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**NABC Mission Statement:** To develop, implement and promote community-based initiatives that exemplify the professionalism and integrity of the collision repair industry.

**Committee Name:** Fundraising

**Committee Chair(s):** Gerry Poirier, Brandon Eckenrode, Liz Stein

**Committee Members:** Gerry Poirier, Clint Marlow, Liz Stein, Todd Hesford, Elizabeth Clark, Darren Huggins, Barry Barbee, Elizabeth Sullivan, Debbie Robinson, Alex Llamas, Keith Egan

**Committee Mission:** To ensure successful fundraising events to support the organizations goals and programs.

**2018 Goal(s):** Total Goals $208,900.00 gross

Palm Springs - $58,945

Dallas - $107,513

NE - $65,105

Projected Total -$231,563

**2019 Goals** - $365,000.00 gross (thru Aug 1 at $247,904.00)

Palm Springs - $126,705 (inc $17K budget Transfer for reception)

Dallas - $100,000- $84,649 actual

St Louis - $50,000- $36,550 actual

Phoenix - Removed

NE - $65,000

**Priorities & Goals:**

* Tier 1: Establish 2020 tournaments ASAP. Save the dates sent out by ASAP.
  + Look at tying in golf tournaments to industry events
* Tier 2: Start pricing packages for 2020 tournaments and complete by Sept 1, 2019.
  + Work with Sponsorship and Membership to include Fundraising initiatives in pricing
* Tier 3: Develop Regional Committees to own the Regional Golf Tournaments

Establish 2020 tournaments by June 3, 2019. Save the dates sent out by July 8, 2019.

**Tools Being Used:** Leveraging our markets and relationships with industry partners. Social media outlets. Much improved golf website and marketing cadence.

**Tools Needed:** Continuedincreased social media awareness of the brand. Event information posted to web site earlier than in the past. Event website to host more pre and post information.

**Greatest Need:** *Continued Teamwork and active involvement* by the fundraising committee members, board members and the marketing department.

Need Local Market Champions in each Region to help run the local golf fundraisers

* They would be in a position to be able to drive fundraising and participation in the golf tournament on a local level
* Would increase revenue by having someone local who can drive results
* Would be able to help facilitate pre-golf activities and assist with ensuring that signage, prizes e.t.c. is handled with the committee.
* Would report to the NABC Fundraising Committee

Need to have a Plan for National Sponsors

* Challenge is we are burning up our primary sponsors by hitting them multiple times on a National Level when some of the companies have budget locally that could be applied towards the tournament.
* Recommend exploring by Sept 1 a Sponsorship level commitment for National Sponsors that provides a package price commitment that would include:
  + Overall sponsorship if NABC, multiple golf tournament sponsorships and SEMA Recycled Rides Sponsorship.
  + The amount would not be due all at once but would identify periods of time when the money would be due to allow large companies to protect the budget to the NABC when they submit their annual budgets.

**Greatest challenge to get more people to buy in to NABC:** Brand awareness. Provide *high level events* to showcase what we do.

* Need to have activities at some of the hole that help market and create awareness on the various NABC initiatives that are available for companies to participate in
  + For example George Avery would be on a hole to discuss and answer questions about FREE with literature about FREE with posters of past Free events at the hole