

FUNDRAISING
MAD MEN
STYLE

MAD MEN

Fundraising is critical for any student AAF club chapter (or, for that matter, the “adult” club chapter). The trick is to find a fundraising event that is:

1. Fun and exciting for all the AAF collegiate chapter participants.
2. Broad enough in appeal to attract other students (and, maybe, faculty and even community members).
3. Profitably “do-able” for busy students.

Mad Men, coming back in spring 2015 for part two of its season 7 finale. However, even though it is temporarily on hiatus, it has long been a DVR favorite. In fact, the mid-season finale that aired over Memorial Day weekend 2014, was watched by 3.6 million viewers, according to Nielsen’s Live+3 numbers.

Net, net? Mad Men makes for a profitable and highly entertaining collegiate chapter fundraiser. At least, it did for our student club.

Outlined below is an overview of our collegiate chapter’s approach.

Overview

THE BEGINNING – SPACE SELECTION:

The club created a Mad Men party, after booking a large space on campus (the space picked was particularly nice as it had floor to ceiling windows on the ground attracting additional interest). The space was also selected because it had café style seating, a fantastic sound system, a small stage, space for dancing, a kitchen, and mood lighting.

PARTY PREPARATIONS BY COMMITTEES:

The party began long before the party with:

1. **Venue selection**
2. **Committee formation**
(decorations, music, promotion, food/drink, contests, photography/videography, social media, budget, project management).

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PARTY PREPARATION (cont.)

3. **Invitations and Promotion** (evites, social media event group, posters, club & classroom announcements, ads in student media venues – e.g., e-blasts, activity calendars, dorm television, student radio station, student TV programming, school newspaper, etc.) and outreach to other organizations like student photographers, journalists, etc.

NOTE: event promotions stressed “60s office attire,” adding to the fun for all.

4. **Setting prices** (admission, mocktails, food, photo booth, possible raffle items—e.g., boxed sets, books, t-shirts, CDs, etc.). Note: we had students equipped with square readers and app. (free app. download) to facilitate taking credit/debit card payments, in case attendees wanted to spend, but didn't have cash handy.
5. **Decorations** (students collaborated to not only give all the tables utilized a “mod” look, but also pulled it through to select glassware including mock-tini glasses, etc.). Also, day of the event, students
 - posted many *photos/large printouts* from the show,
 - set up *table top tablet activities* near the entrance, check-in space, coat check, etc. using AMC's Mad Men website, including: “ Which Mad Men Character Are You?” “Which of Don's Women Are You?” “Which Mad Men Are You?” etc.).
 - *had two “cigarette girls” selling candy cigarettes* and chances to win “split the cocktail shaker” raffle (small twist on traditional “split the pot” raffle).

DURING THE EVENT:

6. **Money Makers During the Event** Our students had a number of additional fund raising activities going on during the event, including:
 - *the Mad Men items branded silent auction items* (note – can also include “vintage” finds from thrift shops as items of the period, which are students did as well..e.g., martini shaker, cigarette lighter, cookbook of the time, handbag, vinyl records that make great wall art, etc.)
 - *life-size mockup of Don Draper* (“Take a Picture with Don”). Could also include other favorite characters, like Roger Sterling, Peggy Olsen, etc.
 - *the “Split the Cocktail Shaker” raffle and candy cigarette sales*
 - special souvenir mock-tini glasses (with mock-tails perhaps made by “celebrity” mixologists – faculty, chapter president, etc.)
7. **Food/Drinks**

Budgeting for the event included finger food and water/soda in the price of admission. However, the students created “keepsake” MadMen mocktail glasses (martini glasses, high ball glasses, etc.) which could either just be purchased and/or filled with Mock-tinis the students (or, celebrity mixologists) created in fun colors for an additional charge.

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8. Entertainment:

Music

Students created their own playlists, but playlists are available on Spotify, 8tracks, etc. Music played throughout the event, except during contests and announcing auction item, contests, and “split the martini shaker” winners.

Contests/Entertainment

A variety of contests with special prizes (can use the souvenir glasses, thrift shop trophies repurposed, or...?) spaced out during the event, included:

- Live Mad Men Trivia Contest (look on the AMC Mad Men website, lots of questions already there regarding episodes, secretaries, and more). HINT: helps to have a very “groovy” host or two. Was popular.
- Costume contest prizes for “The Don,” “The Peggy,” “The Roger,” etc. and / or just best overall. Also popular.
- Dance contest (decided against, but could include some quick group “dance lessons” teaching signature dances like the Frug, the Pony, the Watusi) etc.
- Name That Tune contest (only do if you think you have a lot of music aficionados and need more entertainment)
- Video wall if the space permits, might set up a large scene display of favorite Mad Men moments (just look on AMC or YouTube), videos of the period from newscasts, popular TV programming, etc. Note this serves more as background.

Photo Opps./Social Media Sharing

Consider possibly having a projected wall of shared live Instagram and Twitter feed, covering your event. (Obviously, also document the event as it unfolds for sharing afterwards on social platforms.)

EVENT CLOSE-OUT AND FOLLOW UP:

9. **Clean Up:**

Not the favorite activity, but very important to ensure all college chapter members understand MUST be done. Roles were pre-assigned for this (decoration tear down, garbage patrol, kitchen cleanup, etc.) and everyone made a pledge to really help. (The party then continued afterwards elsewhere, complete with cardboard lifesize Don!).

10. **Followup:**

Thank you notes (using same theme as party invites, posters, etc.) were sent to all who assisted: e.g., food donations, silent auction item donators, school administration, faculty helpers, etc.) and social media event posting, as well as financial reckoning were all part of the event closeout.

MAD MEN SAMPLE EVENT PHOTOS



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