



GIVING BACK TO MEMPHIS TEAMBUILDING SUMMARY

THE 100 CLUB—provides financial assistance to families of officers killed in the line of duty, and is looking for event ideas to grow its membership and raise its awareness in Memphis.

- Consider adding tagline to logo so people understand the mission.
- Work with Chamber of Commerce to make presentations (so you're in front of large organizations.)
- Seek sponsorships from large corporations that maintain security forces.
- Highlight fact that all money raised supports the cause, not administration.
- Team up with manufacturers of "jaws of life" or bullet-proof vests to leverage visibility, or a retailer who is willing to donate fire detectors for you to give away at kids events.
- Have elementary school classrooms raise money to win a trip to the Fire Museum.
- Seek corporate sponsorship of recent victims.
- Plan an event for board spouses to get more women involved.
- Offer tiers of membership like \$25 for junior memberships so kids can support their heroes.
- Seek speaking engagements at Kiwani's, Rotary, etc.
- Give away kids plastic firemen's hats with 100 Club stickers on them and info inside.
- Co-sponsor Channel 5's "fill the boot" drive when the firemen are at the street corners collecting money.
- Host a fundraiser at the Fire Museum.
- Bring a firetruck and/or police car out to a Grizzlies or Redbirds game and let kids climb in to help "drive awareness for the 100 Club."
- Look for new restaurant openings or companies who already have members to offer a portion of their profits one day/month. Seek Chick-fil-A for their Midtown grand opening (right across from the police precinct) to donate percentage of their profits that week, put info in go bags and on trays.
- Offer perks to membership like free smoke detector, free admission to fire museum, free Firehouse Sub, etc.
- Seek one restaurant, like Firehouse Subs, who always donates 1% of profits.
- Share "tear-jerker" stories with the media each time a scholarship is awarded.
- Offer two types of annual events: a gala to raise money and public interest leading up to awarding of medal of valor and immediate recognition events when a scholarship is awarded. At a gala, companies who don't already have members can sponsor tables to raise awareness.
- Need a website with video testimonials. If can't afford to video, these could be news stories previously broadcast.
- Have uniformed officers at family-friendly community events like the Memphis Farmers Market



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METHODIST HOSPICE—the oldest hospice in the Mid-South needs to raise funds to complete their capital campaign for a new center, and they are already hosting a golf tournament.

- Start an annual walk, which doesn't require money to organize. Charge a registration fee to cover food and beverage then raise money from vendor booth spaces, merchandising, donations.
- Start an old-fashioned children's carnival - something no one is doing. Fun, family-oriented. Raffles, silent auction. Cake walk.
- Start a celebrity chef cook-off like Iron Chef. Losing chefs donate percentage of profits or hosts a dinner that you can auction off.
- Have an "auction of services" via mail where each level equals something needed in the hospice. i.e. \$1,000 equals one patient's care for 24 hours, or allow people to sponsor kids going to Camp Brave Heart bereavement camp.
- Ask corporations to match individual's donations.
- Hold a kick-off indoor event in conjunction with the golf tournament.
- Use testimonials from kids for Brave Heart sponsorships.
- Form a marketing/development/event host committee that is passionate about the center and seek donations to events.
- Host a private concert for a local musician whose family has used hospice services in the past.

STREETS MINISTRIES—offers impoverished youth in a defined area of town a positive place to stay off the streets and is looking for a way to increase financial support and involvement from large corporations around the greater Memphis community.

- Issue a corporate challenge to have teams from various corporations team-up with kids from their centers to do a community project—plant flowers, pick up trash, paint a house, etc.
- Partner with organizations in other faiths to help spread the word. Get the emotional investment and the money will follow.
- Offer new facility as a space for other nonprofits and organizations to host meetings and events.
- Start a fundraiser basketball tournament where the Memphis Grizzlies and Memphis Tigers, both of whom play just around the corner, come out for some one on one with the kids, or even five on one!
- Attract a Grizzly newcomer to be your spokesperson.
- Get the media more involved in your events.
- Write a letter to Oprah and send a video with the children talking directly to her.



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MEMPHIS BLACK ARTS ALLIANCE—promotes African-American arts and heritage and supports artists through various programs and events, but is looking to attract people of all ages to its organization.

- Establish a reliable board to attract funding indirectly and gain exposure to potential sponsors through board members' organizations.
- Get a Memphis celebrity to sponsor a program participant, like an artist.
- Look to public TVs annual auction and get them to include an auction for the arts
- Offer day camps for kids for fundraisers.
- Seek FedEx trucks for mobile murals, or other local companies with fleets.
- Honor a local CEO for their contributions to the arts in the community - make this an annual dinner event in which you sell tickets/tables and offer entertainment from your musicians.
- Establish a spokesperson program.
- Offer a semester-long internship from local universities for credit.
- Use local art students as volunteers and office support.
- Hold an art contest where the results are auctioned off as original artwork, put the works on public display somewhere first. Use local officials as judges.
- Host a talent competition.
- Hold a cooking competition with a local restaurant sponsor where the winner has an opportunity to have their recipe featured for a month. A percentage of the money goes to charity each time the entrée is ordered.
- Advertise/market to the people that appreciate the arts. Seek opportunities to partner with Hatiloo Theatre, Center for Southern Folklore, ArtsMemphis.
- Start a Facebook page and Twitter account to keep your supporters involved at no cost to you, and to grow interest.
- Host a day for corporations to come to the center for an event, educate them, give them a presentation, materials to take back to their employees.
- Bring entertainers to Memphis that will draw out the people who would support you if they knew you were here.
- Use your facility/practices as team-building opportunities for meetings, conferences and incentive programs for corporations.
- Present to other local organizations like Lions Club, Rotary, etc.
- Host open jazz sessions - come show us your talent! Like a Memphis Has Got Talent.
- Contact past students that are now famous to be a spokesperson or attend a fundraiser.
- Hold a phone-a-thon.
- Host an annual music competition where people pay to enter.
- Tap into greek life by seeking fraternities and sororities who need community service projects - get them to adopt you!
- Issue press releases often and look to announce events in church bulletins.
- Consider branding your organization, need a tagline that associates creative spark with "Fire" since your center is the FireHouse Community Arts Center.



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DOOR OF HOPE—provides transitional housing and life skills training for the homeless and would like ideas for fundraisers that the program participants can produce on their own.

- Reach out to neighborhood organizations with an offer to paint doors as a fundraiser; or get doors donated by local stores or leftover construction, paint and auction on e-bay. If auctioned at an event hosted by a downtown gallery, you could get TN celebrities to paint some too. Have a local organization host a preview party where each artist stands by their door and tells their story.
- Build bird-house kits and sell to local organizations.
- Start a farmers market stall with fruits and veggies grown with your own labor.
- Issue a flyer for clean-up/handyman projects in local neighborhoods.
- Hold a car wash.
- Work with MATA or other transportation to collect \$1 per ride to help sponsor a ride to work for your participants, especially on the trolleys.
- Donate home-grown herbs to local restaurants in exchange for them providing a percentage of sales/profits back to you.
- Work with local organizations/businesses to set up bins periodically to accept clothing donations.
- Get a local business to donate the use of a truck and driver for one day and drive around handing out home grown foods to raise awareness.
- Ask hotels for excess food to donate after banquets/events.
- Ask musicians to donate their cover charges one day to you.
- Drop flyers at people's homes with specific days for pick ups and your need list: clothing, furniture, toiletries, canned goods
- Reach out to local caterers who need serving skills.
- Beds for Heads - reach out to local hotels for their used bedding

FIRSTWORKS—cares for the physical and mental needs of inner city families in transition with life-skills programs, food and clothing, and seeks to better engage its existing list of 1400 supporters and attract new ones.

- Need to establish a board with connections and influence in the community.
- Name doesn't communicate what they do
- Approach local companies to sponsor a company internal food drive.
- Have FirstWork children make posters to post at churches and support locations promoting food drive.
- Approach schools to get area students involved in fundraising and food drives. Many high school students need community service hours for college applications.
- Approach Cosco's, Sam's and casinos as company supporters, encourage food drive week.
- Create website/e-newsletter to update supporters on progress of organization.
- Hold a food-tasting event with local chefs and sell tickets to attendees for fundraising. Start small.
- Get supporters together to in a meet and greet, an opportunity to get to know one another and to gain a greater understanding of First Works and how they support helps.
- Recruit a local celebrity spokesperson
- "Bring a Can and a Buck" Drive or "Hunger Drive"
- "Sonic" Fundraiser and Publicity (team with local chains)
- Celebrity Chef partnered with children cooking event



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CHURCH HEALTH CENTER—provides quality, affordable healthcare for working, uninsured people and their families, and needs help in establishing a new special event that would be mission appropriate, low cost and take minimal staff efforts. (They discontinued their annual golf tournament.) Overall goals are to reach potential new donors and reach younger potential donors (40 and under).

- Approach sports coaches from public and private schools as well as PTAS and parents groups to participate in a Fitness Faith Health Challenge.
 - Buy a minute of yoga, jump-roping, etc.
 - Initial financing comes from donations from sports teams, from parents and schools and churches buying minutes of exercise from fitness clubs, stores and gyms.
 - Reality video done by each school to show how they are changing their behavior and attitudes. Videos are produced over the course of a week and culminates on a Big Day event.
 - Contact to Facebook and Twitter to monitor and motivate during challenge.
 - Local sports team like Grizzlies or Redbirds would donate YouTube like boardcast of videos at halftime.
 - Wrist bands distributed at schools for challenge
- Dr. Andrew Wiel to moderate a cooking demonstration.
- Match a celebrity chef and TV celebrity for challenge.
- Partner with local hospitality organizations (MPI, PCMA, etc.) to adopt organization as their featured charity. Use their resources to help CHC plan events and raise money throughout the year.
- Concert series in surrounding communities (or in church parking lot) each month leading up to the Annual Rock For Health Concert. Targeted to 21 and under crowd.
- Gyms & chefs: bringing them together to promote relationship between health and fitness and food.
- Health fair: retailers, fitness clubs, cooking demonstrations, food vendors, revenue generated for exhibiting fees.
- Celebrity appearances: promoting fitness and healthy food and develop a challenge where admission is charged and vendors donate goods and services.
- Pro-Am Tournament concept for baseball, golf, basketball, tennis, etc.
- Celebrity game, pre-Redbird game and vendor fair on perimeter
- Attempt to break the Guinness Book of World Records for number of people doing jumping jacks and hold the event during a RedBirds game or other city-wide event.
- Healthy celebration at the Levitt Shell with top exercises on hand, cooking demos.



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GOOD DOG RESCUE—seeks to prevent euthanasia of adoptable dogs at the Memphis Animal Shelter, and their immediate needs include funds, foster homes, volunteers for adoption events, transportation to both vets and adopters, as well as internet/networking help.

- Holiday gift-wrapping event, have dogs on hand for adoption.
- Partner with other local events to allow GDR to set up adoption stations, and to post their efforts on those event websites
- Host two adoption events per weekend at area pets stores.
- Push for an article in The Commercial Appeal about the organization and it's life-saving efforts. Another story idea, impact of economy on dog ownership.
- Hosts a silent auction event (perhaps around pet month).
- Sponsor a dog promotion whereby you don't take the pet home, but only provide for it through funds and supplies.
- Doggy Olympics event - skill and agility competition
- Professional photographers take adoptable dogs pictures once a month, host a silent auction, art-opening to sell photos.
- Owners dress-up like their dogs/owner-dog look-a-like competition.
- Doggy "happy hour" at local hotel with portion of proceeds going to GDR.
- Mini-marathon
- Doggy Boutique, bring your own dog for grooming tips and accessories, GDR brings dogs available for adoption. Invite vendors to display dog-related products at event.
- Fashion for Paris—event in Washington DC where owners and their dogs dressed in "black tie." Sponsors were on hand with booths and event included silent auction.
- Contact American Kennel Club for assistance, very influential group.
- Publish volunteer opportunities in local newspaper, contact Volunteer Memphis for assistance.
- Take some dogs to retirement communities and assist-living facilities.
- Promote the message that dogs need companions to keep them company.
- Car Wash/Dog Wash –get both cleaned while you wait. Partner with a local school, girl or boys scout and split proceeds.
- Bring your dog to dinner or a ball game—partner with restaurants (with box meals served in parking lot) or a RedBirds Game with the outfield/hill designated for pets and owners. Portion of ticket sales go to GDR.
- Etsy.com/lucky Fiona, makes dog collars and picks an animal shelter every month to donate proceeds.
- Sponsor an event with a church organization around St. Francis of Assisi for pets.
- Write a wikipedia and yelp.com review to increase web presence and search capabilities.
- Create a Facebook page, post different photos of dogs each day
- Reach out to Senior Centers for adoption opportunities
- Offer virtual dog adoptions, send photos online to those that offer donations
- Find corporate sponsorship
- Inheritance giving
- Post flyers or host events with Whole Foods, yoga studios, dance studios
- Beale Street Dog Fair
- Partner with Levitt Shell for a dog gala or dog fair or dog look-a-like competition and doggy celebration



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MPACT—engages and supports today’s diverse, creative generation of young Memphis professionals through events, service opportunities, mentoring and more. Needs ways to use 140+ existing events to raise funds for the organization.

- Consider rebranding the organization and putting the “I” back in MPACT...similar to iPhone or iPod. The “I” represents individual ownership, individual responsibility and gives MPACT individual value.
- Think of a signature event to launch the new brand and act as a fundraiser.
- Target different demographics, varying age groups
- Develop smaller sponsored activities rather than a gala event. For example, target restaurants and get them to offer complimentary dinners to members of MPACT.
- Create a value-added piece in the form of a restaurant review.
- Ask participating restaurants to contribute 10% on each dinner that MPACT members purchased. Instead of giving a 10% discount, donate that money directly to MPACT.
- Recognize that long-term projects are more likely to get funded and recognized
- Perhaps do fewer yet better events that could be better targeted demographically; for example, pay in advance (suggested \$200) for 24 events per year. All smaller events could lead up to the “party of the year.”
- Or do larger events with the intent to make more money.
- Consider “virtual events”...activities that deliver value
- Progress dinners, a “party with a purpose” (partnering with a charity to make a large impact and help with execution)

THE LEVITT SHELL—a community-building project that presents 50 free, professional music concerts each year at the historic (and newly renovated) Overton Park Shell in Midtown Memphis. How can supporters best utilize the Shell to raise awareness that it’s available for private rental as an event venue, as well to raise money to sustain the free concert series?

- Call all wedding planners; advertise in wedding issues of area magazines
- Work with local tent company to put tent at the Shell for free publicity, so they can rent the tent out more often. Take photos.
- Place ads in free tourist magazines
- Choose a holiday and celebrate it: Flag Day, May Day, Halloween, Fourth of July, MLK Day. Do it big with sponsorships.
- Battle of the Bands competition with local acts
- Get on DMC lists as an available event venue!!!
- Make certain the Levitt is on the CVB site as an event venue
- Make announcements at concerts about event rental, availability, etc. and mention the types of events...weddings, meetings, picnics, reunions, etc.
- Hold a signature event over a weekend with celebrity endorsements, etc.
- All advertising/marketing materials need blurb about rentals
- Have Levitt literature in banks and in bank mailings about rental opportunities
- Hold a wedding photography event at the Shell or a wedding show; partner with photographers and caterers
- Get on TV with brides; have a contest that a TV station/radio station runs
- Giveaway a rental for one wedding
- Consider changing the name to Levitt Pavilion (better explains its multiple uses)



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- Bring in partner companies and in partnership they get opportunities to use the Shell for Christmas/holiday events, Fourth of July, etc.
- Consider partnering with Humane Society or Good Dog Rescue for a “Bark in the Park” event
- Partner with the Zoo for a joint fundraising event...ExZoobulation or such
- Have an artists’ showcase...music, dance, performance art, etc. as well as visual art displayed
- Rent the Shell for college and high school events
- Consider using college kids for marketing volunteers (poster distribution, etc.)

MEMPHIS MUSIC FOUNDATION—works with the community to cultivate a viable economic engine for Memphis by providing musicians and the music industry with opportunities for growth and independence. In Fall 2009, the Foundation will launch “Memphis Means Music” week, a community-wide initiative to promote Memphis’ music heritage and future. The Foundation is looking for a signature kick-off event for the week.

- Pattern after the New Orleans Jazz & Heritage Festival
- Treat like one giant block party; perhaps feature one band per bar and bring exposure to the band/entertainer and the venue
- Buy a wristband that gives attendees chance to pay flat fee for access to multiple venues
- Use different stages featuring various kinds of music
- Close out the week of events with one big concert; work with hotels to create room packages
- Look at having city and county governments declare it “Memphis Music Week” or “Memphis Music Education Week”
- Get various radio stations to sponsor each genre of music, so that there are multiple media sponsors and ways to promote. Use station sales contacts to garner celebrity artists and use on-air personalities to promote.
- Hold a “Battle of the Bands” contest (perhaps host at The Levitt Shell and partner with that group). Award a recording session/studio time for the winner
- Have a two-part event: daytime is a free, sponsored educational, experiential event for kids; nighttime is a paid event for adults that is the payback for the earlier gratis event
- Work with the South Main Association and its retailers to produce events and sell tickets to a jazz evening with wine & cheese & portion of tickets price goes back to the Foundation
- Find a BIG name to attach to your event...Justin Timberlake, etc.
- Partner with FedEx to get your logo on their trucks gearing up for the Memphis Means Music week
- Make sure you have flyers and other information at all tourist destinations including museums, etc.
- Consider holding a community-wide “Memphis Idol” type contest that helps put together a choir...initial selections are by respected individuals in the music industry; community votes for finalists and puts together the choir