

# WINE TASTING

## FUNDRAISER TOOLKIT

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It has been said, "What is the definition of a good wine? It should start and end with a smile."

Don't feel intimidated by any fancy talk about wine. Host a wine tasting and discover which variety appeals to you and your guests. This type of fundraiser need not be more complicated than any simple taste test.

It can be done in your home, in a relaxed, friendly atmosphere. Assemble a core team of two or three reliable, energetic people at the very start of your planning stage. Working together, you and your team will benefit the Amyloidosis Foundation, contribute to patient support and amyloidosis research, all while exploring the world of wines.

### **Here are some ideas to help you with your event**

#### **Define the size of your wine tasting event**

Meet with your volunteers and establish the size of the event. Estimate the number of people that you expect to attend. This will help you decide on a venue. Let's assume that you are expecting a response that can be hosted in your home.

#### **What you need for the day of your wine tasting**

*Keep it simple.* Five to eight bottles of moderately priced wine should be enough for an in-home event. Small, 4 oz., plastic glasses will work just fine and have enough glasses so that each guest will have a clean glass for each wine, plus a couple of spare glasses for each guest. Get two bottles of mineral or spring water for each bottle of wine (a sip of slightly chilled water between each sample of wine will help restore a "neutral palate"). Offer bread sticks or cheese with plain crackers on a platter.

#### **Seek sponsors**

Speak with your local wine merchant for suggestions. Ask them to donate the wines for the tasting or give you a discount on your purchase. Offer to place information about

their business on the table with the wines. A local grocer might donate bread sticks, cheese, crackers, the plastic glasses and bottled water for similar signage.

### **Set ticket prices**

Set the price of the tickets so that you cover all of your costs and raise funds. If you are able to get a substantial amount of your costs covered by the merchants' donations, then you can keep the ticket cost low enough to encourage a larger attendance and still build a profit into the price of each ticket. You can make tickets available through your local merchants, especially the wine shop where you are most likely to find the sort of person who would be more inclined to attend. You can take reservations by phone, giving reservation numbers to the guest and have them pay when they arrive for the event or have them mail in a check to reserve their space.

### **Publicity**

You will need to release as much publicity as possible. This will spread awareness about amyloidosis as well as promote your fundraiser. The Amyloidosis Foundation can create a personalized, online sponsorship page for you to share on Facebook and via email.

Use all forms of social media to spread the word.

Ask your friends and event participants to help create awareness for your Wine Tasting event. Create a press release for local newspapers, magazines and websites. Please share our website [www.amyloidosis.org](http://www.amyloidosis.org) on your information. Tell people that they can also donate online if they are unable to attend the event. Let us know if you need help with a press release or with designing a flyer. Keep all of your advertising simple and elegant. You want to attract a diverse and, hopefully, generous group of attendees. Take care not to intimidate those who are not very knowledgeable about wines. Imply that this is an opportunity to discover wines they can enjoy without having to invest in a large number of bottles on their own.

The Amyloidosis Foundation is committed to help you succeed. Contact us with the details of your fundraiser and we will promote your event through our social media channels to get the word out.

### **On the evening of the event: sell wines in a “grab box”**

The number of bottles in the box is determined by the number of guests who buy a “chance” to participate. Let’s assume ten guests purchase a “chance.” Place nine moderately priced wines into bags to disguise their identity. Place one very elegant bottle (get suggestions from your wine merchant or other knowledgeable person) into the exact same type of bag. Be sure to let everyone know what the “prize” wine is. You can display a photo of the prize bottle or just the name of the wine on a card.

Ask your wine merchant for a wooden wine box and place all of the bagged bottles into the box. Each guest that has purchased a “chance” pulls a disguised bottle from the box. Nobody can remove the bag from their bottle until after the final selection is made. Everyone will come away with a bottle of wine and one guest will win the coveted prize. This way, in a sense, everyone is a winner.

### **The tasting**

You can choose to stick to a single varietal for a small group. If you have a larger group, about twenty or more attendees, then consider two contrasting varietals. Your choice can be as simple as a selection of white wines only or red wines only. For a small group, select five or six different wines and bag them in a similar fashion as described above in the “wine grab bag” section. Clearly mark each bagged bottle with a large letter. Create a scoring card and distribute one to each guest. Consider discreetly including on the scoring card a space for their name as well as the Amyloidosis Foundation along with the website address. The card should have a column of letters that correspond with each of the bottles with two blank spaces alongside each letter. One where their score can be entered alongside a place for the final consensus score for that particular “lettered” wine.

You can keep the scoring as simple as having a scale of one to four.

1. I don’t like this wine.
2. This wine is okay.
3. This wine is pretty good.
4. I love this wine.

Each guest should take a very small amount of each wine in a glass or plastic cup. Take a good sniff of the wine, then sip and hold the wine on their tongue briefly and savor the flavor. Next, enter a score on their card and have a sip of water and, if they

like, a breadstick or plain cracker to “cleanse” their palate and move on to the next wine. In order to avoid a line-up at the first bottle, inform the guests that they can taste in any order they choose.

At the end of the tasting, the cards can be gathered and the scores tallied. You can then display and read off the results, returning their score sheet so that they can enter the consensus score in the appropriate blank on their score sheet. Show and give the name of the wine for each letter and let your guests write down the names of their favorites.

At the end of the event, please show your full appreciation to all involved: volunteers, attendees, and sponsors.

### **QUICK TIPS**

- Post flyers in supermarkets, wine stores, and community centers. Look for wine bars or restaurants that have a diverse wine list and ask if you can place an announcement for your tasting either in their window or perhaps a small card that can be displayed at the bar or on the tables.
- On flyers and event publicity mention where the funds will go. Example: “All of the profits from this Wine Tasting event will go toward the Amyloidosis Foundation’s patient support and research programs.”
- If you choose to use your own (or borrowed) wine glasses, then be prepared with a rinsing station for the glasses so that the previous wine doesn’t mix with each sample.
- Select some music that will set a relaxing tone during the event, possibly from a Jazz or Classical collection.
- Hold a silent auction at the event. You can keep the items to a wine related theme and stick to donated items to maximize your fundraising.
- Contact the Amyloidosis Foundation for brochures and information about the amyloidosis diseases and have a table to display and distribute them.



- Consider holding the event right in a local wine shop (after closing) and encourage the owner to sponsor the entire event. If the merchant agrees, then discuss the potential of your guests purchasing wines at the event. Ask the merchant to donate a portion of the profit on each bottle to the Amyloidosis Foundation. The merchant will have a tax-deductible donation plus the opportunity to increase his customer base.
- You might consider a beer tasting instead. This can work very well in an area where there are several microbreweries. Attendees can sample several varieties and share opinions regarding the comparative taste and quality of the brews.

We are here to help, so don't hesitate to contact us for more information on this or any fundraiser that you have in mind.

We appreciate all that you and your volunteers do to make a difference in the lives of patients and their families. The Amyloidosis Foundation thanks you for your support and hard work!

**[info@amyloidosis.org](mailto:info@amyloidosis.org)**

**(248) 922-9610**

**[www.amyloidosis.org](http://www.amyloidosis.org)**