



## **Off the Unbeaten Trail**

### Reverse Draw Fundraiser

This report is a recap of the event planning and execution. The event was conceived in January 2012 and was brought to the attention of the Events committee chair. Discussions were held between the executive members and other involved members as to whether the GFATV club should undertake this venture because of lack of experience and knowledge needed to make this event successful. There were fears that if we were not able to sell enough tickets at \$20.00 each, we would not recoup our expenses or we would lose money on the endeavor. The proposal was then brought to the general membership at an earlier meeting in March and after open discussion, was approved by show of hands.

The Events committee comprised of members Doug Zorn and Dave McKinnon and volunteer, Patti Bevilacqua held a series of meetings to plan the event and define tasks to be undertaken by each committee member. Patti and her husband Paul Dunning had previous experience with conducting the reverse draw fundraiser events and brought a wealth of knowledge to make our event successful.

After applying for and receiving our BCLC license, 400 tickets were printed for sale. The cash prizes were established and merchandise prizes were solicited from event sponsors. The next and most important step was to sell as many tickets as possible prior to the May 12<sup>th</sup> draw date. Club members were given the opportunity to sell tickets and a series of sales were held at different locales in Grand Forks. There were pub night sales at GF Station Pub and Clyde's, Buy-Low Grocery store, and Grand Forks Credit Union during a regional chamber of commerce meeting.

The draw was conducted at the Grand Forks Wildlife Hall on May 12<sup>th</sup> over a four hour period. Sponsors, B&F Sales and Playmor Recreation brought ATV's to the site to be viewed by those attending the event and ATV BC had their education and safety trailer on site attended by director Don Frew. The event was attended by members of the RCMP and the Conservation Officer who were invited to discuss issues and regulations for the use of atv's and riders responsibilities.

Jeff, the chef from Clyde's pub volunteered to prepare and cook roast pork and beef that was served on Mrs. B&B bakery buns. The meats were purchased from North Fork Pork and Poultry and Fred Benson and were of excellent quality. Jeff's efforts were highly praised and everyone agreed it was fantastic food. Jeff was assisted by additional volunteers from the Station pub who prepared and served food to those attending the May 12<sup>th</sup> event.

A final meeting of the Events committee was held to review the outcome of the fundraiser and to draft a final submission to the Grand Forks Gazette to announce draw winners and to offer thanks to all who

helped make the event a success. The Grand Prize winner of \$1500.00 was Charlie Moody of Christina Lake.

The post analysis of the project and all of its elements showed where improvements could be made in future to make the fundraiser even more successful. More lead time for ticket selling would have allowed more tickets to be sold and realize more revenues for the club. The consensus was that we should have charged more for food and beverage tickets. It was agreed that because of the high quality of the food and the cost of providing it, warranted an increase in price to purchase the food and beverage ticket.

At the completion of this fundraiser event we had sold 278 tickets and realized a net of \$2421.61.

**Off the Unbeaten Trail** was deemed a success by all and the GF-ATV club looks forward to holding future fundraiser events of this nature.