

HMAA Fundraising Committee Strategic Planning Worksheet
October, 2010 through December, 2011
Goal: \$50,000

October, 2010 United Way Agencies cannot fundraise/solicit funds from 9/1^s through November 15th (others can fundraise on our behalf!! AND exception given for fundraising during the Hmong New Year event)

Events/other factors to consider this month: New Year festival;
Halloween Party sponsored by Hnub Vue and Farmers Insurance

Audience: New Year attendees
Plan: New Year food and beverage booth
Monetary Goal: \$10,000
Dates: October 9 and 10, 2010
Location: Veterans' Memorial Park
Coordinators: Lisa Vang and May Lee

November, 2010 United Way Agencies cannot fundraise/solicit funds from 9/1^s through November 15th (others can fundraise on our behalf!! AND exception given for fundraising during the Hmong New Year event)

Events/other factors to consider this month: Thanksgiving holiday
(Thursday, 11/25); colder weather

Audience: Hmong and Mekas
Plan: Fawm Sale (w/Haircuts & Acupuncture)
Monetary Goal: \$6,000 profit
Possible dates: Sunday, Nov. 21st (Packer Game @ noon)
Location: HCCC

December, 2010

Events/other factors to consider this month: Christmas holiday (Saturday, 12/25); New Year's Eve Formal Dance sponsored by Zoo Phooj Ywg (Friday, 12/31); HMAA New Year's Eve midnight event (Friday, 12/31); HMAA annual meeting (date?)

Audience: Mekas and Hmong Communities
Plan: Eggroll sale
Monetary Goal: \$7,000 profit
Possible dates: Saturday, December 18th
Location: HCCC

January, 2011

Events/other factors to consider this month: cold weather; college students not in school until last week of January; HOPE has a j-term Volleyball tournament (1/15-16 or 1/22-23) – Bee – (920) 574-5291 and Allen -

Audience: Hmong Community – Elders and Youth

Plan: Party/Dance with a Singing Contest, Band (Shoua Vue's Band?), DJ, and entertainment (La Crosse Hmong Dancers?, others?)

Monetary Goal:

(\$6 admission; \$10 per performance; \$1 per vote for favorite performance)

Date: Saturday, January 15th or Jan. 22nd (follow HOPE's tournament)

Location: Possibly – Moose Lodge if we can get donation or member sponsorship

February, 2011

Events/other factors to consider this month: Valentine's Dance formal event put on by Hmong Phooj Ywg – Mao Moua Vue and Pa Moua

Audience:

Plan: Lisa - Ask them if we can sell food at this event??

Monetary Goal:

Date: Saturday, February 12th ?

Location:

2nd Event:

Audience: Mekas and Hmong supporters

Plan: Fellowship Dinner with silent and live auction, etc.

Monetary Goal: \$3,000 profit

Date: Need to set date (?)

Location: HCCC – is space an issue?

Person in charge: Nhia Yang (608) 385-9096

11/29/10

March, 2011

Events/other factors to consider this month: Cold; dreary month

Audience: Hmong and Mekas

Plan: Fawm Sale (w/Haircuts & Acupuncture)

Monetary Goal: \$6,000 profit

Date: Sunday, March 6th, 13th, 20th, or 27th

Location: HCCC

April, 2011

Events/other factors to consider this month: Springtime; Widening the Circle Conference and Hmong Education Project at HCCC and Lunda Center; HOPE has Culture Show and Kao Kalia Yang at UW-La Crosse

Audience:

Plan: Ideas: do something with Hmong village - tours - contact Widening the Circle Planning group to talk about fundraising ideas . . . Maybe a traditional meal . . . ??? Storytelling, who knows!!

Monetary Goal:

Date: Hmong Education Project (Village tour): Dates: Tours the week before - dinner for
Widening the Circle: Thurs., 4/7 thru Saturday, 4/9 - maybe Friday night dinner for conference participants and others
HOPE's Culture Night with Kao Kalia Yang: Date?

Location: HCCC or Moose Lodge?

May, 2011

Events/other factors to consider this month: Spring; schools busy with activities

Audience: Mekas and Hmong supporters

Plan: Fellowship Dinner with silent and live auction, etc.

11/29/10

Monetary Goal: \$3,000 profit
Date: Need to set date (?) (Bee out of town May 28th for wedding)
Location: HCCC – is space an issue?
Person in charge: Nhia Yang (608) 385-9096

June, 2011

Events/other factors to consider this month: graduations, summer vacation starts

Audience: Hmong youth and athletes
Plan: Volleyball/Soccer Tournament with Food and Beverage sales
Monetary Goal: \$10,000 profit
Date: June 18th – 19th ??
Location: Hmong Freedom Park on Clinton Street

July, 2011

Events/other factors to consider this month: 4th of July is a Monday; Riverfest in La Crosse; 4th of July Tournaments in St. Paul; summer; hot weather

Audience: Mekas and Hmong
Plans: Rummage Sale w/HCCC (w/Chicken Q & car wash)
Riverfest Food Booth?

Monetary Goals:

Dates: Rummage Sale: Sat., 7/16 & Sun., 7/17
Location: HCCC

August, 2011

Events/other factors to consider this month: Great River Folk Fest at UW-L; Summer weather; summer vacations ending

Audience: Mekas and Hmong
Plan: Eggroll Sale

2nd event: Great River Folk Fest Food Booth? – only made \$500 this year

Monetary Goal: \$7,000 profit

Date: Friday, August 26th

Location: HCCC

September, 2011 United Way Agencies cannot fundraise/solicit funds from 9/1 through November 15th (others can fundraise on our behalf!!)

Events/other factors to consider this month: United Way Blackout dates – Lisa – please ask Women’s Exercise Group to sponsor a Back to School Dance for us . . . ☺

Audience:

Plan:

Monetary Goal:

Date:

Location:

October, 2011 United Way Agencies cannot fundraise/solicit funds from 9/1^s through November 15th (others can fundraise on our behalf!! AND exception given for fundraising during the Hmong New Year event)

Events/other factors to consider this month: New Year festival; Halloween Party sponsored by Hnub Vue and Farmers Insurance

Audience:

Plan: New Year food and/or exclusive beverage booth; Garbage Collection

Monetary Goal: \$10,000

Date: October 8 and 9, 2011 (?)

Location: Veterans’ Memorial Park

November, 2011

Events/other factors to consider this month: Thanksgiving holiday (Thurs., Nov. 24th); colder weather

Audience: Hmong and Mekas

Plan: Fawm Sale (w/Haircuts & Acupuncture)

Monetary Goal: \$6,000 profit
Possible dates: Sunday, Nov. 13th
Location: HCCC

December, 2011

Events/other factors to consider this month: Christmas holiday (Sunday, 12/25); New Year's Eve Formal Dance sponsored by Zoo Phooj Ywg (Sat., 12/31); HMAA New Year's Eve midnight event (Sat., 12/31); HMAA annual meeting (date?)

Audience: Mekas and Hmong Communities
Plan: Eggroll sale
Monetary Goal: \$7,000 profit
Possible dates: Friday, December 9th
Location: HCCC