



COMMITTEE CHARTER WORKSHEET AND 2019 OBJECTIVES

Today's Date: November 29, 2018

Name of Committee: CFHLA Gives - MVP Committee

Chairperson: Louis Robbins

Co-Vice Chairpersons: Brad Boland, John McCracken and Mark Moravec

Charter (reason for being): Primary fundraiser for the CFHLA Foundation (Hospitality Education Segment). All proceeds secured from national and local auction, in addition to monetary donations, to be utilized for supporting Hospitality student scholarships and grants.

2019 GOALS

- 1) Maintain fundraising auction initiative entitled "CFHLA Gives" to include 15 primary fundraising categories, including the MVP Committee, to secure a minimum goal of \$70,000 net revenue.
- 2) Target national and local online auction dates of (local) March 6, 2019 through March 14, 2019 and (national) March 18, 2019 through March 28, 2019
- 3) The MVP Committee shall be by invitation only and will consist of no more than 30 members.
- 4) Each member of the MVP Committee will secure a minimum of \$1,500 value of donations or monetary contributions along with 4 bottles of wine (red or white) with a minimum value of \$10 per bottle, to be secured by February 25, 2019.
- 5) Individuals must attend two of the three committee meetings scheduled for November 29, 2018, January 14, 2019 and February 25, 2019.
- 6) Should the individual fail to secure \$750 of donations or monetary contributions by the second meeting on January 14, 2019, the committee member may forfeit their MVP position to an individual on the MVP waiting list.
- 7) Those MVP Committee Members that meet their goals shall receive added Membership recognition of:
 - A special MVP Committee name badge for 2019 once \$1,500 is secured (awarded after March 1, 2019)
 - One complimentary MVP seat at the April / May CFHLA Gives "Scholarship" Luncheon (formerly the Educational Partnerships Luncheon)
 - Inclusion on the CFHLA Lobby PowerPoint, as a 2019 MVP Committee Member (Name, Company Name and Logo)
 - The top performer will be featured in one Southwest Orlando Bulletin and Lifestyle Magazine article in 2019
 - The top performer will be guaranteed a scholarship naming opportunity (company only)
- 8) Conduct national online auction utilizing Charity Auctions Today.
- 9) Additional fundraising categories include the following:
 - Each member of the CFHLA Board of Directors and CFHLA Ex-Officios will be encouraged to donate a personal donation of a minimum of \$50 with a recommendation of \$100. (Goal: \$2,750)
 - The CFHLA Board of Directors will be offered the opportunity to purchase raffle tickets for \$100 (120 tickets) to include 3 – 5 cash prize donations secured from Membership. (Goal: \$4,500)
 - CFHLA to secure one-week vacation packages from Timeshare / Vacation Ownership and third-party Members. (Goal: 8 packages / \$8,000)

Thank you for your continued support!

- CFHLA to reach out to former CFHLA Board Members to donate a minimum of one 4-night stay. (Goal: \$1,500)
- Secure 100 bottles of wine (through MVP Committee – valued at \$10 per bottle) to create 10 wine baskets of 10 bottles each. Baskets to be sold in local online auction only. (Goal: \$1,000)
- Maintain annual CFHLA donation to CFHLA Foundation, Inc. of \$10,000.
- Partial proceeds of the Hospitality Gala silent auction to be designated for CFHLA Gives. (Goal: \$5,000)
- Continue direct scholarship donation program.
- CFHLA Public Policy Director to invite Elected Officials to donate entertainment tickets to local concerts, comedy shows, sports games, etc. in the government private box at Amway Center, Camping World Stadium or Dr. Phillips Center for the Performing Arts. (Goal: 5 sets of tickets at \$200 average / \$1,000)
- Each CFHLA Council will be encouraged to donate a minimum of \$1,000 for scholarship naming opportunity. (Goal: \$5,000)
- Each CFHLA Board Member to refine the traditional donation of a 2-night stay to a minimum of 4 nights or a hotel package that includes golf, dinner and/or spa package. (Goal: 35 stays / \$10,500)
- CFHLA to invite former Bacchus Bash sponsors and Bacchus Bash vendors to renew as “Donors”, with a minimum of a \$1,000 contribution, and continue with scholarship naming opportunity (Goal: \$6,000)
- Invite each CFHLA Member company (both non-Board Lodging Members and Allied Members) to donate a minimum of \$50 via a three option CFHLA Foundation invoice to be distributed on February 1, 2019. (Goal: 50 companies / \$2,500)

10) Secure 2020 MVP Committee.

Thank you for your continued support!