



FUND RAISING IDEAS

A SERVICE OF THE ESA PHILANTHROPIC DEPARTMENT
ESA INTERNATIONAL HEADQUARTERS - Drake Office Center
333 West Drake Road, Fort Collins, CO 80526 (303) 493-2824

SANTA'S HOUSE

A Santa's House is a fun, festive way to raise funds during the Holiday Season. An unfurnished model home, empty house, or indoor shopping mall is transformed into a Christmas Kingdom. Each room or area becomes the setting for various activities (one especially set aside for Santa). Tickets for admission are sold.

STEPS TO SUCCESS

1. Meet with interested volunteers. Determine location and set dates (House should be open for at least two weeks prior to Christmas). Determine price of admission.
2. Appoint General Chairman. Responsible for coordinating all efforts. Arrange for location and secure permission and permits as needed. Determine "open" hours. Arrange for Hostesses to greet guests and answer questions during event. Arrange for Christmas music throughout the house.
3. Appoint the following committees:
 - (a) Rooms--Responsible for all rooms, their contents and activities. Determine activities for each room such as: story book reading, puppet show, Christmas movies, Santa's Workshop (elves), playroom (for little ones), boutique (where donated or handmade items, toys or holiday decorations are for sale), Santa's room (visitors may purchase full-color souvenir photo with Santa), and refreshments (These can be complimentary or sold for additional funds). Assign committees to each room. They are responsible for decorations, activity and contents, both before and during event.
 - (b) Ticket Sales--Arrange for printed tickets. Handle sales of tickets through membership and distribution points. Handle sale of tickets at the door. As funds are collected, turn these monies over to Treasurer.
 - (c) Treasurer--Working with Ticket Sales Chairman, insure that monies are accounted for and deposited on a regular basis. Change should be made available for sale of tickets during event. Funds received must be properly recorded, deposited and approved bills paid.
 - (d) Promotion--Contact local newspapers, television and radio stations to inform community of event. Prepare feature stories on special attractions. Utilize posters and flyers. Arrange for "on-the-spot" coverage when first visitors arrive. Following event release results to media; i.e., number of guests, amount of money raised, etc.