



# ACI CONVENTION FUNDRAISING

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American Concrete Institute®  
*Advancing concrete knowledge*

# Convention Fundraising

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- ❖ Who
- ❖ What
- ❖ Where
- ❖ When
- ❖ Why

# Goals

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- ❖ Raise the Funds
- ❖ Painless Fundraising

**Step 1:**

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**Read the Chapter  
Convention Guide**

# Timeline



## Chapter Checklist

Category	Task	Responsible	Start	Complete
CHAPTER	Request to host convention	Chapter	6 years	2 years
CHAPTER	Select Chapter Convention Committee Chair & Co-chair	Chapter	36 months	36 months
CHAPTER	Form a Chapter Convention Committee (CCC)	Chapter	36 months	24 months
CHAPTER	Create and submit a convention theme to TAC & Convention Committee	Chapter	36 months	35 months
FUNDRAISING	Prepare a preliminary budget	Chapter - Fundraising	36 months	36 months
CHAPTER	Report to Convention Committee	Chapter	36 months	36 months
SOCIAL	Decide to hold the Concrete Mixer on or off property	Chapter - Mixer	24 months	18 months
TECHNICAL	Submit request for local technical session	Chapter - Technical	24 months	18 months
CHAPTER	CCC attend convention	Chapter CC	24 months	24 months
CHAPTER	Report to Convention Committee	Chapter-Chairman	24 months	24 months
CONTRACTOR	Select contractor's day sessions	Chapter & CLC	18 months	18 months
SOCIAL	Contract off property venues for Concrete Mixer if necessary	Chapter	18 months	18 months
SOCIAL	Select & submit a Concrete Mixer theme to Conv. Mgr.	Chapter - Social	18 months	18 months
CHAPTER	Report to Convention Committee	Chapter-Chairman	18 months	18 months
CHAPTER	CCC attend convention	Chapter	18 months	18 months
CHAPTER	Create and submit convention logo	Chapter	18 months	18 months

**Step 2:**

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**Plan for Success**

# Fundraising Committee

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- ❖ Chair
- ❖ Subcommittee members
- ❖ Sales/marketing reps
- ❖ Persistent individuals

# Preliminary Budget

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- ❖ Entire committee to help develop
- ❖ Can you raise the funds to meet the budget?

# Exhibitors



- ❖ Typically 30 - 40 exhibitors
- ❖ \$30,000 - \$60,000 gross

# Advice from ACI Staff

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- ❖ Start early
- ❖ It's everyone's job!
- ❖ Deliver on promised benefits

**Step 3:**

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**Develop  
Fundraising Plan**

# Set Levels & Benefits



## CONVENTION SPONSORS

### HIGH PERFORMANCE

ACI Delaware Valley Chapter  
Master Builders  
Sika Corporation

### DURABILITY

High Concrete Structures, Inc.  
Oldcastle Precast, Inc.  
New Enterprise S & L

### CURING

Allied Concrete & Supply  
Concrete Contractors Association  
Grace Construction Products  
Re-Steel Supply Company

### CONSOLIDATION

ACI Pittsburgh Area Chapter  
Action Supply  
Admix, Inc.  
Michael J. Boyle  
Concrete Construction Committee  
CVM Engineers  
Euclid Chemical  
Tim Haahs Associates  
Keast & Hood  
Kling Lindquist Partnership  
Nitterhouse Concrete  
Penmoni Associates, Inc.  
Precast Services, Inc.  
Carl Walker

## CONVENTION SPONSORS

### PLACEMENT

ACI N. California & W. Nevada Chapter  
ACI Georgia Chapter  
ACI Houston Chapter  
ACI Greater Michigan Chapter  
ACI Rocky Mountain Chapter  
ACI San Diego International Chapter  
ACI New Mexico Chapter  
ACI New Jersey Chapter  
ACI Northeast Texas Chapter  
Ammann & Whitney  
Architectural Precast, Inc.  
Ballinger Company  
Concrete Artisans, LLC  
DePaul Concrete Co.  
Eastern Gunite  
John Jaszczak  
Keystone Cement  
A.L. Patterson Company  
USI MidAtlantic  
Valley Forge Laboratories  
H. Wilden Associates  
Wiss Janney Elstner Associates

### CONTRIBUTORS

ACI Southern California Chapter  
ACI NE Ohio Chapter  
Blue Circle Cement  
Hanson Pipe & Products  
A.W. Lookup Company  
NTH Consultants, Ltd.  
Joseph Ware

Sponsors are listed as of  
March 1, 2001

# Develop Potential Sponsor List

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# List Sources

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- ❖ Chapter lists
- ❖ Past exhibitor list
- ❖ Sustaining members
- ❖ Other ACI chapters

# Additional List Sources

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- ❖ Ready mix companies
- ❖ Specialty subcontractors
- ❖ National suppliers
- ❖ Engineering firms
- ❖ Suppliers
- ❖ Major local firms
- ❖ Testing firms

# Targeted Campaign



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❖ Target amounts to be donated

# Targeted Communication

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- ❖ Mailings
- ❖ Follow-up calls
- ❖ Personal visits
- ❖ Brochures

# Timing

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- ❖ Determine frequency of communications
- ❖ Determine order/type of communications

# Who Contacts Whom?



- ❖ Relationship
- ❖ Equal responsibility

**Step 4:**

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**Execution**

# Letters/E-mail

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- ❖ Timing
- ❖ Frequency
- ❖ Format

# Telephone Calls

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- ❖ Follow up
- ❖ Frequency

# Personal Visits



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❖ Who will make visit

# Fundraising Tools

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- ❖ Lists from ACI, chapter, and other local entities
- ❖ Example letters
- ❖ Example tracking spreadsheets

**Step 5:**

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**Collect & Track**

# Step 6:

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## Recognition

- ❖ Thank-you letters
  - In person thank-yous
- ❖ Sponsor reception/dinner
- ❖ Signage

# Step 7:

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## The Results

- ❖ Rest easy—you have the \$\$
- ❖ Enjoy your convention!

# Discussion/Q&A

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