



## SPOTLIGHT ON FUNDRAISING

### Hollywood Happening

### Las Vegas Philharmonic Guild



**Who We Are:** Since 2003, the Las Vegas Philharmonic Guild (The Guild) has been the Volunteer & fundraising arm for The Las Vegas Philharmonic. The Guild's mission is to provide volunteers as needed, promote awareness of the Orchestra and its Educational and Community Outreach initiatives, and create unique fundraising events. The Guild offers its 200 members various smaller events throughout the year as a way to connect with fellow music lovers.

**What We Did:** A Luncheon, Musicale, and Fashion show “Hollywood Happening” was planned for a Sunday afternoon on October 28, 2019. Our experience has shown that by utilizing our designated theme, it allowed us to present a unified event from beginning to end.

**How It Worked:** Guests were welcomed by a Youth String Ensemble while they headed to the champagne reception and silent auction area. Since our invitation encouraged guests to dress “in costumes”, many arrived as Hollywood characters. A prize (bottle of champagne) was later awarded to 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> prize winners. Each guest sat at a celebrity table (ex. #2 was the Lucille Ball table which included an 8 x10 photo of the star). On each table, there was a bedecked and bedazzled red-carpet worthy evening shoe as a centerpiece and a “mini” Oscar topped favor box. While lunch was served our fashion show models, comprised of Philharmonic staff and Guild members, walked the runway. After the fashion show, the guests were entertained by a popular local band which included musicians and vocal impressions of vintage radio, television and movie stars.

**What It Took:** Planning required 5 members: Guild immediate past President and Vice President, and current Guild President. We used the Guild Treasurer for registration and other financial tasks & our Membership Director for the mailing list.

On site volunteers: There were 15 involved the afternoon of the event; Philharmonic staff involvement included our Music Director and two office staff members as models.

A small cadre of 15 volunteers, both seasoned and newbies, provided the work force.

**Our Results:** When guests told us they would have paid more for the fundraiser, we knew we had a hit. Hearing guests gushing as they “received” their Oscars, was another delightful sign of approval.

**Keys to Success:** Working with a solid history of knowing what works, how to make it happen and keeping “egos” at bay, allowed a smooth transition for all involved. Keeping it theme - related always helps to solidify a goal.

#### Presenters Contact Information:

Toni Carpenter - [tonilax@aol.com](mailto:tonilax@aol.com), 702.275.6565

Juliana [McRae- jbmcray@aol.com](mailto:jbmcray@aol.com), 702.767.9204



