



Casino Night Guidelines

Fundraiser Goal:

When planning a casino fundraiser or casino charity event, having a realistic goal of how much money you would like to raise is the key to a successful event. This will determine the price of your entrance fee, script voucher prices and expenses. Once this key goal is determined you can then begin to figure out your pricing and expenses.

Casino Fundraiser Revenues:

Revenue for a casino fundraiser will usually come in the form of the following activities.

Ticket sales

Casino table sponsorship

Additional casino script vouchers

Other

Casino Fundraiser Ticket Sales:

The main key in reaching your above casino fundraising goal is to get people to attend your casino event. Everyone involved in your casino fundraiser committee should be responsible for selling tickets or providing names for mailing and invitation lists. Determining head count is critically important, not only for the amount of casino tables you will need, but also for food counts. This is probably going to be your main source of income for the event and your fundraising goal depends directly on getting people to the event.

Casino Fundraiser Tables:

Sponsoring casino tables is a great way to not only pay for the casino tables but to provide additional revenue towards your casino fundraiser goal. At a minimum, table sponsorship should at least cover the cost of the table. However from our experience many business' are willing to not only contribute money for the tables, but to donate prizes as well. Why not invite your sponsors and their employees to attend your casino fundraiser? Prepare nice placards or sponsor cards to sit on each table. Ask your sponsor if they would like to have small brochures or literature for their products at the table. They should understand that not only is their donation going to a great cause, but they are getting some great advertising as well.

Additional Casino Fundraiser Vouchers:

As part of their entrance fee guests are usually given an initial voucher of a nominal amount of "casino script". The idea here is for them to purchase additional "casino script" by making an additional donation to your charity. We suggest having a table set up and attended by one of your charity members to take additional donations for "casino script". Keep your suggested donation in the range that your guests are comfortable with. You may want to consider having a credit card machine (contact your local bank for rental machine info) to make it easier for your guests to make additional donations.

Other Casino Fundraiser Revenue streams:

You may also bring in additional revenue towards your goal with food and drink sales and silent auctions. These can vary wildly depending on the type of event, where it is held (hotel vs. church hall), the type of guest and the value of prizes you have for the auction. All these things should be taken into consideration when planning your casino night fundraiser

