

FRESH LOOK REPORT

APPENDICES

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APPENDIX A

WHAT'S GOOD/BAD ABOUT CURRENT USED BOOK SALE

GOOD

- \$10,000 net for scholarships/fellowships
- Long tradition/fits membership interests
- We collect great books – a cut above garage sale offerings
- Environmental (recycling books)
- Regular customers (come back every year)
- Some books are purchased/donated to other charitable causes (teachers, prisons, reservations)
- Reasonable pricing
- Book resellers spend a lot of money (customers with scanners)
- *Socializing with other Branch members while working the sale, especially those you only see once a year at the sale*
- *Fun – unpacking and sorting books and working the sale*

BAD

- No. of hours required collecting, sorting, staffing, managing
- Back-breaking work sometimes
- Aging membership?
- Sorting times are fixed – not flexible enough to attract more volunteers
- Emergence of E-books
- Five-year window to resell books profitably? How long before E-books take over?
- Competition for book donations (Friends of Library, blue boxes, school & church fundraisers)
- Location: Parking is scarce near Civic Center; 2nd floor for sale may be off-putting for some even though elevator is available
- Some marketing can be improved (need “jazzier” yard signs, more emphasis on scholarships)
- *Too quiet during the sale. Play music for browsers next year?*

Some Suggestions For Future Sales:

- *Need more AAUW info – more visible, multiple places (card table display was visually “lost” in front of wall of boxes)*
- *Tables too crowded – more spacing for browsing? Try for more customer-friendly room arrangement?*
- *Give member-workers and cashiers a map of categories so they can better direct customers*
- *Add a “Book Group” table with multiple copies of books suitable for discussion*
- *More targeted marketing to Wheaton-Glen Ellyn book groups (get list from Book Store?) and to middle schools, high schools and local colleges.*
- *Can Key Club and NHS students help after school on move-in day (Monday) with moving and lifting boxes?*
- *On Wednesday night, we should assist big buyers (book dealers) with a table or “corral” for their purchases with a member-worker in attendance.*

Italic = additions from second F.L. meeting, which occurred after the 2010 sale.

APPENDIX B

Film Festivals as an Alternative AAUW Fund Raiser

(Pam Starr)

I first explored existing area film festivals to estimate how competition would be if a film festival was deemed a viable possible fund raiser for AAUW. The city of Chicago appears to be a substantial resource for film festivals. However in the western suburbs, I could only find “Global Flicks” at the College of DuPage.

Observations: Film festivals support the “art” of film making. The larger festivals are heavily subsidized. I think AAUW could provide a community educational opportunity by holding a film festival. At this point, however, I don’t see a way to make a film festival profitable using any of the existing film festivals as a model.

Existing Film festivals

Chicago International Children’s Film Festival: North American’s largest and most celebrated film festival devoted to films for and by kids. It is the only “Academy qualifying children’s film festival in the world.” The festival features 250 of the best films and videos for kids from 40 countries. More than 100 filmmakers, media professional and celebrities attend the Festival to lead interactive workshops with kids. Sponsors include Polk Brothers Foundation, Chicago Community Trust, Illinois Film Office, and Illinois Arts Council

Chicago Latino Film Festival: 26th year of operation. The festival is the largest, oldest Latino film festival in the country. Main sponsors are DePaul University, Channel 5, PGC, Chicago Reader, Brazil and others. Venues vary from indoor main theaters to a summer festival in the park.

Big Muddy Film Festival: the longest running student organized film festival in the United States. It is dedicated to supporting the work of emerging and accomplished filmmakers and video artist. The festival is sponsored by the College of Mass Communication at Southern Illinois University.

Waterfront Film Festival. Since 1999, the festival has provided a “middle coast” venue for independent filmmakers eager to show their work. The festival is a fully volunteer run non-profit organization. All donations and proceeds go directly into the operational budget.

Chicago Underground Festival: presented at the Gene Siskel Film Center. The festival is sponsored by DePaul University and the Chicago Independent Film Project, a non-profit organization committed to the idea that independent films are an important art form and powerful voice in our society.

The Chicago International REEL Shorts Festival seeks to provide the opportunity for filmmakers around the world by showcase their work in the Chicagoland area. “We seek to provide a supportive atmosphere with low entry fees and low cost ticket prices. We are the REEL filmmakers choice for showcasing REEL talent to REEL people.”

The United Film Festivals are where art and creativity come together to create a united film community. United Festivals has a rich tradition of showcasing humorous, touching and provoking films which provides a unique experience for filmmakers and filmgoers alike. The festival moves from city to city. Many sponsors include Sony and Film Makers.

Global Flicks (DuPage County) explores our global society through eight outstanding international films presented in their original language with English subtitles. Films are curated by John Rangel, motion picture/television professor at College of DuPage. Films are shown at 1:30 and 7:30 p.m. in the McAninch Arts Center Mainstage. Admission is free.

Lake County Film Festival at the College of Lake County offers film at reasonable prices but appears to be a community service event.

Other local film festivals also include a Polish Film Festival, an Israeli Film festival and Columbia College Undergraduate Film Festival.

8/15/2010

APPENDIX C

Trivia Night and 50/50 Raffle Fundraiser

(Kimberly Thacker)

Summary:

Trivia nights have become very popular for nonprofit fundraising and as a social activity in bars. AAUW could conduct a trivia event to raise funds to supplement those raised by the annual book sale. Income from the event could include: admission, food/drink sales and a 50/50 raffle. Commercial trivia night packages that include questions, answer sheets, etc. are widely available online.

Depending on popularity, trivia nights could be held once per year or multiple times per year.

Location: Ideally, a potential location would have:

- One large room to hold several tables for trivia players
- Food sales area (if selling food)
- Drink sales area (if selling drinks)
- Parking

Potential sites include:

- Lake Ellyn Boat House: \$100 per hour plus \$200 alcohol permit
- Restaurant Private Room: Possibly no use fee but AAUW would forfeit food/drink sale income
- Private Home: Could be used for a small test run. No use fee. No liquor license or other fees.

Time of Year: No limitation

Branch Involvement:

- A committee of approximately 5/10 members to organize/execute
- Member attendance at event

Donor/Customer Sources: Baked goods or other food for sale

Marketing: Only through branch newsletter and announcements to begin “test event.” No other associated expense.

Special Licenses Required:

- Raffle: Glen Ellyn charges \$100 for a non-profit raffle license.
- Liquor: Glen Ellyn Class E liquor license requires:
 - Liquor liability insurance (expense = ?)
 - Alcohol sellers and servers training (offered through police dept)
 - License fee is \$20

Unique Liability Issues:

- Issues related to serving alcohol (drunk driving, underage drinking, etc.)
- Handling of money for raffle
- Failure to recoup expenses

APPENDIX C (cont'd)

Hypothetical Financials*:

Income:

Ticket sales (50 people at \$10 per person)	\$500
Food sales (Estimate \$7.50 per person)	\$375
Drink sales (Estimate 2 \$5 drinks per person)	\$500
Raffle sales (Estimate 2 \$5 tickets per person)	\$500
Total Estimated Income	\$1,875

Expenses:

Commercial trivia kit	\$50
Paper/supplies	\$75
Location rental expense	\$0 *
Raffle License	\$100
Raffle payout	\$250
Liquor license	\$20
Liquor liability insurance	?
Food (Assume spend \$5 per person to make \$10 per person)	\$250
Drinks expense (Assume \$2.50 per drink)	\$250
Total Estimated Expenses	\$995

Potential Net Income: **\$880 ***

* Note that these figures do not include location rental expenses.

APPENDIX D

Membership Fundraiser Ideas (Linda Johansen)

Mystery Night

Upfront Costs: purchase a board game for roles and scripts

Rent a facility.

Buy beer, wine and soda

Ask members to bring appetizers and desserts

Obtain a grand prize to award to the winner

Solicit volunteers to play character roles (members and/or their teenage offspring are welcome as characters).

Guests are welcome....

Progressive Dinner.

Solicit volunteers to cook an ethnic meal in their home with seating for 10 to 12.

Upfront costs: Hosts can be reimbursed/subsidized from proceeds, for food costs and Members can bring beverages

Begin with an all inclusive gathering for appetizers, then guests disperse to their reserved seats at a home. Or, end with an all inclusive gathering for dessert.

"Old Treasures" Exchange Sale

Members bring in "stuff" they would contribute to the cause and sell it to everyone attending (via silent auction?).

The idea is to have nicer than garage sale stuff. For example, there are people who are tired of their old art and would like to write it off.

Accessory Idea: for any fundraiser gathering, hire a Barbershop Quartet to infuse energy.

For the physically active:

An annual or biannual bike ride out the west branch of the Prairie Path with options of joining at various locations depending on distance desired to ride with a box lunch at the turn-around point. Members would pay \$25 to participate and receive lunch-----fun day----good fall activity.

Hire someone for a night of salsa dance lessons and charge a little extra. This could be a regular activity and include line dancing, tango, southern shag etc. Need a facility and beverages....

Non-physical activities:

Have a spa day where we could all gather for massages and beautiful nails. A portion would go toward AAUW. Guests invited. We could hire some massage students or the Chinese group from Stratford Mall--they are great! Members could maybe learn to do nails for the day.

Service Auction: We could solicit services from members of the branch and auction them to each other. This could be done at a branch meeting and not require a special event.

I'm sure our members have lots of talents that other members would love to make use of. Maybe:

- A session of gardening advice
- Meal planning and shopping
- Gardening work
- Organizing
- Making dessert for a dinner party
- Help planning a great party
- Custom knitting/quilting

APPENDIX E

Selling Selected Books Online

(Sue Balk)

Goal: To increase book sale income by selling books online

Key to success: More listings, more sales, higher profits

Pros:

- Involve branch members in sale who aren't able to work regular sale
- Work from a computer at home and no heavy lifting
- Selling our premium books for more than \$2.00
- Depending less on the existing book sale and more on the online sale of books for our revenue

Cons:

- Time consideration to select, list and ship books
- Selling year round
- Need for central storage and access for Amazon books
- Customer hassle
- Scary the first time through!

Expenses:

- Postage scale
- Padded envelopes
- Member time to ship and go to post office

Account setup:

- Credit card
- Bank account
- Business name "books for scholarships"
- Email address

Trial online procedure for 2010-2011 Book Sale

1. Collect and sort books as usual
2. At civic center, priority sort the "assorted" and "non fiction" categories
3. Have a book selection team trained to look for possible Amazon books. Selection criteria would need to be developed:
 - i. try some of your books at home
 - ii. get a sense of what brings a good price
 - iii. determine a sale price
 - iv. run through Amazon marketplace fee calculator*
4. Selected books given to teams entering name at amazon.com/books for pricing. Books selected should net us \$? 00 or more. (this pricepoint would have to be determined)
5. Each month, one person (?) Monitors email on a daily basis for sales notification from Amazon. Person gets book and padded envelope from storage and ships from post office.

APPENDIX E *(cont'd)*

6. Money deposited in our AAUW bank account by Amazon. Create line item for income on balance sheet

Find out more at these websites:

Go to Amazon.com/books

Enter a non fiction book title. Make sure your copy matches the visual, author etc.

Click on “used” copies of book

Notice the condition, number of copies and prices being asked by sellers

Compare your book and determine a selling price

After fees, is this book worth listing for sale? Run figures on the Amazon marketplace fee calculator*

Wasn't that fun!

Sell on Amazon.com

Scroll down to see pricing and selling fees

Under “sell your stuff” click on start selling

AmazonServices.com

Video tutorial “getting started with selling on Amazon”

How selling on Amazon works

AmazonSellersMarket.com

- * Amazon marketplace fee calculator by Ryan Olbe: Put the dollar sale amount in and find the net profit