

BAZAAR SUCCESS

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Creative Forecasting, Be Our Guest – July, 2002

I'm not the only Activity Director working with a small budget or facing the challenge of raising money so I can move my department forward. To generate income, our facility held four big bazaars this year with great success. Here are some tips to help you plan your bazaar with equal success.

1. Advertise. Announce your bazaar in the city newspaper and monthly newsletter, hang posters, etc.
2. Organize your volunteers so that each one knows what his responsibilities are. Schedule shifts so that no one person has to stand on his feet all day (especially important if the volunteer is a resident).
3. Take advantage of large recreation rooms. Otherwise, hold the bazaar in several different rooms close together on the same floor.
4. Divide the bazaar into three events.

Raffle: Display prizes on a small table next to the entrance. Create prize baskets which some pharmacies (and other companies) may donate. Fill the baskets with fruit, cookies, chocolate, etc. Raffle off tickets for a restaurant outing which you can pay for with the money you raise. Sell the raffle tickets for one dollar.

Restaurants: Set up a long table in the corner of the room and display goodies for sale such as cookies, gourmet coffee blends, ready-to-bake pizzas, cakes, pies, etc. Ask facility employees/staff members to bake or cook items and donate them to the bazaar. Arrange groupings of four chairs around tables, just like in a restaurant. Play soft music in the background.

Bazaar: Keep prices reasonable. Be flexible. Remember, it is better to sell something for a dollar than not sell it at all. Set up long tables. Organize the items neatly. Hang the clothes or fold them. Items tend to sell better when they are clean and presented neatly. Keep plastic bags and newspapers (used to wrap breakables) on hand.

5. Track how much money each event raises. If an event doesn't generate much interest or revenue, you may not want to do it again. Develop a follow-up form that you can refer to when planning your next fund raiser. Use these categories when making the form: Fund raiser Name, Date(s) and Time(s) Held, Preparation Involved, Money Raised, Money Spent, Volunteer Names, Volunteer Appreciation, and Comments.

Use the money that you generate from the raffle, restaurant, and bazaar to attend or put on special events, buy new games (or have them built), treat people to an unusual meal or dessert, etc. As always, use your imagination.

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