

RED, WHITE AND BLUES

A Wine Tasting Event to Benefit Neighborhood House

Venue: The event was held in two homes directly across the street from each other.

Planning: Hors d'ouerves and desserts were ordered from AnnCooks, a professional caterer. Wine was purchased from First Grand Liquors, who sold it at a special discount and delivered. They also offered it for sale to guests that night, and offered to donate \$1 per bottle ordered to Neighborhood House. They delivered the wine to the two houses two days before the event. Flowers were ordered from The Life of the Party, who delivered the afternoon of the event. Wine glasses were rented from Midway Rental. One of the hosts picked them up the day of the event and returned them the following Monday.

Flow of the Event: Since one of the goals of the event was to get the friends of the two host couples to mingle, the event was organized to assure that everyone would cross the street from house to house. White wine and one menu of food were offered at one home, red wine and another menu was at another.

Since another goal was to maximize financial contributions to Neighborhood House, no suggested gift amount was listed on the program. Nor was there much of a push for gifts of food, although they were accepted. Gift envelopes and agency information were scattered about in obvious places at both venues, as were baskets for donations. At 8 p.m. each of the board member hosts gave a *brief* pitch for donations.

The Blues in the name of the event referred to the type of music played.

Results: Personal observation would indicate that most guests did visit both homes. Anecdotal information, and personal observation, was that guests had a good time and enjoyed the novelty of the party.

Fund raising results exceeded expectations, with \$3,585 being raised.