



**NAA Foundation Best Practices:**  
**NIE Fundraising and Sponsorships**  
**MEGA PURSE SALE**

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<b>Fundraising Best Practice</b>	
Project name	MEGA PURSE SALE
Goal	RAISE \$5,000 FOR NIE AND ALAMANCE CITIZENS FOR EDUCATION, A LOCAL NONPROFIT
Target Age/Audience	WOMEN 18 AND UP
Tactics	COLLECT GENTLY USED DESIGNER HANDBAGS FROM THE PUBLIC TO RESELL DURING A ONE-DAY MEGA PURSE SALE
Resources Required (including staffing and number of hours)	<p>UNUSED STORE SPACE OR OTHER LARGE ROOM WITH DISPLAY TABLES OR SHELVES.</p> <p>AT LEAST TWO VOLUNTEERS TO COLLECT PURSES AT DROP LOCATIONS AT LEAST TWICE A WEEK FOR TWO-THREE MONTHS.</p> <p>5-6 VOLUNTEERS TO CLEAN, DISPLAY PURSES AND PREPARE STORE FOR SALE. IT TAKES ABOUT A 40-HOUR WEEK TO PREPARE THE STORE, DEPENDING ON HOW MANY PURSES ARE DONATED.</p> <p>10 VOLUNTEERS TO HELP ON DAY OF SALE WITH CHECKOUT AND CROWD CONTROL!</p>

<p>Results (including revenue generated)</p>	<p>WE COLLECTED MORE THAN 1,500 PURSES, WHICH WE SOLD FROM \$1 TO \$75.</p> <p>WE ALSO CHARGED \$1 ADMISSION, WHICH INCLUDED ENTRY IN DOOR PRIZE DRAWINGS.</p> <p>WE MADE \$16,000, WHICH WE SPLIT WITH THE LOCAL NONPROFIT.</p> <p>** SEVERAL OTHER NEWSPAPERS HAVE BORROWED OUR IDEA AND HAVE ALSO HAD GREAT RESULTS!</p>
<p>Lessons Learned (Would you do it again? If no, why not?)</p>	<p>WE WILL DO IT AGAIN IN 2010, BUT WE NEED TO ALLOW MORE THAN A WEEK TO PREPARE THE STORE FOR THE SALE.</p> <p>HAVING NUMEROUS DROP-OFF LOCATIONS FOR THE PURSE DONATIONS WAS A KEY TO GETTING MORE PURSES. OUR LOCAL LIBRARIES AND SEVERAL UPSCALE LADIES BOUTIQUES AGREED TO SERVE AS DROP SITES FOR TWO MONTHS. WE PICKED UP ONCE OR TWICE A WEEK AND TOOK THE PURSES TO THE STORE FOR STORAGE UNTIL THE SALE.</p> <p>CLEANING AND STUFFING (WITH NEWSPRINT) THE PURSES WILL GET YOU A BETTER PRICE THAN JUST LAYING THEM OUT FLAT ON A TABLE. HOW THEY LOOK MATTERS WHEN YOU WANT TO GET THE BEST PRICE. TAKE THE TIME TO MAKE THE PURSES LOOK GOOD!</p> <p>DON'T DISCARD ANYTHING UNLESS IT'S JUST GROSS. PURSES WE ALMOST THREW AWAY WENT FOR \$1 IN OUR BARGAIN BIN!</p> <p>PARTNERING WITH A NONPROFIT IS THE KEY TO THE SUCCESS OF THE EVENT. OUR NIE PROGRAM IS NOT A 501 (C) (3). BY PARTNERING, WE WERE ABLE TO GET BETTER PURSES BECAUSE LADIES COULD WRITE THESE OFF ON THEIR TAXES. THE NONPROFIT ALSO HAD RESOURCES FOR VOLUNTEERS. OUR NIE PROGRAM IS A STAFF OF ONE. THERE IS NO WAY ONE PERSON CAN PULL THIS OFF. IT WAS WORTH GIVING THEM HALF OF THE PROFIT.</p> <p>THE NEWSPAPER PROVIDED ALL OF THE PUBLICITY FOR THE EVENT WITH ADS, ARTICLES AND FLIERS PLACED THROUGHOUT THE COMMUNITY.</p>