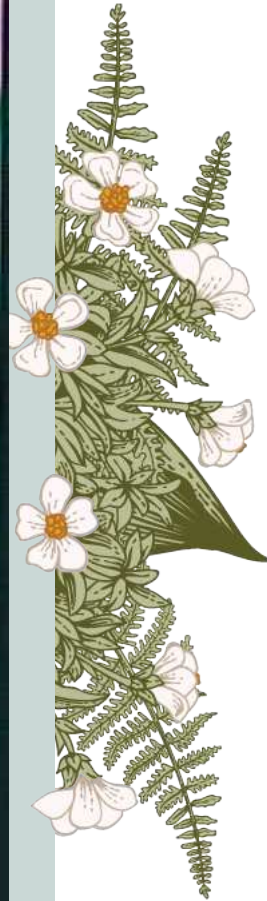




Local Rose Society Fundraising Ideas



Agenda

Tried and True Ideas

Very Easy Ideas

New Ideas

True Story

**Supporting your
District**

Supporting the ARS



Ways to reduce costs?

Charge the maximum dues the area will bear.

Reduced costs by emailing the newsletters

vs. print and mail.

Hosting your meeting at place with no charge.





Tried and True

Garden Tours

Sell tickets to the public.

Rose Sales

purchase from a nursery at wholesale
and charge a little less than retail.

Fertilizer Sales

purchase from a specialty firm and resell
at profit.

More ideas that are easy



- **Have a plant sale of companion plants that grow in members gardens. Coordinate this with your rose show if it is well attended with visitors.**
- **Get a booth at a local farmers market or home and garden show to sell roses and or companion plants, or at a local plant sale.**
- **Arrange with a nursery to sell their plants with a 1/3 split to the society and a 2/3 to the nursery and return what is not sold. This requires no money out of pocket to the society.**
- **Have members host a dinner and participants bring a \$25. 00 check and a dish that corresponds with the preset menu.**

More ways to increase cash quickly



Have a raffle at each meeting where the tickets go for \$2.00 for 1 and 3 for \$5.00. Members bring items to each meeting to be raffled.

Suggested items: books on roses or gardening, pruners, gloves, plants, wreaths, garden art.

Many large companies have a volunteer program in place and reward your volunteer time with forwarding money to the organization of choice based on the number of hours you volunteer.

Plan for spring events in the preceding year

Recruit gardens in the fall of the preceding year for spring tours.

Begin to market in your newsletters the date and cost of tickets beginning in February for April or May events.

Market on your Facebook page and website page the dates and cost of tickets for the tour, for the public.

Post on local garden pages on Facebook, and if your town has Nextdoor post your event there.

Post notices at local garden centers.

Do not advertise the address, send the address to paid ticket holders via email. Good for future marketing.

Rose Bingo – Dallas Rose Society



- **This event is open to the public. Advertise on your website and Facebook page.**
- **Host it around the time you can begin to plant bareroot roses.**
- **Host at a recreation center or a public facility like a library or a church social hall.**
- **Reach out to wholesale growers and mail order nurseries to ask for bare rooted roses of many kinds.**
- **Rent a bingo machine, enlist a member to be the caller and have a power point to show what the rose looks like, and mention size, fragrance, disease resistance, and other attributes.**
- **Sell each bingo card for \$5.00**

Rose Bingo timeline and tips

- **Secure your facility 6 – 9 months out.**
- **Secure your orders with rose vendors 6-9 months out.**
- **Try to get 100 roses, and 5-10 different varieties.**
- **Make sure all attendees get a rose. Have a few rounds for anyone who hasn't won a rose until everyone has a rose to go home with.**
- **Allow time for attendees to trade winnings.**
- **Sell lemonade, and baked goods.**
- **Ask attendees for email address to market future events.**

Additional Rose Bingo Tips



- **Print a picture of each rose and attach it to the wall above each stacked rose variety.**
- **It is easier to pick the rose when they are bundled together.**
- **Bingo!**

Butte Rose Society - Jean Miller



Butte Rose Society - Pruning Event

California weather allows for pruning to begin in January.

The BRS has been doing this event for many years and have a client list of those who either can't prune due to age or interest.

They charge \$7.00 dollars per bush maybe a little more if it is a huge climber.

Last year they pruned 1000 bushes for people in the area, netting a little over \$7,000.00 for the society.

Butte Pruning Event Additional Tips

They have a Pruning Committee and a Pruning Chair. The chair takes the orders and schedules the pruning date and helps organize the members for each yard.

They work a few members per yard and never more than 4 hours a day.

They bring a large tarp for clippings, or the client provides a green waste container for them for the city to pick up.

Side benefits of this event are 3-fold... Members learn from each other on pruning techniques, and it provides a marketing list for future candidates for the society, and team building activities are always a plus.

They do not go out as CR's but rather as a trained service for area residents.

Raising Money for a SCD Convention 1986

- **Dallas needed to raise some funds to host the SCD Convention.**
- **Rather than the usual ways of raising money they asked a Dallas Rose Society member who hybridized roses if they could have a rose and sell the naming rights to the rose.**
- **Shafner Rodgers a long-time member of the DRS was the hybridizer and Helen Reynolds who oversaw fundraising decided to visit Stanley Marcus, CEO of Neiman Marcus, to see if he wanted to buy the naming rights and he did. The rose is Minne Marcus named after his mother.**
- **Dallas then hosted the SCD Convention. Amount raised unknown.**



Stanley Marcus and Minnie Marcus Courtesy of SMU

Minnie Marcus

Rose Description - HelpMeFind

Pink blend Hybrid Tea.

Registration name: Minnie Marcus
Bred by [Shafter/Shafner R. Rodgers](#) (United States, 1984).

Hybrid Tea.

Pink blend. Mild fragrance. 35 petals. Blooms in flushes throughout the season.

USDA zone 6b through 9b (default).

Patent status unknown (to HelpMeFind).



Kansas City Rose Society

Courtesy of Amy Embry and Martha Comment

They raised over **\$73,000.00**.

To date this is the largest and most elaborate fundraising event we are presenting.

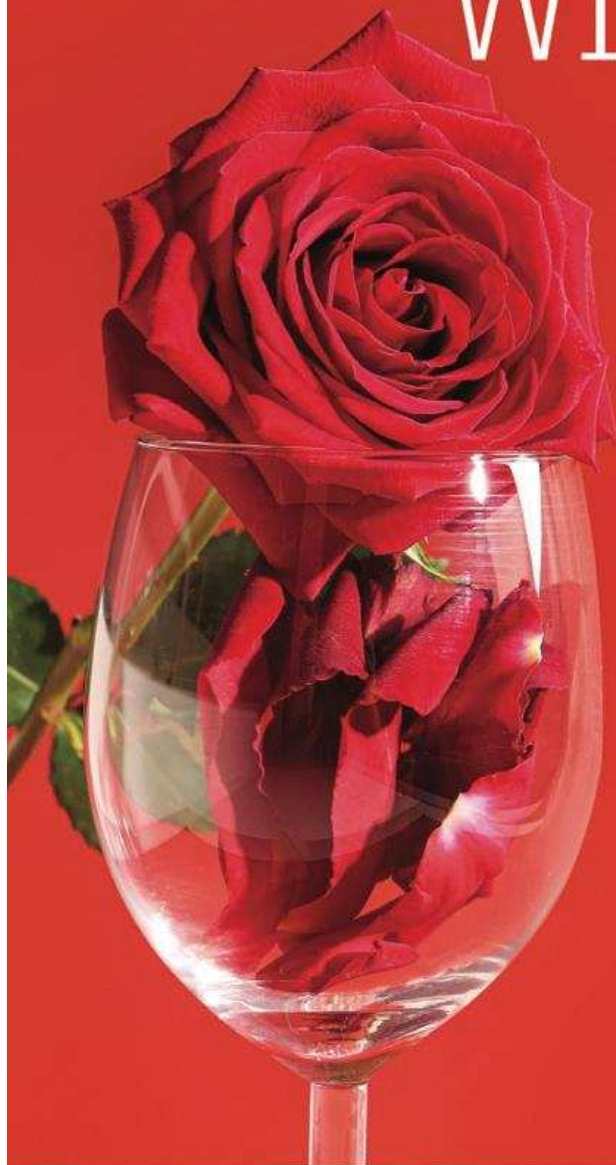
This type of event works best if you are fundraising with a cause.

In this case the money raised from this event funds a public park that is privately funded.

Laura Conyers Smith Municipal Rose Garden in Jacob L. Loose Memorial Park



THE KANSAS CITY ROSE SOCIETY'S
Wine & Roses



A GARDEN PARTY

Benefiting

The Laura Conyers Smith

Municipal Rose Garden

Thursday, September 14th, 2023

5:30–7:30 pm

In the Rose Garden at Loose Park

*Music by the UMKC Conservatory
Graduate String Quartet
Food and Drinks by Olive Events*



Tips on where to begin



- Choose your date in advance.
- Check with your city to see if they require a permit.
- Craft a letter explaining your mission.
- Include sponsorship levels and the benefits of each level.
- Reach out to vendors such as wine vendors and food vendors.
- Speak to large corporations.
- Examples of large companies in the KC area are Hallmark Corporation or H and R Block.
- These are examples.



WINE & ROSES SEPTEMBER 14, 2023

The Kansas City Rose Society is presenting the Wine & Roses Garden Party on Thursday, September 14, 2023. I am honored and delighted to serve as chairperson of this important event for the garden, along with Erin and Steve Mos, as this year's honorary chairpersons. Since 1931, the Kansas City Rose Society has been devoted to maintaining, enhancing and promoting the Laura Conyers Smith Municipal Rose Garden in Jacob L. Loose Memorial Park. This is one of Kansas City's most special landmarks created by Laura Conyers Smith and the famed architects Hare & Hare. Our rose garden is a treasure enjoyed by worldwide visitors every year. It received the "Award of Garden Excellence" by the World Federation of Roses in 2018.

The Kansas City Rose Society is a not-for-profit organization run totally by volunteers. The board, groomers and members do many jobs to keep our garden well tended. Each year, over 1,000 hours of volunteer time is given to keep the garden looking exceptional and welcoming to one and all. We care for over 3,000 roses of 130 varieties, sustained 100% by donations to the Kansas City Rose Society.

We invite you to become a sponsor of Wine & Roses 2023 to help take care of the 1.5 acre rose garden, while also providing related programming for all the citizens of Kansas City. Your support will make the following even better:

- Replacement and maintenance of the roses and beds
- Repair of the custom made benches
- The Rose Show
- Jazz in the Roses
- Children's art and poetry events including "Storytime in the Garden" and educational programs
- Partnerships with various Kansas City cultural organizations
- Horticulture outreach through the KCRS library, website, videos, demonstrations, tours, QR codes within the garden and our "Ask a Rosarian" program.
- Rose Day-view Rose Show winners

Enclosed please find the sponsorship levels and benefits. We look forward to seeing you Thursday, September 14, where you will enjoy the music of the UMKC Conservatory Graduate String Quartet, fabulous food and drinks by Lon Lane's Inspired Occasions, and bask in the beauty of the Laura Conyers Smith Rose Garden. It is through your donation that we can continue to keep this rose garden a viable and beautiful historical part of Kansas City. ***Thank you for your generosity.***

Sincerely,

Amy C. Embry
2023 Wine & Roses Chairperson

Erin and Steve Mos
2023 Wine & Roses Honorary Chairpersons



WINE & ROSES SEPTEMBER 14, 2023

A GARDEN PARTY BENEFITING
THE LAURA CONYERS SMITH MUNICIPAL ROSE GARDEN
Thursday, Sept. 14th • 5:30 – 7:30 PM • In the Rose Garden

**SPONSORSHIP
LEVELS**

\$10,000

- Exclusive designation as a Sponsor with signage at event
- Recognition in the invitation and other printed marketing materials related to the event
- 10 Garden Party Tickets
- Recognition on KCRS Website and KC Parks Website

\$5,000

- Designation as a Sponsor with signage at event
- Recognition in the invitation and other printed marketing materials related to the event
- 8 Garden Party Tickets
- Recognition on KCRS Website and KC Parks Website

\$2,500

- Recognition as a Sponsor with signage at event
- Recognition in the invitation and other printed marketing materials related to the event
- 6 Garden Party Tickets
- Recognition on KCRS Website and KC Parks Website

\$1,000

- Recognition in the invitation and other printed marketing materials related to the event
- 4 Garden Party Tickets
- Recognition on KCRS Website and KC Parks Website

\$500

- Recognition in the invitation and other printed marketing materials related to the event
- 2 Garden Party Tickets
- Recognition on KCRS Website and KC Parks Website

*To learn more about the Kansas City Rose Society
or opportunities tailored to your giving priorities, please contact,
Amy Embry at 816-289-1660 or acembry@me.com*

The Kansas City Rose Society is a 501(c)3 nonprofit organization and is tax exempt. TIN 12545376

For recognition on the invitation and signage, payment must be received no later than **Monday, July 31, 2023.**

Hats off to Kansas City Rose Society



Support your Local District



- **Not all districts are set up the same but maybe a few of these ideas will apply.**
- **Add \$5.00 to your membership form to be designated to your district.**

Members receive the district newsletters.

- **Purchase trophies in honor or memory of someone for District Rose Shows.**
- **Host an auction at your district show and convention and split the proceeds.**

Support the ARS



- **Encourage all your members to join the ARS.**
- **Buy ARS calendars in bulk and give away to members as a thank you for all their hard work.**
- **Send a donation in honor or in memory of a member.**
- **Send a donation to the Annual Fund or the Garden Operations Fund or the various endowment funds.**

Thank you!

David Starner, Marion Garden Club

Jean Miller, Butte Rose Society

**Pam Smith, Andy Black, Debra Bagley,
Dallas Rose Society**

**Amy Embry and Martha Comment
Kansas City Rose Society**

**Ilene Cook, Dallas Rose Society
cook2100@verizon.net**



Reach out to me!

- **Please feel free to request a readable copy of the Kansas Rose Society Letters.**
- **Ilene Cook**
- **cook2100@verizon.net**