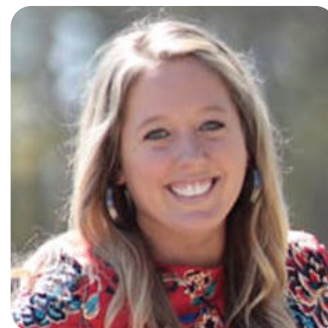


# IFEA FOUNDATION BOARD

BY ALISON BARINGER, CFE



## DO YOU HAVE 10 MINUTES TO HELP THE IFEA FOUNDATION?

Some of you may not know the IFEA has two Board of Directors; the IFEA World Board (who functions as the governing body of IFEA), and the IFEA Foundation Board. The role of the Foundation Board is to work hand-in-hand with the IFEA as its primary partner in fundraising.

I know, the dreaded F word. Many of us have some role in the fundraising process for our own Festival or Events, and the thought of trying to raise MORE money seems exhausting and daunting. We all already have so much on our plates, I understand.

This is my personal plea, as IFEA Foundation Board Chair... please step up and be an extra-ordinary member of IFEA! I'm going to give you a super easy, quick way to do so... do you have 10 minutes to help?

Each year at the IFEA Annual Convention & Expo, the IFEA Foundation hosts a Foundation Party with Silent Auction. This year, we are thrilled to say this event and auction will be back LIVE and in person on Tuesday, September 20th in McAllen, Texas! This is a night of fun, food, and fellowship... and fundraising!

My plea to you today is to commit to donating ONE AUCTION ITEM for this silent auction. For many of you, this is going to be SUPER EASY! Here are some ideas:

- Have a favorite local jewelry/art vendor in town that's doing a 2:1 deal or clearing out stock? Grab one for you and one for IFEA!
- Have a festival artisan that wants to expand their market reach? Ask for a donation that will be seen by an INTERNATIONAL audience!
- Have a national sponsor (beer, cell phone, etc.) that you want to impress? Tell them about your involvement with the IFEA and how you are committed to furthering your education and that of those in the industry, to make your event better for your sponsors...and ask for a donation for the cause!
- Do you have a special hobby, skill, or side hustle? How about creating something especially for the IFEA? (ie. Jewelry, painting, candle, clothing, etc.)
- See a big sale or clearance at your favorite store? Grab a few extra items and bundle them into a package. Use your creativity to make it fun! (i.e. Authors of North Carolina book bundle, wines of the West Coast, etc.). Think of things you would like to buy personally.

- Does your event have an Artisan or Street Fair? Ask your vendors at registration if they would be willing to donate an item or two for some national exposure. I did this at my 2022 Street Fair this April and had over 30 items donated! As a thank you to these vendors, we did a special social media post promoting their booth space at our event... which just promotes our Festival even more as they shared the post on their social media AND demonstrated the depth of artisans at our event.

Monies raised through the Silent Auction items go right back to the IFEA; supporting educational scholarships and event programming to further our industry.

Through the Foundation's efforts, the IFEA is able to serve as *"The Premier Association Supporting and Enabling Festival and Event Professionals Worldwide,"* and to fulfill its mission *"To inspire and enable those in our industry to realize their dreams, build community and sustain success through celebration."*

You can be a part of that mission today and support your industry.

If you're able to donate an item, [Click Here](#) to complete the Auction Donation Form. Our goal is to have 100 items in by June 1, 2022. Will you help us reach our goal?

PS. Although the IFEA Foundation Silent Auction will be LIVE and in-person this year, bidding will take place online. So, if you're not able to join us for the IFEA Convention in McAllen, TX, you will still have the chance to bid early and bid often on all your favorite items!

PSS. Oh – and don't forget – to help us increase the number of bidders at the Auction, please feel free to share, share, share the Auction site link with your friends and family, and on your social platforms. Stay tuned as the Online Auction link will be live a few weeks before the start of the Annual Convention.

**Alison Baringer, CFE**

IFEA Foundation Board Chair  
Executive Director  
North Carolina Azalea Festival  
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