



The wine-and-painting-party craze is sweeping the country and this is a fabulous way to raise funds for your favorite cause AND welcome new members to ESA, double duty as a service and recruitment party! You can partner with one of the many painting studios in communities across the country or create an event in someone's home or another place suitable for food, drinks and painting.

Partner with a studio

- Approach the studio with the idea of doing a charitable painting session. They may offer you a discount on the tickets or even donate studio space for the event. The studio may even make a cash donation because the exposure and PR for them is fabulous.
- Raise money with both ticket sales and auction items.
- Invite restaurants and wine sellers to donate food and drinks.
- Solicit area businesses to donate door prizes or gift packages for a raffle to add to the fun and proceeds.
- Sometimes the studio provides wine as part of the ticket price, sometimes they operate on a BYOB basis. If the wine is not included, ask the wine expert from a local store to consider donating a few bottles of wine and conducting a little "wine lesson" and tasting; in return, you will list the store as an event sponsor and feature them in your advertisements and press releases and generous donors.
- If your chapter has a recruitment budget, perhaps you'd like to use it toward the food at this event and invite the people you'd like to have in your chapter as guests of this event.
- Take plenty of ESA materials with you to tell guests about ESA and the charity.

Lambda Chi chapter of Hamburg, MI hosted an event which they promoted through social media. "We were really excited that we sold out all the available space in just a day or two. We raised over \$800 for St. Jude that afternoon, and several of the painters are attending our next chapter activity, they're VERY interested in joining ESA because we had so much fun!"



Lambda Chi members and guests at their Paint and Pour for St. Jude

Create Your Own Event

Theta Mu of Bakersfield, CA hosted their event in a private home. “We decided to go this route because that way all of the money could go to St. Jude instead of having to deduct the cost of using the studio,” explains Dorothy Morey. “We asked a local high school art teacher to donate her time and talents, all you need is someone familiar with step-by-step painting.”

- Find a suitable location (We used a private home and just set up tables, a handy supply of water is a must).
- Decide on a painting (Your artist/teacher will have to help with this).
- Purchase supplies (from ticket sales \$, this might also be donated).
- Solicit food donations (Members can supply or you can reach out to local businesses).
- Advertise and invite
- Set up and have fun!



Theta Mu chapter at their “Painting for the Kids” event