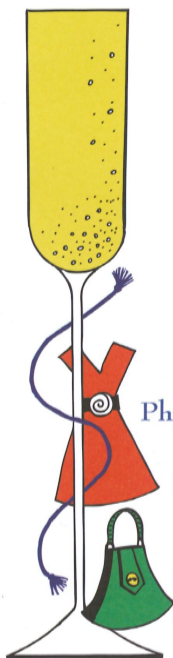


SPOTLIGHT ON FUNDRAISING

Baubles and Bubbly for Beethoven



*Presented by the
LPO Volunteers
for
The Encore Shop*

*Benefiting the
Louisiana
Philharmonic Orchestra*

Security Provided



Who We Are: The Encore Shop is a ladies resale boutique owned and operated by LPO Volunteers for almost 60 years. It began as a consignment shop that dealt exclusively with evening gowns worn to New Orleans Mardi Gras balls. It quickly expanded its inventory to include all types of ladies' clothing. It now offers a fine selection of high-quality women's designer clothing, shoes, and accessories at a fraction of their original cost, either donated or on consignment. Connecting it to the Louisiana Philharmonic Orchestra we like to say that The Encore Shop is "*where better clothes take their SECOND BOW.*"

Background for the Event: Hurricane Katrina struck New Orleans on August 29, 2005 flooding 80% of the city and destroying the contents of thousands of homes. The Encore Shop committee wanted to help ladies replenish their wardrobes and planned *Fall into Fashion*, a one-week October sale highlighting different types of items each day. The first one was held in the driveway of The Encore Shop with champagne and light hors d'oeuvres. The extraordinarily successful event continued for ten years as a weeklong sale with an opening night high-end boutique at an upscale home.

How and Why We Changed: We were interested in an evening fundraiser that both women and men could enjoy so we took the basic idea of *Fall into Fashion* and remade it as *Baubles and Bubbly for*

Beethoven. We kept the high-end boutique which is a draw for the ladies and added an elegant party at a location that would be attractive to men because of its owner, history, and/or art collection.



What We Did: The boutique of around 150 items is always the highlight of the evening and takes the most time to prepare - both gathering the items and setting them up. It was set up in the dining room of the home utilizing a large dining table and many sideboards. We brought in lamps to better show off the items. Two bars were set up to encourage patron circulation. Separate stations were set up for savory hors d'oeuvres and desserts. Hors d'oeuvres were catered but the desserts were made by one of our members. Guests were greeted with champagne, white wine, and lemonade. Music was provided by an orchestra clarinetist and keyboard player. The music was lively but background in nature so as not to prevent talking and general visiting among

the guests.

Ticketing: We had tickets divided into four price levels: Virtuosos - \$500 for 4 tickets with your name in lights, Standing Ovation - 2 tickets for \$250 with your name in lights, \$100 for 1 ticket with early admission, and \$85 for 1 ticket with standard admission. The patron party and boutique began at 6 p.m. with regular admission at 7:00 p.m. The benefit of arriving early is that the boutique is first come first served so the greatest choice is at 6 p.m. Your name in lights was a great incentive for the purchase of high-level tickets. We sold approximately 130 tickets total. We look at ticket sales for the profit. We hope that boutique sales cover the cost of the party.



What it Took: Planning required 5 members: The Encore Shop chairman, event chairman, refreshments chairman, and boutique chairman and co-chairman. Ticketing was handled through The Encore Shop. Mailing lists were culled together from our membership, LPO recommendations and friends of our organization. Around 1,000 invitations were mailed. The committee visited the home three or four times to determine placement of the boutique and refreshments, what the host would provide, and what we needed to bring. We used the home for 3 days: the day before for setup, the day of the event, and the day after for cleanup.

LPO staff checked guests in, The Encore Shop staff ran the purchasing of items, and 10 volunteers were on hand to help.

The Boutique: The boutique is the most difficult part of the event. The chair and co-chair begin collecting items from The Encore Shop in early spring. They also solicit items from New Orleans area women who are known for their fashion sense. The items may be gently used, and many are new. Prada, Chanel, Hermes, and local favorites Ray Cole and Mignon Faget are always popular.



The items are set up and priced by the chair and co-chair. Setup takes around 12 hours. Items that do not sell the night of the party go back to The Encore Shop for later purchase.



Did We Succeed? Yes indeed! Our profit was approximately \$25,000 - more than we'd ever made with *Fall into Fashion*. The food was delicious and reasonable in price. And, possibly most important, the men who attended had a great time. Many couples remained until the end of the party at 8:30 and told us they were looking forward to next year.

Keys to Success: Choosing a venue that is an attraction itself is a necessity. Selling as many patron tickets as possible - putting their "name in lights" was a big draw. And, most of all, making the party fun.

Presenter Contact Information: Charlotte Lewis - cklewis524@gmail.com - 504.220.0093