

STEP RIGHT UP!



When you look up the word “challenge” in the Merriam-Webster Dictionary you will find the definition to be:

Challenge (noun)

- a stimulating task or problem
- a calling to account or into question
- an invitation to compete
- the act or process of provoking or testing

The first known use of the word “challenge” was in the 13th century. That may be true, but the festival and event industry could easily rewrite the definition as we have dealt with COVID-19.

First, we were tasked to cancel, postpone, or even reimagine beloved festivals and events from Spring 2020 to Fall 2020. Thinking we were safe with our new dates; we were quick to find out that it may be 2021 before the industry gets back to “normal” or whatever normal is. Yet, we now know, that is not the case as many festivals and events scheduled for the first half of 2021 have either cancelled, postponed, or if lucky enough, scaled back.

So, to say 2020 and the first quarter of 2021 has been challenging for the festival and event industry would be an understatement. In fact, the festival and event industry is still trying to determine when and if we can safely produce our festivals and events again.

The good news is we have stepped up as an industry. We faced this unprecedented challenge head on. Thanks to our determination and perseverance, we will survive to fight another day. There will be events in 2021 and 2022.

Just like we as festival and event producers had to fight, scratch, and claw our way through 2020 and again in 2021, IFEA is the same boat as its members. Yes, we are in a new fiscal year, but the financial challenges are still the same for IFEA.

That is why the IFEA Foundation Board has been charged to come up with some new avenues to raise money in 2021. We think we have come up with fun and unique ways to raise thousands of dollars this spring and summer. Best of all, the cost to participate is between only \$1 and \$5!

The first fundraiser we’re excited to share is our “Pie-F-E-A Challenge” which launched on April 30th and will run through until May 17th. Twenty brave IFEA Members will participate in the challenge with the goal of receiving a pie to their face for every \$250 they raise. In fact, they must receive a pie for every \$250

they raise! More money, more pies! With a minimum donation of \$5 (anonymous to the participants of course), you’re able to help your favorite industry leader receive their pies! Think someone is missing from the Pie-F-E-A Challenge? No problem. For just a \$25 donation, you can nominate that person! IF they accept, we’ll add them to the fundraising page so they can start their quest to raise \$250 or more, and experience their own “Pie-F-E-A” moment too! For more details on the “Pie-F-E-A Challenge, [click here.](#)”

Of course, we want to see the proof of everyone receiving their pies, so we’ve asked each participant who raises \$250 or more to video themselves experiencing their “Pie-F-E-A” moment and we’ll post a compilation video of everyone, along with the total raised on the IFEA Facebook Page on June 7 at a time to be announced so everyone can tune it to watch!

The second fundraiser is the *Fan Favorite Event Challenge*. Registration will take place in late June and July with voting starting in August. The idea behind this new activity is to create a fun competition among IFEA member and non-member events. All an event or organization has to do is register their event(s) to participate in the Fan Favorite Event Challenge. The cost to enter is a mere \$25 per event for IFEA members and \$225 per event for non-IFEA members.

After the registration period, there will be three rounds of voting. Each voting round will be for one week. After the first round of voting, the Top 50% vote getters will advance to round two. After the second round of voting, the Top 50% of vote getters will advance to the Finals. For example, if there are 100 entries, the Top 50 will advance to the second round, then the Top 25 will advance to the Finals. Votes will not carry over from round to round. The cost to vote is only \$1 per vote. In addition, each event will be asked to provide a photograph to be utilized in marketing, thus providing exposure to the registered events.

Be on the lookout for more details on both of these fun and unique fundraising activities.

So, step right up and accept the challenge to help the IFEA Foundation raise money this year.

Kevin Grothe, CFE

IFEA Foundation Board Chair
Vice President of Sponsorships
Memphis in May International Festival
Memphis, TN