



Event Ideas ► Be Creative

- **Share at your Wedding or Birthday:** As guests to make donations instead of gifts, or make a donation in honor of your guests in lieu of favors.
- **Restaurant Nights:** Partner with a local restaurant during lunch, and/or dinner time. Invite your friends to participate and a portion of the proceeds will benefit Inova.
- **Happy Hour:** Get your favorite bar or club involved and invite your friends to a cocktail party. Ask management if they would donate 10% of the proceeds to Inova between the hours of 6-9 p.m. or if you can take all the cover charge proceeds between those hours. Auction off specialty drinks for cause or have a local celebrity sign beer or liquor bottles and auction the entire bottle.
- **Local Gym or Fitness Studio:** Partner with a local gym or fitness studio to reserve an exercise class (i.e. yoga, cycling, Pilates, etc...) where participants pay a one-time fee, \$20 for example. Usually there is a limit on how many people they will accept per class so tell your friends to sign up fast!
- **Motorcycle Poker Run:** This type of event has a very specific audience, but it may be right up your alley! A poker run is a motorcycle route that is strewn with poker cards, which the bikers pick up on their way to the finish line. Cards are collected from seven check points throughout the course of the race. The player with the best hand, when all the riders have reached the end, wins. Be sure to establish a registration fee for the participants.
- **Food Fight:** Gather the support of several restaurants to come together in a friendly competition to feature some of their best dishes. Attendees will be invited to taste everything they see! Establish an individual ticket rate and sponsorship levels, if you see fit. Creative sponsorship levels include: Dessert Sponsorship (\$1,500), Appetizer Sponsorship (\$2,500) and Main Course Sponsorship (\$5,000). Work with a local band or DJ to fun music to the atmosphere.
- **Golf Tournaments:** Business, pleasure, and philanthropy are a perfect mix where golf is concerned. Get those foursomes out on the links for charity. Feature sponsorship opportunities for local businesses and work with the golf course to reduce or eliminate the rental costs.
- **Private Dinner or Wine Tasting:** Host a private dinner or wine tasting party for your friends, family and colleagues in your home or at your favorite restaurant/vineyard. Based on the group that is attending, host a small silent auction. The auction can feature items such as a wine basket, jewelry or gift cards, just to name a few. Inform your guests about the cause you are raising funds for and ask them to make a donation.
- **Snail Mail:** A simple letter writing campaign to your network may be more fitting for your schedule. First, compile a list of people you want to reach out to. Next, tailor the letter to be personal, not generic. If you have a personal story to tell then share it in your letter if you feel comfortable doing so.