, they have been important to my practice by providing the right kind of exposure.

How many years have you served on the board?

It's been 2 years.

How many years have you been in a leadership role and what positions have you held?

I came into a leadership role recently. I was nominated to and I accepted the role of Vice Chair.

Why did you step into a leadership role?

I have benefited from the Chamber and so I am happy to give back. A past member of the Board, Jim Rochford, was instrumental in keeping lines of communication open with local legislators and persuading them to attend frequent "meet and greets" to discuss topics of local concern with interested community members. I hope to continue this tradition of the Chamber being an important ambassador performing shuttle diplomacy between the community, business leaders and the state legislators.

What's a fun fact/something people should know about you?


In 1979, afraid that I was too solitary and studious for a high schooler, my parents sent me to Europe with other teenagers through Putney Student Travel. One of the guides on the trip was Pete Schumlin who later became a governor of Vermont. On one of the legs of the trip, we were on a flight with Bob Marley and the Wailers (this was 1980 – just a few years before he passed away). I had no idea who Bob Marley was while all the other kids were in awe.

What's your favorite spot on the shoreline?

My family and I love Hammonasset State Park. You can go to a desolate part of the park and brood. You can go for a hike along the rocky coast. You can stroll along the miles-long beach. And you can go for a swim! What's not to love?

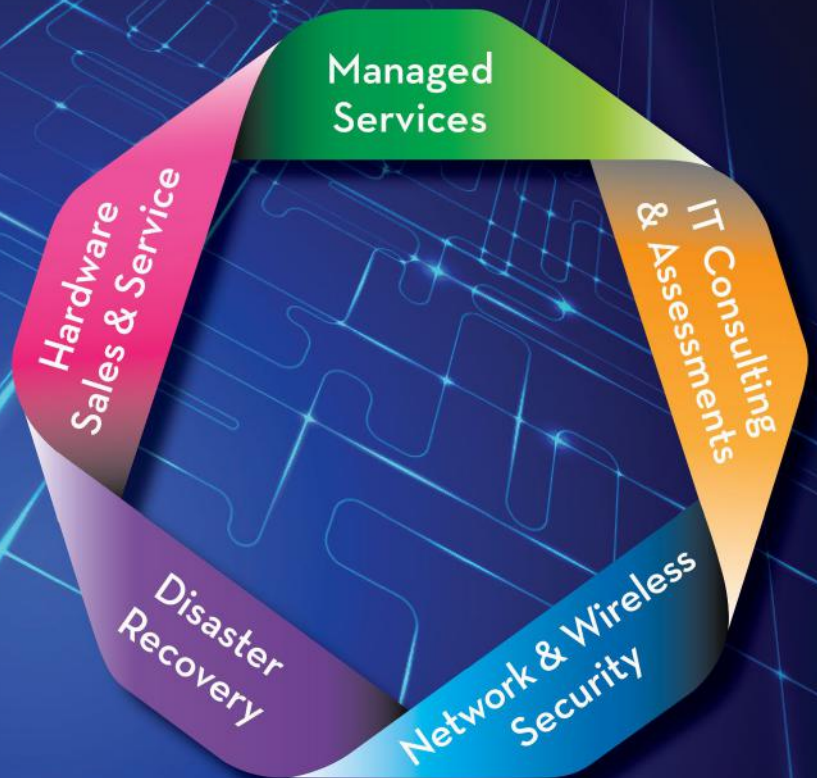
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WHY SHOULD I HAVE A LAST WILL & TESTAMENT?



By David Minicozzi
*The Law Office of
David C. Minicozzi*

For the money, a last will and testament is the best bang for your legal buck. A will goes a long way to be sure your assets are transferred to the appropriate people after you die. Unfortunately only 25% of Americans have such documents in place. Yet the other 75% also die. Their assets may end up going to people they never meant to get them. Having a will can help prevent such tragedies from happening.

A last will & testament can accomplish a number of things:

1. It directs who will receive your assets after you die. If you don't have a will when you die, any solely owned assets will be inherited by your next blood kin pursuant to your state's intestacy laws. "Intestate" means "without a will." This law acts as a flow chart for who will take your estate and in what order, e.g., parents, children, siblings etc. This may sound self-explanatory. However, it maybe you do not want those particular people to have your estate but instead want others to have it. The following example illustrates the point.

Let's say you are married, have no children, and both your parents have predeceased you. If your spouse dies first, in most cases you would inherit everything from them. The problem occurs when the spouse dies first. If you then die intestate, anything in your name alone (your house, car, money) will be inherited by your next blood kin. In Connecticut siblings would be next in line to inherit after parents and children. Perhaps you don't like one or more of your siblings, or you are estranged from them, or you just don't think they deserve any part of your estate. In that case you must have a will to prevent your siblings from inheriting your assets. You can do that by having a will that names other loved ones, friends, charitable organizations etc. The lesson: do not assume the law is on your side when it comes to who will inherit your estate.

2. If you have minor children, you can name a guardian and trustee. If both parents die while their children are minors there will be questions as to who was supposed to raise them to adulthood and who will manage their inheritance. Any assets they would inherit will be fully accessible at the age of eighteen. By appointing a guardian, you can have control over who will take custody of and raise your children. A trust will appoint a trustee to manage the funds and prevent your eighteen year old children from spending all their inheritance in one big spree. As you can see, a will containing these provisions ensures a stable environment for your children and preserves their inheritance from reckless spending.

CONTINUED

3. It will appoint an executor to manage your estate. An executor is like the controller of a corporation. They have full control of the deceased person's assets, liabilities, real estate, and anything else they owned or had responsibility for. Usually, the person's spouse would act as executor. However, if they are not married or if their spouse predeceased them it is important to name a trusted person as a backup, or substitute, executor. Do not leave this to chance, as being an executor is a huge responsibility. They are entrusted with implementing the will for you to be sure your wishes are fulfilled to your satisfaction.

Leaving everything to chance can cause heartache for your loved ones, doubt as to what your wishes were, instability for your minor children.

The Law Office of David C. Minicozzi has over 35 years' experience of drafting wills to be sure their clients and families are well taken care of. Contact us for a free consultation today.

The Law Office of David C. Minicozzi is located in the beautiful shoreline town of Branford, Connecticut. Attorney Minicozzi concentrates on the areas of personal injury and accident cases, family law, real estate and probate matters.

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MAKING MONEY FOR YOUR NONPROFIT WITH LESS INVESTMENT



By Dee Jacob
President,
Shoreline Chamber

As a nonprofit it seems all we do is raise funds for something and turn around and raise funds again. As a typical nonprofit our fundraising falls into several categories:

- Donations - annual appeals, operating appeals, the Great Give.
- Events contain several aspects: ticket sales, sponsorships, and canvassing for auction items to generate funds at the event.
- Grants either for sponsorships (event or total program) or for projects that the nonprofit might have. These may be from local foundations and businesses support for nonprofits.

Donations: If you are using the same old annual appeal letter, perhaps expand your tolls. Have you enlisted your board of directors to make their annual donation and then post in social media “I've given have you!” Have your Board Member use their business platforms to also share – after all they are a Board member because of their business. Additionally, you can encourage giving through social media by showcasing what exactly your funds annually do to create impact in the community. DO not post just on your own page, by sharing to popular community sites and tag the heck out of your post. This is usually not one post, but many posts over time that continue to establish the value of participating in your fundraising. Setting up easy ways to give such as credit card link capitalizes on the impulse of someone wanting to give. Use reels in Instagram to highlight your community work for you to capture other audiences.

Events are very complicated for a nonprofit. It can consume a large part of your staff's time and preparing for it, marketing it, executing it. Be sure to capture the staff hours x rate for what it takes for you to put the event on. You might be surprised at the cost of each level of support. Consider this cost when evaluating the net profit – what you really made at the event. A great event ought to have a high return based on sales of tickets, sponsorship, donations, auction over the cost of rentals, food and drink, centerpieces, etc., and your staff hours.

Ticket Sales: Many of us continue to use the same way we've always sold tickets dash to previous attendees and donors. If you've established that you're a nonprofit in the community, have you reached out through social media, through newspaper articles to explain how this event is not only an incredible participant experience, but also a way to do good in the community. Have you thought about tickets fee to not only give early bird, but also for a certain younger age group so you start to attract younger people to your events. This will increase your return for future events.

CONTINUED

Sponsorship: When we think about sponsorship make sure the value that you're giving for your sponsorship is desirable and it doesn't increase your costs. Giving a printed page ad commits you to doing an event book, which commits you to selling more ads. What you can provide is weeks of your marketing including the sponsor with your event. This broadens the time their name is associated with doing good and your nonprofit. Don't forget tagging your sponsors social media asking your sponsor to also post about the event. This increases your advertising and their name using their clout to get more tickets and more sponsorships.

Sponsorship should not be costing you a lot. If your meal price is \$100/pp and your top sponsor gets 16 tickets, this is \$1600 in cost. In my experience, sponsors hardly ever use more than 8 seats – and often some of these seats may go empty – and you typically would have paid the venue for them. Ask sponsors if they want to have two of their seats go to honorees, special guests – seats you typically pay the cost of. Other ways to offer value for sponsorship – highlight them in your newsletter, add their logo to your website, Create social media ads thanking them for sponsoring when they sign up and sharing to other community sites. If you run multiple events, bundle your event sponsorships to allow you to do one ask for the year.

Auction: How many times have you and your staff spent hours and hours of on going out and looking for what seems like hundreds of silent auction items and major auction items When you have people gather to showcase your nonprofit are you focusing on running auctions and silent auctions or are you focusing on getting your message out and your impact. I sometimes go to an event, and I have an intention of spending X amount money. Sometime there's just so much. Have you thought about the Unauctioned Auction? Have everyone write what they planned to spend bidding on auction items, write it down and gift it to the nonprofit. This leaves more time for your message going table to table and more fun at the event.

If you are going to do a typical auction. I found it helpful to create first the wish list of the key items I want for my major auction. I want a cruise for a family of four, I want an experience at the theater with the backstage pass, etc. Auctioning off 5 houses that have been donated by different donors clouds the field. For silent auctions look at your past events and look where the action was heavy on the silent auction item. Where did people pay more than the items value. Create your wish list and ask specifically for these types of items. Do not go after business and after business (ever get that item you do not know what to do with?) For the items you want to include, ask for a second donation of the same item for your silent auction. When the silent auction closes, offer the second highest bidder the item for the paying the amount the higher bidder paid. (A different way to do this is to give the two highest bidders the item for the second highest bidder's bid). Making more money on fewer items and fewer asks is a win – and will save staff investment.

CONTINUED

Grants: Did you know that many of the business in your community have a process for supporting nonprofits? Ask your local bank, financial institution, manufacturing company. If they don't, see if they can supply a group of volunteers. Those volunteers become invested in your cause.

Many local foundations often have a process for supporting a specific project or service, or sponsorship. If awarded a grant, mutual marketing of their support and they of your event or project is recommended.

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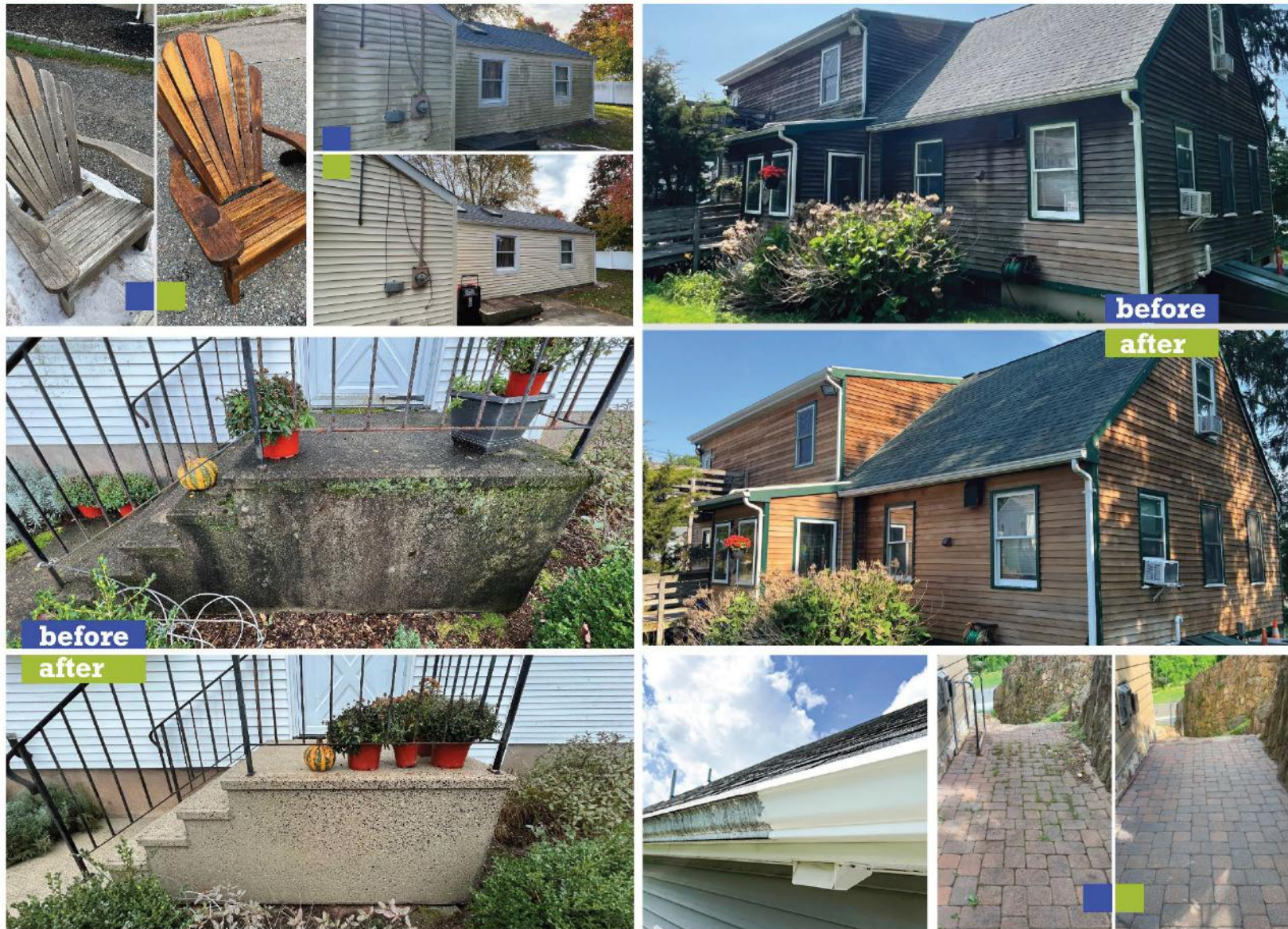
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