

Board Member Ticket-Selling Worksheet

Ticket Selling Duration: _____ (Start and end dates)

Included in this worksheet:

1. Ticket Selling Ideas
2. Progress Tracker
3. Incentive/Challenge Ideas

10 Ticket Selling Ideas

The goal is to create a fun and engaging ticket-selling experience for your board members, fostering their enthusiasm and encouraging them to go above and beyond in promoting the event.

Instructions:

1. Review the 10 ticket-selling ideas below, each designed to build enthusiasm and excitement among your board members.
2. Consider the characteristics of your board, the nature of your gala event, and the preferences of your board members.
3. Select one or more ideas that resonate with your board and align with your organization's goals and resources.
4. Adapt and customize the chosen idea(s) to suit the specific needs and dynamics of your board.
5. Implement the selected idea(s) to launch a successful board member ticket-selling challenge.

Ticket-Selling Ideas:

1. Friendly Competition:

Create a leaderboard to track individual ticket sales and recognize the top performers.

2. Team Challenge:

Divide your board into teams and encourage healthy competition to see which team can sell the most tickets.

3. Personalized Outreach:

Provide board members with customized materials, such as personalized invitation letters, to engage potential attendees.

4. Incentives and Prizes:

Offer rewards, incentives, or recognition to board members who achieve specific ticket-selling milestones.

5. Exclusive Benefits:

Provide exclusive perks or benefits to board members who sell a certain number of tickets, such as VIP access or special event privileges.

6. Board Member Testimonials:

Encourage board members to share their personal stories and experiences related to the gala event to generate enthusiasm among potential attendees.

7. Social Media Blitz:

Create a social media campaign where board members share event details, ticket information, and their own excitement about the gala.

8. Ambassador Program:

Designate board members as event ambassadors who actively promote the gala within their networks and communities.

9. Creative Marketing Materials:

Develop eye-catching and persuasive marketing materials that board members can distribute to potential attendees.

10. Board Member Networking:

Organize networking events or opportunities for board members to connect with potential ticket buyers and share information about the gala.

Instructions:

1. Divide board members into teams or individual competitors.
2. Record progress, sales, and achievements in the respective columns below.
3. Regularly update the information in the columns based on the sales.
4. Celebrate milestones, recognize accomplishments, and keep the competition engaging and exciting throughout the challenge.
5. Award incentives or prizes to the top performers or winning team at the end of the challenge (list of incentive ideas included below).

Challenge Ideas and Progress Tracker:

Team/Competitor Name: _____ (if applicable)

Challenge Idea: _____

Progress Tracker:

Use the following columns to track the progress and achievements of each board member or team

Board Member or Team	Total Tickets Sold	Achievements/Milestones	Notes

Remember to adapt this worksheet based on your specific challenge and organization's needs. Customize the challenge duration, team structure, and add additional columns or sections as necessary. Encourage board members to fill out their progress regularly and provide ongoing support and recognition to keep the challenge engaging and successful.

Considerations for Selection:

- Assess your board's preferences and strengths in terms of competitiveness, networking, or creativity.
- Evaluate the resources available to support the chosen idea(s), such as design capabilities, incentives budget, or networking opportunities.
- Ensure the idea(s) align with your organization's mission, values, and event goals.
- Customize and adapt the idea(s) to fit your board's unique dynamics and the context of your gala event.

Remember, the goal is to create a fun and engaging ticket-selling experience for your board members, fostering their enthusiasm and encouraging them to go above and beyond in promoting the event.

Note: Feel free to modify this worksheet based on your specific needs and add any additional considerations or criteria that are relevant to your organization.

Themes Board Member Challenge Ideas

1. **Top Performer Trophy:** Award a special trophy or plaque to the board member who achieves the highest number of ticket sales or sponsorships. This physical recognition will serve as a reminder of their outstanding efforts and encourage healthy competition among board members.
2. **VIP Experience:** Offer an exclusive VIP experience as an incentive for the top-performing board member. This could include backstage access, a meet-and-greet with a guest speaker, or a special recognition during the event. Providing a unique and memorable experience will motivate board members to go above and beyond in their fundraising efforts.
3. **Board Member Spotlight:** Shine a spotlight on the top performers by featuring them in your organization's newsletter, blog, or social media channels. Highlight their dedication and success, sharing their story and how their efforts have made a significant impact on the event's success. This public recognition will not only boost their motivation but also inspire other board members to step up their game.
4. **Personalized Thank-You Note:** Express your gratitude to the top-performing board members with a personalized thank-you note. Include specific details about their achievements, emphasizing the difference they have made in supporting the gala. This personalized touch will make them feel valued and appreciated for their hard work and dedication.
5. **Board Member Appreciation Event:** Organize a special appreciation event exclusively for board members to celebrate their fundraising accomplishments. This could be a luncheon, dinner, or cocktail reception where they can network, share success stories, and bond with

fellow board members. Recognize their achievements during the event and express your gratitude for their valuable contributions to the gala's success.

6. Board Member Appreciation Luncheon: Host a special luncheon to recognize and appreciate the efforts of all board members, regardless of their individual fundraising results. Show gratitude for their involvement and contributions to the gala's success.

7. Exclusive Networking Opportunities: Arrange exclusive networking opportunities for board members, such as connecting them with influential community leaders or industry experts. This can enhance their professional networks while also providing additional avenues for securing sponsorships or ticket sales.

8. Personalized Board Member Swag: Provide board members with personalized swag items, such as branded apparel or accessories, to showcase their involvement and generate conversations about the gala. This creates a sense of pride and can spark organic conversations about the event.

9. Board Member Training Session: Organize a training session specifically tailored to board members, focusing on fundraising strategies, effective communication techniques, and relationship-building skills. Equip them with the tools and knowledge they need to excel in their roles.

10. Mentorship Program: Pair board members with experienced fundraisers or mentors within the organization who can offer guidance, support, and insights throughout the fundraising process. This mentorship program can boost board members' confidence and skills while fostering a sense of camaraderie.

11. Recognition Wall: Create a recognition wall at the gala venue, displaying the names or photos of board members who have made significant contributions. This serves as a visible testament to their dedication and can inspire others to follow suit.

12. Board Member Appreciation Video: Produce a heartfelt video that highlights the board members' efforts, showcases their achievements, and expresses gratitude for their commitment to the gala's success. Share the video on social media and during the event to generate buzz and motivate others to get involved.

13. Peer-to-Peer Fundraising: Encourage board members to launch their own peer-to-peer fundraising campaigns, leveraging their personal networks and connections to raise additional funds and generate excitement for the gala.

14. Gamification: Introduce a gamification element to the board member challenge by creating milestones, badges, or levels of achievement. This adds an element of fun and friendly competition while encouraging continuous engagement and progress.

15. **Surprise Rewards:** Implement surprise rewards throughout the fundraising period to keep board members motivated. These rewards can include gift cards, experiences, or small tokens of appreciation that demonstrate your recognition of their efforts.

16. **Personalized Fundraising Pages:** Provide board members with personalized online fundraising pages that they can easily share with their networks. Include compelling stories, photos, and progress trackers to engage potential donors and track individual fundraising impact.

17. **Collaborative Fundraising Events:** Encourage board members to team up and host collaborative fundraising events, such as charity auctions, galas, or benefit concerts. This fosters a sense of unity among board members while expanding the reach of the fundraising efforts.

18. **Social Media Ambassador Program:** Establish a social media ambassador program, where board members are designated as official ambassadors and provided with exclusive content, graphics, and messaging to share on their social media platforms. This amplifies the gala's reach and engages a wider audience.

19. **Fundraising Workshops:** Conduct interactive fundraising workshops exclusively for board members, focusing on specific strategies, best practices, and innovative approaches to maximize their fundraising potential.

20. **Board Member Appreciation Publication:** Create a special publication or booklet dedicated to board members, highlighting their contributions, success stories, and the impact they have made through their fundraising efforts. Distribute this publication during the gala and share it digitally to showcase their accomplishments.

These additional ideas will further inspire and engage your board members, ensuring their active participation and dedication to the success of your gala.

Remember, the key is to create a fun and supportive environment that encourages healthy competition while fostering camaraderie among board members. By offering enticing incentives and recognition, you'll inspire your board members to step up their game and make a significant impact on the gala's success.

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