



## Fundraising information and application

Paint a Scarf has three ways to help your non-profit organization raise funds:

- **OPTION 1: We bring scarf painting to your annual fundraising gala.** Paint a Scarf will set up at your big fundraising bash. Your guests can walk up and paint, or they can pre-reserve their spots using our online reservation tool. Earn 40 to 60% of the receipts from each scarf (details on page 5).
- **OPTION 2: Schedule a scarf-painting event to raise funds for your organization.** Throw a scarf painting party! Invite your members to paint scarves with up to 60% of the proceeds supporting your cause (details on page 5). You provide the food, drink and location – we provide the fun.
- **OPTION 3: Auction off our gift cards.** We donate a certain number of gift cards each year to non-profits. Auction these off to the highest bidder.

**For more details** on each option, keep reading —

**To book your fundraising event**, or to request a gift card donation fill out our online application at the bottom of this page:

[www.paintascarf.com/fundraising](http://www.paintascarf.com/fundraising) or print page 6 of this document and e-mail it to: [info@paintascarf.com](mailto:info@paintascarf.com).



## **Option 1: We bring scarf painting to your annual fundraising gala.**

Every non-profit in town is chasing the same group of donors to attend their fundraising events. How do you get high-income women excited to attend your gala?

Bring Paint a Scarf to your event. Advertise silk painting as a pre-auction activity to attract more women to your gala. Scarf painting is hot. Women want to try it. So promote it like this:

### ***Paint a Scarf will be at our gala***

*Arrive early and you'll have a chance to paint your very own silk scarf – with a portion of the proceeds going to support our organization.*

*The professionals at Paint a Scarf make silk painting, easy, fun and foolproof. For a suggested donation of \$XX you can create a scarf to take home. Paint a Scarf provides everything you need. Choose from four designs. Train and paint in about 45 minutes – and then enjoy dinner and bidding while your scarf dries.*

*You can pre-register to paint a scarf by logging into: [www.paintascarf.com/gala12](http://www.paintascarf.com/gala12). Or you can take your chances and walk up, but plan to arrive on time (or a bit early) to grab your spot.*

### **Day of the gala**

1. We set up painting racks one hour before guests arrive.
2. Welcome your guests and invite them to paint a scarf. It takes about 45 minutes to train and paint. Set the suggested donation at a level you think you can get (usually \$50 or more, depending on the crowd)
3. Newly arriving guests see the brightly colored scarves being painted and decide to paint too.
4. Guests continue to paint throughout the evening.
5. Scarves dry and we clean up while your guests eat/attend the auction.
6. Guests pick up their finished scarves at the conclusion of the auction. This encourages them to stay for the entire event.
7. We remit anywhere from 40-60% of gross receipts to your organization, depending on the number of people who paint (see formula on page 5 of this document).

Please contact us a minimum of 4 weeks before your event so we can inspect your venue (for floor space, lighting, etc).



## **Option 2: Schedule a scarf-painting event to raise funds for your organization.**

Throw a scarf painting party! Invite your members to paint scarves with up to 60% of the proceeds supporting your cause. You provide the food, drink and location – we provide the fun.

Promote it like this:

### ***Announcing a scarf painting party***

*Have you tried scarf painting? It's quick, easy and fun – even if you've never painted before. Go home with a scarf to wear – and an experience to share.*

*The professionals at Paint a Scarf will be at our party. For a suggested donation of \$XX you can create a scarf to take home. Paint a Scarf provides everything you need. Choose from four designs. Train and paint in about 45 minutes – and then enjoy refreshments and conversation while your scarf dries.*

*Best of all, Paint a Scarf will be donating a portion of the proceeds to our organization. The more painters we recruit, the higher percentage we will earn.*

*We need a minimum of 10 painters to make the event a success – and we can take a maximum of XX painters. Please pre-register today by logging into: [www.paintascarf.com/fundraiser15](http://www.paintascarf.com/fundraiser15).*

### **Day of the party:**

1. We set up painting racks one hour before guests arrive.
2. Welcome your guests and invite them to paint a scarf. It takes about 45 minutes to train and paint.
3. If the space cannot accommodate all the painters at once, we'll paint in 45-minute shifts.
4. While the scarves dry your guests snack and visit.
5. We begin cleanup.
6. Guests pick up their finished scarves and snap photos.
7. We remit anywhere from 40-60% of gross receipts to your organization, depending on the number of people who paint (see formula on page 5 of this document).

Please contact us a minimum of 4 weeks before your event so we can inspect your venue (for floor space, lighting, etc).



## Option 3: Auction off gift cards

We donate a certain number of gift cards each year to non-profits, who in turn auction them off to the highest bidder. Gift cards entitle the bearer to a free scarf painting experience.

To be considered for a gift card donation, please fill out our gift card query form at the bottom of our fundraising web page: [www.PaintAScarf.com/fundraising](http://www.PaintAScarf.com/fundraising).

Please submit your request a minimum of 4 weeks before your auction, to allow time for processing and delivery.



## How much can your organization earn?

When you host Paint a Scarf at your event or gala, we split the proceeds with your non-profit organization. The more painters you recruit, the bigger percentage you earn. Here's how it works:

1. For painters #1-10 your organization receives 40% of gross receipts.
2. For painters #11-20 painters you receive 50% of gross receipts.
3. For painters #21-50 painters you receive 55% of gross receipts.
4. For painter #51 and above you receive 60% of gross receipts.

So, for example, at \$50 per painter, your organization would earn the following:

1. Ten painters = \$200
2. Twenty painters = \$450
3. Thirty-five painters: \$863
4. Sixty-six painters = \$1755

The more you can charge your guests, the higher your revenue.

We have a nifty spreadsheet that does the calculations for us. We'd be happy to share it once we're under contract.

### How to price the event

1. In order to generate enough revenue to pay Paint a Scarf and earn a sufficient return for your organization, we recommend you charge at least \$40 per painter and shoot for a bare minimum of 10 painters.
2. Paint a Scarf charges a non-refundable \$200 deposit to book the event. You must generate enough sales to cover that cost and create proceeds for your organization. Our minimum cost to set up at your event is \$200.

### How to book painters (2 options)

1. You collect the money, then pay Paint a Scarf a percentage at the end of the event.
2. We set up a custom event on our calendar to take bookings online. We pay you the net proceeds within seven days of the event.

### How to get started

To book your painting event call Paint a Scarf at 623-688-1702. We require a \$200 non-refundable deposit upon contract to reserve the event.



Agreement between Art Experience LLC (dba Paint a Scarf), hereinafter PAS, and

\_\_\_\_\_, a registered non-profit organization,  
hereinafter CLIENT:

Client hereby contracts with PAS to conduct a scarf-painting event for the purpose of raising funds for client's non-profit organization.

PAS will provide all painting supplies, training materials and floor coverings.

Client will provide a venue and any refreshments for the painters. Client agrees to assume responsibility for any damage that may result to the venue.

With this agreement, client provides a non-refundable \$200 deposit to hold the date. The deposit will be credited to client's account upon completion of the event. Our minimum fee for bringing Paint a Scarf to an event is \$200.

Event date: \_\_\_\_\_

Time you want to start painting: \_\_\_\_\_

Location: \_\_\_\_\_

Number of painters (estimated): \_\_\_\_\_

Price you plan to charge per painter: \_\_\_\_\_

I agree to the following financial terms:

1. For painters #1-10 client receives 40% of gross receipts.
2. For painters #11-20 painters client receives 50% of gross receipts
3. For painters #21-50 painters client receives 55% of gross receipts
4. For painter #51 and above client receives 60% of gross receipts

\_\_\_\_\_  
Client Signature

\_\_\_\_\_  
Printed name

\_\_\_\_\_  
Phone

\_\_\_\_\_  
e-mail

