ACE of Greater Boston Fundraising Efforts
Fundraiser - Prior to 2013

- Responsibility: scholarship committee
- Location: restaurant or bar
  - Light appetizers and cash bar provided
- Revenue: silent auction and ticket sales
- Attendance: 25-50 guests
The Challenges

- Scholarship committee was busy
  - No one accountable for the event
  - Event felt unorganized

- Invitation process informal: not attracting a crowd that was donating big money

- A/C/E community very busy

- Money raised didn’t make it worthwhile
Time For A Change

After a poor showing in 2012 it was time for a change

A fundraising committee was put in place
- Committee co-chaired by board members and consisted of other volunteers
- Made someone (or a group) accountable
- Provided capacity to organize and market a larger event
- Increased overall quality of the event
Initial Committee Tasks

• Assembled a 5 year strategic plan

• Established a budget for the event

• Found Better venues

• Began to sell corporate sponsorships
Changes to the Event Itself

• Re-Branded as an annual networking event

• Horsd’oeuvres and open bar

• Obtained and advertised a keynote speaker

• Sent formal invitations to industry
Invitations

Achieve Create Excite

All Affiliates Meeting
June 26 and June 27 / Kansas City

JoIN US!

Architecture, Construction & Engineering Networking Event
Benefiting ACE Mentor Program of Massachusetts

THURSDAY, MARCH 27th 6-8 @ ACeS EVENT HALL
201 SUMMER STREET, BOSTON, 02210

SPECIAL GUEST SPEAKER BILL LINEHAN
BOSTON CITY COUNCIL PRESIDENT

GET YOUR TICKET!
www.aceadvance2014.eventbrite.com
Ticket includes dinner, auction & open bar

Sponsorship Opportunities
$10,000 Platinum Sponsorship (Logo, Name & ACE logo) + Tickets)
$5,000 Gold Sponsorship (Logo, Name & ACE logo) + Tickets)
$2,500 Silver Sponsorship (Logo, Name & ACE logo) + Tickets)
$1,000 Bronze Sponsorship (Logo, Name & ACE logo)

Career Directions for Students in Architecture, Construction and Engineering
2017 Event – The “Leap of Faith” Year

• Began to organize 6 months in advance
• Hired a communications firm
• Well known event space
• Hired a caterer
• Hired a DJ
• Held silent auction and raffle
• 85 event sponsors
• Keynote speakers
2017 Event – Representing ACE

- Alumni Attended
- Students spoke
- Displayed final presentation boards
- Mentor of the year awards
- Slideshow
- ACE stats displayed
Hired DPA Communications for $3,500

- WBZ radio interview with Board Chairman
- Street billboards
- Community newspapers
- Social in Boston
- Yelp
- Boston calendar
- Eventful
- Patch.com
- Obtained auction items
Chinatown resident, Xianghao Ou, receives scholarship from ACE Program of Greater Boston

The ACE Program of Greater Boston is an educational program that provides high school students in the Boston area with opportunities in the fields of architecture, construction, and engineering. The program also provides scholarships to students who are pursuing careers in these industries. Xianghao Ou is a recipient of a scholarship from the ACE Program.

Party Pics: An ACE of Greater Boston event and Catholic Charities’ Spring Celebration

This week’s installment of Bill Bratt’s party pics includes an ACE of Greater Boston networking event held at Artists for Humanity in South Boston, and the Catholic Charities’ Spring Celebration held at the JFK Library in Dorchester.

By Bill Bratt May 30, 2017
Growth Has Been Dramatic

**Achieve**
**Create**
**Excite**

All Affiliates Meeting
June 26 and June 27 / Kansas City

### Historical Data

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• 4,028% Profit Growth From 2012 to 2017!
• 1,000% Increase in Attendance!
Benefits of the Larger Fundraiser

- Exposure
- Scholarships
- Flexibility to grow the Greater Boston Affiliate
Looking Forward

- Continue to increase event visibility
  - Public Relations
  - Tickets sales
  - Sponsorship sales

- 2017 was big leap, leaves us room to fine tune and grow