

Sip N Shop

What more do people enjoy to do on a beautiful Spring Morning???? Sip N Shop is the answer!!! This unique fundraiser brings together those who feel connected to the NCCC's mission in a fun and relaxing way.

What is Sip N Shop?

At a broad glance, Sip N Shop ticket holders get to spend the day "sipping" and "shopping" in their local community. You begin your day with continental breakfast/brunch, spend a few hours shopping, ending your day with lovely lunch. Local stores would provide discounts to all ticket holders, where the breakfast and lunch location would provide food and drink. This event could be extended into the evening with a dinner if enough willing restaurants are available.

Sip N Shop is unique in that you are able to rally the support of local businesses at almost no cost to them. In exchange for a flurry of customers, businesses agree to offer a discount to ticket holders of the day of the event. Most stores don't mind offering 10 – 20% off for a fundraising event, especially since it means bringing in business they might not get otherwise.

Restaurants are a little harder sell, but they could offer a lovely continental breakfast with coffee/tea included and then offer additional items such as mimosas for an additional cost, etc.

Ideally Sip N Shop is held in a concentrated area where patrons can walk from business to business. With just a little bit of time, planning, and a few volunteers, anyone can pull off this fundraiser. It's a great way to connect with your community and is family friendly.

Set a Date

Be sure to check all community calendars and select a date that would be favorable for an event like this. Of course, weather is a consideration as is the time of day.

Registration

Tickets for Sip N Shop do not have to be expensive, somewhere between \$10-\$15 would be appropriate. The ticket includes some sort of breakfast or light lunch at a local restaurant as well as discounts at local retailers.

Tickets can be sold in advance as well as on the day of. Have a registration table set up at the 'first stop' with the NCCC banner on it. Raffle tickets for a gift basket (that has been donated) from one of your participating vendors can also be sold at this time. Depending on your expected turnout, one or two volunteers for the registration will suffice.

Have a 'brochure' made with a list of participating vendors with any special offers that they are offering for ticket holders. As an additional advertising promotion for them, offer to print all participating vendors logos on the back of the brochure.



How to Recruit Retailers and What to Ask them for

When approaching businesses to participate in Sip N Shop it is important to share the mission of the NCCC as well as your role as a local chapter leader. Have statistics and stories on hand to share. You are asking for them to participate as a retailer for this event and asking them to provide a discount to tickets holders for a certain window of time. Let them know that they will almost surely get new customers to their stores that have never been there before and that these (typically ladies) will be ready to shop!

In addition, encourage them to “lure them in” with refreshments or snacks for the patrons. Finally, be sure to ask if there is anything that they would like to donate for a raffle basket.

Finding a Restaurant for Ticket Holders to Dine At

The restaurant that you select for patrons to start (breakfast) or end (lunch) at, will ultimately be your biggest sponsor, so finding a place that is large and economically friendly will be very important. Explaining why supporting your chapter is important for the community is what will get you the deal. The ticket cost covers a light meal so work out a menu with costs that can be minimized and covered through your expenses. Keep in mind that this event is casual so it is ok if the menu is too.

As mentioned before, while the menu in general should be free to all ticket holders, it's not inappropriate for restaurants to offer “extras” to their customers. For example, at one Sip & Shop, The Melting Pot was the lunch sponsor and guests dined on the cheese and chocolate courses they offer along with a glass of water, tea or assorted soft drinks. The Melting Pot also offered glasses of wine for \$5 each, which many people took them up on. If you can get that wine donated (potentially by another sponsor, maybe a local liquor store) – then that money can come back to your chapter as well. The Melting Pot was a great restaurant to participate, because they normally don't serve lunch – so the guests got to have a rare lunch treat AND didn't have to compete for seating with other non-participating lunch guests.

Materials Needed:

Tickets

List of participating retailers for ticket holders

Raffle tickets

Pens/Paper/Cash Box

To learn more about this organizing a Sip N Shop event in your area, email rpuri@ashasexualhealth.org



Retailer Agreement

Business Name: _____

Business Address: _____

Contact Name: _____ **Contact Phone:** _____

Discount Offer: _____

Refreshments: Yes/No **Specify:** _____

Raffle Donation: Yes/No **Donation Value:** _____

I, _____, agree to participate in the NCCC Sip N Shop event scheduled for _____, and provide the above mentioned items.

Signature: _____

Date: _____

