



# Guide to Successfully Meeting Casino Fundraiser Goals

Featuring: **Quick Start Guide**

1. Hello Fundraiser
2. Why Fundraiser Casino Night?
3. Quick Start Guide
4. Conclusion
5. CharityWatch Ratings & Scale
6. Casino Demographics and Popularity
7. [Free Casino Themed Photo Props](#)
8. [Editable Event Invite and Donation Letter](#)
9. Fundraising Strategic Plan Spreadsheet

## Hello Fundraiser

The **#1 goal of a charity fundraiser is to meet and exceed fundraising goals** while additionally providing the best experience for guests and managing donor and organizational expectations. Fundraiser casino parties are arguably the single best option for putting the “fun” in **fundraiser**. The ambiance of safe simulated gambling tends to bring out the “Whales” and additional donations from “Players” you never expected.

Frankly, most fundraising events are stuffy repetitive speech-laden affairs and extremely boring. Guests will tell you if you ask, *“we love the cause but let's have some fun too”*. For lack of better or fresher ideas many organizations will turn to an even more expensive venue or the next trendy food or chef in an effort to impress donors at the event.

Fundraiser Casino's present a unique **opportunity for your fundraising organization to gain attention** and distinguish itself in a bottomless sea of requests for time and donations. Putting together a successful charity fundraising event will be a lot of work, but it's nearly impossible unless you're well organized and plan ahead. Jobs could be on the line.

Failure to meet financial goals will lead to a underfunded organization that is unable to effect the desired change and may potentially cause the loss of jobs and opportunities. In the worst case the non-profit itself may not be able to continue doing it's good work, and will have to close permanently.

Therefore, fundraising is essentially a *“metaphorical juggling act with knives”*!

Read on for information and shared professional advice and data-charts to illustrate successful options and strategies for **casino fundraising**.

## Why Fundraiser Casino Night?

**Casino Night makes fundraising more fun!** These tips and documents and downloads combined with professionally proven strategies should **help you help your charity reach it's fundraising goals** and support your team to achieve it's best result putting together an amazing and profitable event.

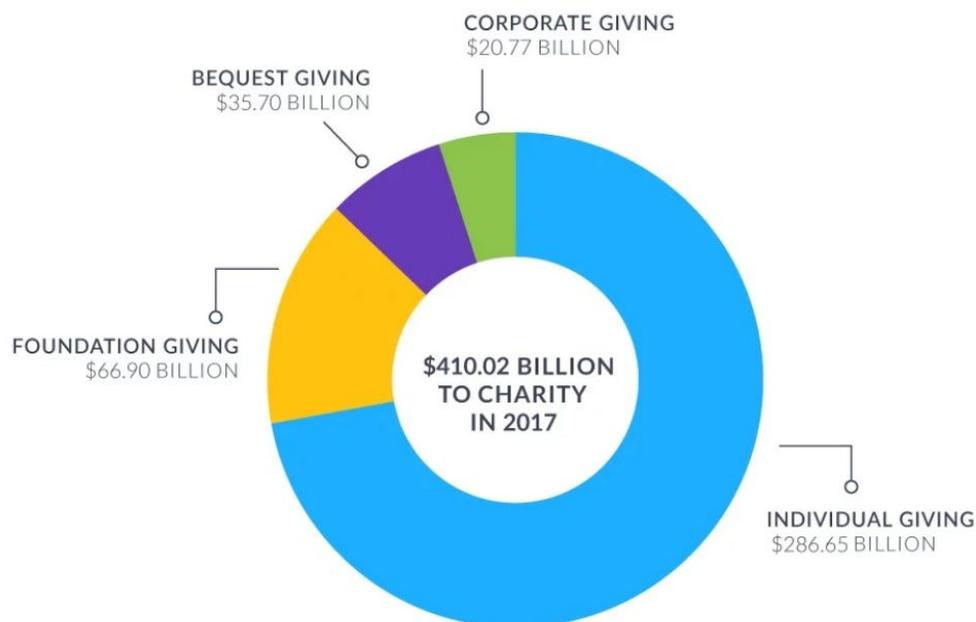
### **Blackjack | Poker | Craps | Roulette & More**

Casino Night Fundraisers already offer common-sense mechanisms to ask for donations and raise funds for charity. Bring "Vegas" to the party by providing professional gaming tables and dealers. This is a must for fundraiser with high expectations. Auctions are fun and can be held silent or performed live. Raffles are a low-cost strategy with a high-return depending on great donations. Poker Tournaments are fun for players, and for many viewers too. Casino Night is fun and already money-oriented, and brandable for your organization and for corporate sponsors.

Casino fundraisers are likely your most **cost-effective event vehicle to raise funds**, because of the fun factor and the wide variety of donation options and intuitive strategies to generate revenue. In addition, it's much **easier to promote and sell tickets** when there is an exciting **local fundraiser casino or fundraiser poker tournament event** pending.

There is a lot of work and many key factors to consider including logistics and compliance to pull it all together, but the results are well worth it. Don't skimp on the **professional tables and dealers**. Hiring substandard casino tables and/or inexperienced dealers from essentially illegitimate companies with liability insurance are the three (3) top-cited reasons for an unsatisfying Casino Night experience. Local casino fundraising professionals are willing to help. Choosing the right partner is worth your time and every penny!

# \$410.02B Donated in 2017



**\$410.02 Billion donated!** If that doesn't get you excited then you're possibly in the wrong job or industry! The staggering amount of money donated to charities in **2017 set the "giving" record**. Make sure your fundraising organization's revenue is growing too! Set goals and expectations that balance and reflect the industry.

*"Fundraising is a passion, not a job! A good fundraiser is constantly reinventing to keep that mission alive and vibrant for the audience. How can I make this the most exciting fundraising case possible? Boredom is rejected because our goal is raising funds, and that requires unending vitality."*

- Pamela Barden, [nonprofitpro.com](http://nonprofitpro.com)

### Casino Night is Customizable and Brandable

Casino Night is a great idea to brand your organization and also the **brand your corporate sponsors**. Impress and raise money for your cause with an event that gives everyone, from kids to adults to distinguished elders, a reason to dress up and play games together. Decorations can also be inexpensive and creativity and crafting will go a long way.

### Simulated Gambling is Exciting and Fun

No sensible person walks into a casino without expecting to lose at least some money. Players go to Las Vegas and into the casinos for the excitement and to play their favorite popular games of chance. Gambling is exciting and fun and **just a little bit risky**. Everyone hopes to beat the odds and be a big winner yet almost no one succeeds. And yet they'll come-in again and again to play.

This experience is recreated with simulated gambling in a more than socially-acceptable environment. **Casino Night will fondly resonate** with everyone that has enjoyed "playing Poker with Dad" or "cards with Grandma".

### Exciting Social Activity

**Games of Chance and simulated gambling allow the donors to share the excitement** and actively participate and especially to socialize.

When was the last time you came home from a fundraiser and said: "Wow, that was super fun and exciting". It's also difficult to start new conversations while sitting at separate tables. Casino Night is a social activity. Players play against each other, and in some games it's everyone versus the Dealer!



### Quick Start Guide

1. Date, Venue, Time & Location
2. Plan
3. Budget
4. Corporate Sponsorships
5. Ticket Sales
6. Auctions and Raffles
7. Poker Tournaments
8. Find Motivated Capable Volunteers
9. Publicity and Press Releases

## Quick Start Guide

### 1. Event Date & Time, Venue & Location

It is critical to research and **choose the best available event date, time, venue, and location**. It's very important to choose the best calendar day for your charity fundraiser. You do not want to start late or compete for venues and talent.

**PRO TIP:** Consider hosting your event on a weeknight as many venues and vendors offer a discounted rate!

**Spring casino fundraisers** are most-popular for hosting successful fundraisers however be aware of College Basketball's March Madness.

**Fall casino fundraisers** must consider scheduling conflicts with NFL football and the Holiday season, and don't forget FIFA's World Cup or the Olympics.

If you choose to book your event during fall make sure your event date doesn't interfere with regular or playoff high school, college or NFL football and/or any dates near the Holidays.

*Knowing when and where and how to schedule for a casino fundraiser is critical. You can often get a better deal on the venue by reserving 6-months in advance. The tables and dealers talent also gets booked fast in Spring!*

- Elliot Erlich / [212 CASINO](#)

## 2. Fail to Plan then Plan to Fail

### Start Planning Six Months in Advance

Many charitable organizations that have needed to raise significant amounts of operating funds have successfully turned to Fundraiser Casino Night. It's been our experience that starting to **plan your event at least (6) months in advance** is the best decision.

This allows you and your team enough time to plan and to deliver a well-organized goal-achieving fundraising event and obtain donation commitments.

**Make sure you have all permits well ahead of time.** Some jurisdictions have special restrictions on gambling-related activities even when they are for charity and don't involve cash winnings, so speak research this carefully. A local [professional casino party company](#) should have the answer to your questions regarding rules and permits, and also have liability insurance.

Planning ahead gives corporate sponsors needed time. It often takes at least two approvals and at least one by a decision-maker to acquire a corporate donation. As you near sponsorship goal you may also request additional donations for needs including printing and marketing and decorations.

Casino night fundraising requires having a **dedicated team and a management and outreach plan** providing plenty of time to structure your event to insure that your funding goal is achieved and even exceeded.

Casino fundraiser events involve many moving parts including ticket sales, silent and live auctions, corporate sponsorships, documentation for venues and tax deductible donations, and many other details that require advance planning. You'll need a **plan that is customized for your event** and goals.

### 3. Budget Wisely and Use Tools

Every dollar that is spent on producing the event is one-less-dollar going to the cause, **each dollar must be planned and spent wisely** and judiciously.

What is your total budget? Be realistic. Start by **reconciling the amount for each casino table** you plan to rent. Write everything down (please!) and record every penny in a sortable spreadsheet if possible, i.e. MS Excel or [Google Spreadsheets](#).

A basic editable **Fundraising Strategic Plan Spreadsheet** is also **included** at the end of this article for your convenience. See the downloads below after reading the rest of the article.

**List of every likely or possible expense then add 30%** at least. Remember it is especially precarious to spend money that is coming-in for a fundraiser on that fundraiser. That's like *digging deeper into a hole*.

#### **Budget for Experienced Professional Casino Tables and Dealers**

Do your local research on [experienced party planners](#). You can tell a lot about a company by [evaluating the website](#). Professional modern websites often indicate a professional vendor that invests into technology. Does the site have the relevant casino fundraising information you are seeking? Does it inform the user? And is it [secure in the browser](#)?

## 4. Corporate/Business Sponsors & Donors

**Be a Sponsor Monster** and you'll be surprised to find that you can cover all of your expenses and more! It **critical to gain support from local businesses and corporate sponsors**. Be aware that sponsors don't always answer right away, stay friendly and persistent. People get busy and plans take time to resolve. Asking for donations will often require you to be flexible or even docile as to not offend.

**Corporate donors are the key to table sponsorships** and in-kind donations. They usually appreciate the tax incentives. Present local corporations the **opportunity to sponsor professional casino tables with branding**, and at a profit for the charity. Find at least one table sponsor for each casino table. This can potentially pay for your **professional casino party rental** fees, and perhaps other expenses too!

The simplest branding option is a **framed sponsor sign** which is familiar and popular for each table sponsored. You can choose any size for your framed sponsor sign although 6" x 4" is popular.

Encourage sponsors to **promote their business** by providing gift bags or branded gear to be distributed at "their" table.

Casino Dealer's may also be dressed in the sponsor uniform or adorned in clothing or branded gear. Pitch charity with value and branding to sponsors and strongly encourage them to attend and **offer tickets included with sponsorship**.

### Individual Large Donors

Traditionally **large donors are extended family** and deserve to feel as a part of the greater good and that their contribution will have an impact.

**Reach out to thank them** with an **Event Invite and Donation Letter**. Or even write old fashioned hand-written letter inviting them out for a cup of coffee. Ask them questions and opinions on the organization's future, and mostly listen. Build and reinforce these important relationships. Then share the exciting news about the upcoming event.

### In-Kind Donations

The word "kind" is right there in the title. If corporate sponsors or donors are unable to commit to sponsoring a casino table game, the fundraising team should request an **In-Kind Sponsorship or Donation**. These types of donations can be used silent or live auctions and door prizes and for raffles.

### Don't Forget Small Businesses

**Many small businesses will also donate in-kind items** such as gift cards, wine baskets, business services, venue memberships, bike rental and sporting activities and resort/hotel stays. Local businesses have a stake in the local community and many are happy to participate.

### 5. Ticket Sales

It's easier for 20 people to each sell 10 tickets than it is for 1 person to sell 200 tickets. **Follow the *Girl Scouts model*** and hold everyone accountable for the sale of their tickets. This is a primary source of revenue. Remind the fundraising team that the (financial) success of your event depends on everyone meeting and exceeding ticket sales goals.

Set your ticket prices high enough to cover all your expenses. In some instances, a high-dollar ticket price makes the event exclusive and will help attract a wealthy roster of supporters.

You can price tickets differently for those (for example) who might not want a catered dinner or gambling chips included. Some people won't and you do want as many people as possible attending and bidding on your auction items.

### 6. Auctions and Raffles

**Auctions and Challenge Games and Raffles are a popular way to raise money** at your fundraising event. The best raffles and auctions feature items that reflect your cause or community uniquely.

Auctions and Raffles are the low-hanging fruit. Live Auctions and Silent Auctions **add fun or mystery**. Raffles are the potential cash-out for anyone left with chips or play money at the end of the night, which all ends up going back to the cause.

Encourage your **fundraising team to reach out to personal or professional contacts** to ask for donated products or services specifically for your Auctions and Raffles.

## Guide to Successfully Meeting Your Casino Fundraisers Goals

Seek exciting donated items or services to generate excitement for the auction. Be friendly to your team while persistently seeking the goal.

Remind your highly-motivated fundraising team to think like sales professionals that know **“it’s a numbers game”**, and that a **“quick NO sets you free to seek a “YES”**.

### 7. Poker Tournaments Are Popular

**Poker Tournaments** are now televised and players are stars, making the game especially popular now among Boomers and Millennials with disposable income. Those with more life experience are generally higher-income adults that love the experience of reliving the classic casino movies and characters in casinos from films. Would James Bond even be “007” without the casino scenes?

**Charity fundraisers featuring poker tournaments** are a stand-alone option or fit perfectly with the other super popular casino games including Blackjack, Craps, and Roulette.



### 8. Volunteers are Critical

#### Casino Night is a Fun Team Activity for Volunteers

Everyone is excited to participate in an **authentic casino experience**, and particularly the volunteers. Team enthusiasm carries forward and helps **motivate the team to sell more tickets** and acquire more sponsorships!

Volunteers can often make or break a charity fundraiser. A fundraiser with a too small team or only one solicitor is over-matched and under-staffed. If you are the person responsible you will save stress and time by empowering and trusting volunteers that combine a passion for your non-profit cause and the ability to get things done efficiently.

## Guide to Successfully Meeting Your Casino Fundraisers Goals

The “crafty” amongst the Volunteers can also highlight their own creativity by designing or making inspired casino-themed decorations and ideas.

**Delegating responsibility is required** and attempt to assign tasks based on the personality and skills of your volunteers. Volunteers may work alone or in pairs, partnering veterans with newcomers.

When seeking new Volunteers consider approaching local high schools or colleges. Do not underestimate the power of social media as a prime resources for quickly acquiring volunteers.

### 9. Publicity & Press Release

Besides publicizing your casino night fundraising event in your newsletter, by email, and through word of mouth, to get a big turnout, you have to get media coverage.

Put together a press release summarizing the highlights of the evening and emphasize why you are raising funds. Include details on the entertainment, the sponsors, prominent attendees, your best auction items, etc.

Include full contact information as well as the obvious information such as place, date, and time. Send it to all the major media outlets in your marketplace well ahead of your fundraiser. Include a group photo such as the organizing committee or your group’s board of directors.

## CharityWatch Ratings & Scale

In business we commonly refer to ROI or Return on Investment. There is a basic accepted formula:  $\text{Net Profit} / \text{Total Investment} * 100 = \text{ROI}$ .

Did you know charities are rated and who rates them and what formulas are used to define success? Many major individual and corporate donors are already very familiar with [CharityWatch](#).

**PRO TIP:** Top performers **75% Program % & \$25 Cost to Raise \$100**

CharityWatch publishes ratings to help you and donors understand how efficiently contributions are being raised and spent. Their goal is to provide donors with information to make better more-informed decisions about which charities to support. You can also use this information to set your own benchmarks, and compare your organization's performance versus national fundraising (competitors) large and small.

CharityWatch analysts perform in-depth evaluations of complex charity financial reporting, including audited financial statements, tax forms, annual reports, state filings, and other documents. Once the analysis of a charity is complete and any required adjustments are made, they perform two end calculations, and then assign the charity a letter grade efficiency rating on an A+ to F scale. The results of these end calculations include:

**Program % reflects the percent of total expenses a charity spent on its programs** in the year analyzed. For example, a Program % of 80% means that the charity spent 80% of its expenses on charitable programs. The remaining 20% was spent on overhead, which includes fundraising, and management & general.

## Guide to Successfully Meeting Your Casino Fundraisers Goals

**Cost to Raise \$100** reflects how much it cost the charity to bring in each **\$100 of cash donations** from the public in the year analyzed. For example, a Cost to Raise \$100 of \$20 means that the charity spent \$20 on fundraising for each \$100 of cash donations it received.

CharityWatch considers a charity to be highly efficient when end calculations produce a **Program % of 75%** or greater and a **Cost to Raise \$100 of \$25** or less.

Program %	Cost to Raise \$100	Efficiency Rating
90-100%	\$0 - 4	A+
80 - 89%	\$5 - 11	A
75 - 79%	\$12 - 15	A-
72 - 74%	\$16 - 19	B+
68 - 71%	\$20 - 26	B
65 - 67%	\$27 - 30	B-
61 - 64%	\$31 - 33	C+
56 - 60%	\$34 - 37	C
50 - 55%	\$38 - 40	C-
36 - 49%	\$41 - 59	D
0 - 35%	\$60 - 100	F

A range = Excellent

B range = Good

C range = Satisfactory / Average

D = Unsatisfactory / Poor

F = Failing

## Casino Popularity & Demographics

For practical purposes, casino gambling encompasses games of chance and skill played at tables and machines. Many large casinos and resorts take in billions of dollars in revenue each year.

When considering a casino most of us imagine the Las Vegas experience with massive hotel lobbies filled with squawking and beeping sounds and bright lights highlighting games of chance. There are also floating casinos operating on boats and barges on waterways across the country. Casino game machines have been introduced at racetracks to create racinos. In some states, casino-type game machines are also allowed in truck stops, bars, grocery stores, and other small businesses.

According to the American Gambling Association (AGA) casino customers are slightly older and have a higher income than the U.S. population as a whole. The median household income of casino gamblers in 2007 was \$59,735, 16% higher than the median household income of the U.S. population as a whole, which was \$51,653.

Harrah's Entertainment finds that the typical casino gambler was a forty-six-year-old female from a household with an above-average income.

People over the age of forty-five make up the largest group (23%) of casino gamblers.

Game preference also varied by age; younger gamblers were more likely to prefer table games than were older gamblers. Of the **major casino table games** 24% of survey respondents preferred [Blackjack](#), 8% preferred [Poker](#), 6% preferred [Craps](#), and 4% preferred [Roulette](#).

## CONCLUSION

### Meeting Your Casino Fundraisers Goals

The Casino Night Fundraiser is a **great idea to raise money for your cause** because it gives adults (and even kids) a reason to dress up, play games and have fun. There is work involved to pull it all together, but the results are well worth it... and [we're here to help!](#)

Ideally the strategies and information you've read and the tools enclosed will motivate and inspire you. There are multitudes of important decisions to be made along the way and each is imperative to the success of your casino night fundraising event.

As with any fundraising event an effective strategy is essential and choosing the right casino party company to partner with is critical for a successful event that meets goals and expectations.

Choosing the right **provider of professional gaming tables and trained casino dealers** is a key component. There are many key factors and compliance issues to address well-before event. We're casino fundraising experts and we're ready to help. Elliot Erlich and his talented team of dealers and staff at [212 CASINO](#) specialize in bringing Casino Night! All types of premium casino party rental equipment and professional dealers are ready to run the games and deal the cards.

**Casino Night Fundraiser** events offers multiple ways to raise funds and are easy to promote. Contact the proven experienced professionals at 212 CASINO to request a meeting with your Non-Profit Board or leadership about planning your casino night fundraising event.