



# About Furnitureland Rotary

Formed in 1971, founding members:

Richard Wood, Coy Williard, John Stunda, Jack Green

32 members strong

Hold an annual furniture auction since 1972

Donated **\$520,000** to Mobile Meals

+ **\$200,000** to other local, state, national charities

+ **\$420,000** to the Rotary Foundation

Shirlee Carda Fairview Elementary Scholarship

We meet weekly (85% of meetings are Monday at the String at noon)



# Who are our Members:

## High Point Citizens of the Year:

Coy Williard (08'), Carlvena Foster (19')

## High Point Chamber of Commerce Board Chairman:

Richard Wood (80'), Coy Williard (06') Tim Ilderton (12')

## United Way of High Point Annual Campaign Chairs:

Coy Williard (08'), Tim Ilderton (12') and Matt Thiel (19')

## High Point Volunteer of the Year:

Colby Walton (01'), Charlene Green (07') and Janette McNeil (09')

## High Point Businesswomen of the Year:

Janette McNeil (11')

## NC Board of Realtors President:

Bob Fowler (?)

## Rotary 7690 District Governors:

Jack Green (00') and Phil Morris (05')

Plus our members have served on or as: Guilford County School Board, Guilford County Commissioner, Guilford County Sherriff



# What is the commitment?

\$231 Quarterly dues

\$100 Requested annual contribution to the Rotary Foundation

\$200 Contribution to Auction (can be offset by donating time and items)

\$1,224 Max annual cost

We meet weekly, lunch included in dues.

85% of meetings are Monday at the String at noon

We ask that each member contributes ½ day to our annual auction and contributes items / sells tickets.

A limited number of scholarships are available (full and partial).



# Membership Plan

We are an amazing group of people and should be damn proud of it!

If you (or your company) invests in High Point, why wouldn't you want to be apart of our group?

So what companies invest heavily in High Point?



# Membership Plan

## CHAMBER VISION INVESTORS

1. Lenny Peters / Bethany Medical
2. Blue Ridge Companies
3. City of High Point
4. Culp
5. Cone Health
6. Guilford Merchants Association
7. Harris & Covington Hosiery
8. High Point Victors & Conventions Bureau
9. IMC
10. Mark Norcross
11. Northstate
12. Novant Health
13. Old Dominion
14. Smith & Jennings
15. Smith Leonard
16. Vann York
17. Wells Fargo
18. Wake Forest Baptist Health
19. Wyatt Early Harris Wheeler



# Membership Plan

## LEADERSHIP HIGH POINT ATTENDEES

1. Banner Pharmcaps
2. GTCC
3. High Point Chamber
4. High Point Housing Authority
5. High Point Enterprise
6. Isurity
7. Junior League of High Point
8. Pennybryn
9. Ralph Lauren
10. United Way of High Point
11. Westchester Country Day



# Membership Plan

HIGH POINT'S LARGEST EMPLOYERS

1. Thomas Built Buses – 1,700
2. Bank Of America – 1,650
3. Guilford County Schools – 1,643
4. Alorica - 1,450
5. Aetna – 1,230
6. XPO Logistics Supply Chain - 900
7. Soltas / Quest Diagnostics - 800
8. Slane Hoseiry Mills - 593
9. Environmental Air Systems – 540
10. Volvo – 500
11. Patheon / ThermoFisher Scientific – 484
12. Haeco Americas – 430
13. Mickey Truck Bodies - 400



# Membership Plan

?

s





# 2020 FURNITURE AUCTION & SALE

## WHAT IS THE GOAL:

Create an easily replicated sale, that is lower overhead, and same profits

## WHAT ARE THE BIG CHANGES:

Its on a Saturday and during the day!

A COMMUNITY EVENT that is open to the public with no admission charge

Same great items, different approach to selling

Food Trucks to sell food on their own

Kid's area with bounce houses and other entertainment



# 2020 FURNITURE AUCTION & SALE

Saturday, April 4<sup>th</sup>

10.30 am – 2.30 pm

High Point Community Center

## Member Requirements:

Procure \$200 worth of donations or cut us a check for \$200

Volunteer during the set up OR event



# 2020 FURNITURE AUCTION & SALE

## Concepts

Category		10.30-11.30 price	11.30-12.30 price	12.30-1.30 price	1.30-2.30 price
Furniture sale		40% MSRP	30% MSRP	20% MSRP	10% MSRP
Trips for sale		Max 80% MSRP		Max 60% of MSRP	Max 40% of MSRP
Shop N Dash		Purchase gift cards to various vendors across the Triad			
<b>Non Furniture</b> 30 items valued between \$150-500	Table 1	\$300		\$250	\$200
	Table 2	\$200		\$150	\$100
	Table 3	\$125		\$100	\$75



# 2020 FURNITURE AUCTION & SALE

How do we get people there:

Facebook Ads

Yard Signs – 1 per member then strategic placement

Word of Mouth

Bill Boards

Advertising Budget is less then \$3,000



# 2020 FURNITURE AUCTION & SALE

Prospective Budget					
Coservative		Projected			
4,000	Sponsorship	6,000	Was 6,400 last year. Hasn't been below 4,650 since 2014		
2,825	Member Bill	2,825	94.17	***per member	2,825
10,000	Furniture	15,000	Did \$15,000 last year		
5,000	Trips	7,500	Did \$10,000 last year		
3,000	Silent Auction	4,500	Targeting 30 items with minimum price of \$100		
1,900	Dine N Dash	2,400	Did 1,900 last year		
26,725	<b>TOTAL INCOME</b>	<b>38,225</b>			
1,500	Billboard Advertising	1,500	1 month on 3 boards in Greensboro		
250	Facebook Ads	250			
720	Signs	720	approx \$12 a sign		
500	Program	300	half of normal printing bill		
1,500	Truck Rental	1,000	average the last 6 years is \$1,686		
800	Bounce Houses / Games	800			
500	Tables / Chairs	500	(10 table, 2.50 chair, \$5 per set of balloons)		
425	AV	200	We may not need any AV		
280	Security Officer	200	\$40 an hour		
350	Internet	350	Based on prior years		
6,825	<b>Total Fixed Cost</b>	<b>5,820</b>			
400	Meeting & Setup	400	Based on prior years		
1,000	Labor / Profit sharing	1,000	Hopefully \$0 but here is a #		
597	Merchant Fee	882	3%		
8,822	<b>Total Cost</b>	<b>8,102</b>			
17,903	<b>Net Profit</b>	<b>30,123</b>			