

# FRIENDRAISING ONE PURSE AT A TIME

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# Why Bingo?

- Unique & exciting
- Reach women of all ages
  - Reach Millennials
- Raise Dollars
- Limited target area
- Increase awareness in community
- Action events
- Build relationships



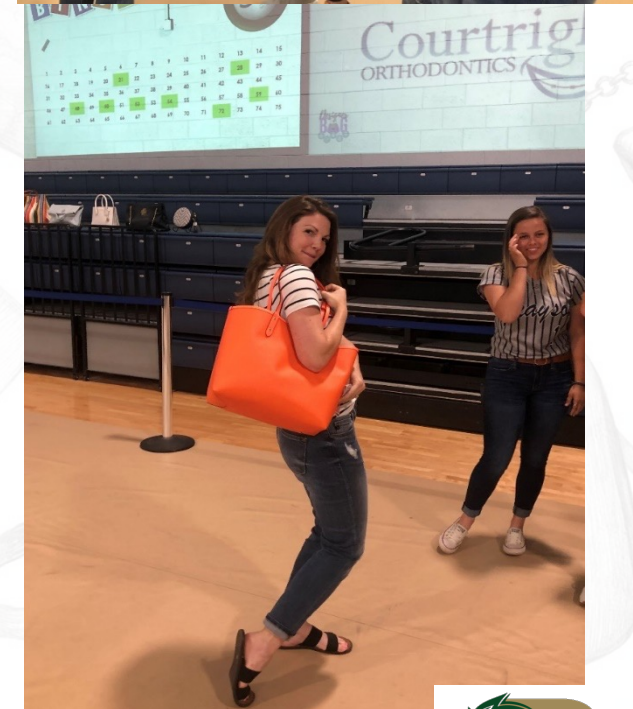
# What is it?

- Purses, Purses, Purses
- Raffle
- Food
- Specialty Drinks
- Sponsorships
- Free Publicity
  - Social Media



# Must be FUN!





More "Fun!"



**GRAYSON COLLEGE**

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**SPEND LIFE WISELY**

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**Simmons Bank**  
Member FDIC | [simmonsbank.com](http://simmonsbank.com)

Game #1

**BAYLESS - HALL INSURANCE**

**WORLD HEADQUARTERS**

**UTTER FAMILY**



# Raising Awareness

- Getting buy-in from all stakeholders
- Brand recognition
- Storytelling opportunities
- Building excitement





- ## "Fun" raising
- Sell-out event
  - More sponsors
  - Fun extras

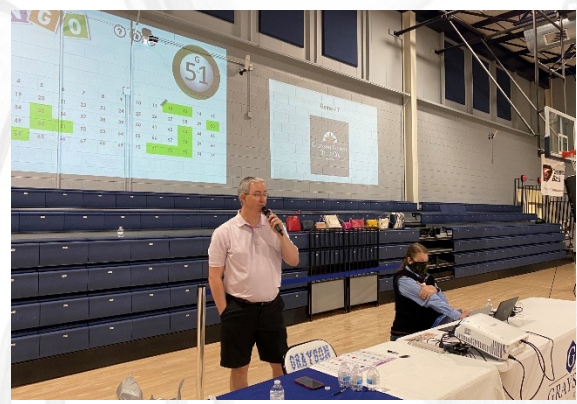


# "FUN" RAISING

- Sell-out Event
- More Sponsors
- Fund Extras



- Why recreate the wheel....?
- Millennial committee
- Visit Panola
- Square/Venmo/Cash App



# Where do the funds go?

- Program grants
- Student Scholarship
- Emergency scholarships
- Sponsor one-time scholarships
- Endowments
- Special projects



# Lessons Learned

- Event fundraising is still valuable
- Involve all stake holders
- Keep changing, learning, and evolving
- Strengthen TACCF Peer Relationships
- Learn from the Best



# Questions?





  
PANOLA COLLEGE FOUNDATION  
*designer purse*  
BINGO  
3.25.22 | 5:30 PM

**THANK YOU!**  
**Panola College Foundation**  
**& Grayson College Foundation**