Los Angeles Affiliate’s Fundraising
(The Not So Linear Road to Success)
What We Tried
(a lot of things!)

Banquets
- It costs a lot to put on
- Cannot serve alcohol
- Firms give money but don’t attend or engage
- Student presentations as program can be tedious
What We Tried (a lot of things!)

Direct Mailers
- Low return on time investment
- A lot of work to get them issued
- Requires follow-up by Board

To continue our success, ACE is requesting contributions for scholarships and operating expenses for the ACE program to continue successfully. This will be our only major solicitation this year. Should you make a contribution to ACE, you will be recognized publicly at our student presentation event this year on May 15 and on the Los Angeles ACE website at www.ACEmentor.org/579. Please complete the attached and return to ACE. Donors of $2,000 or more will be announced to the students when scholarships are awarded and recognized at ACE public events.
Direct Mailers

- This year we raised $1000 to date from our direct mailer
- We spent $1500 in printing, envelopes and postage (not to mention volunteer time)
- Decided not to do them again!
Sponsored Scholarships
- A lot of work to get them coordinated
- Requires a lot of personal follow-up by Board
- Non-sustainable / financially limiting

What We Tried
(a lot of things!)
Cocktail Party/Mixer
- Need a draw/guest speaker
- Can’t charge that much
- Doesn’t generate much revenue
- Competes with direct mailer (can only go to same well so many times)

What We Tried
(a lot of things!)

Cost $75 “early bird” by 11/12/10 $95 after 11/12/10

netWORKING
for future Architects, Engineers and Contractors

Los Angeles Metropolitan Area Mentor Program Career Directions for Students in Architecture, Construction, and Engineering

- Learn about ACE Mentor Los Angeles
- Make a difference in a student’s career
- Get involved mentoring students – future professionals of the AEC industry
- Meet some of our students and hear about our success stories
- Proceeds from this event fund student scholarships

Date Thursday, November 18, 2010
Time 5:00 pm Registration/Networking
      Mors d’oeuvres Reception
       6:00 pm Program
       No-host Cocktails
Location Marriott Los Angeles Downtown
        333 S. Figueroa St., Los Angeles, CA
        Hotel Valet Parking $13/car
        Self parking at World Trade Center
Cost $75 “early bird” by 11/12/10 $95 after 11/12/10
Registration View attached Registration Form for info and links
Sponsorship $300 Recognition and 2 Tickets
For Sponsorship please:

CMAA Southern CA Chapter is proud to support this event.

Career Directions for Students in Architecture, Construction and Engineering
What we are doing (that actually works)

Golf Tournament
- Draws contractors and subs
- Taps new revenue streams
- Nice private course (draw)
- Few architects participate (drawback)
- Makes huge $$ profit
- Not much networking can occur in 4-somes
What we are doing
(that actually works)

What is missing are the women!!
(and there are not enough architects.....)
What we are doing
(that actually works)

Spotlight Awards
- Recognizes both firms and individuals
- Recognizes faculty
- Limited student presentations
- Relevant keynote speaker
- Great networking
- Can charge a lot
- Recruit new mentors
### By the Numbers….
(the proof of progress)

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10 x increase over past 10 years