



## Casino Fundraisers

The information listed below should serve as a guide to anyone planning a casino party fundraiser event. *On the Go Casino® Inc.* has assisted dozens of companies and groups with their fundraising needs. We would be happy to share our experience with you in the planning of your event.

### **Fundraiser Goal:**

When planning a fundraiser, having a realistic goal of how much money you would like to raise is the key to a successful event. This will determine the price of your entrance fee, script voucher prices and expenses.

First, decide how much money you would like to raise from this event. Once this key goal is determined you can then begin to figure out your pricing and expenses.

### **Revenues:**

Revenue for a casino fund-raiser will usually come in the form of the following activities.

- Ticket sales
- Table sponsorship
- Additional script vouchers
- Other

### **Ticket Sales:**

The main key in reaching your above fundraising goal is to get people to attend your event. Everyone involved in your fundraiser committee should be responsible for selling tickets or providing names for mailing and invitation lists. Determining head count is critically important, not only for the amount of tables you will need, but also for food counts. This is probably going to be your main source of income for the event and your fundraising goal depends directly on getting people to the event.

### **Sponsoring Tables:**

Sponsoring tables is a great way to not only pay for the casino tables but to provide additional revenue towards your goal. At a minimum, table sponsorship should at least cover the cost of the table. However from our experience many business' are willing to not only contribute money for the tables, but to donate prizes as well. Why not invite your sponsors and their employees to attend? Prepare nice placards or sponsor cards to sit on each table. Ask your sponsor if they would like to have small brochures or literature for their products at the table. They should understand that not only is their donation going to a great cause, but they are getting some great advertising as well.

### **Additional Vouchers:**

As part of their entrance fee guests are usually given an initial voucher of a nominal amount of "casino money". The idea here is for them to purchase additional vouchers by making an additional donation to your charity. We suggest having a table set up and attended by one of your charity members to take additional donations for vouchers. Keep your suggested donation in the range that your guests are comfortable with. You may want to consider having a credit card machine (contact your local bank for rental machine info) to make it easier for your guests to make additional donations.

### **Other Revenue streams:**

You may also bring in additional revenue towards your goal with food and drink sales and silent auctions. These can vary wildly depending on the type of event, where it is held (hotel vs. church hall), the type of guest and the value of prizes you have for the auction. All these things should be taken into consideration when planning your event.