

## **Ticket Committee - Spaghetti Supper - October 16, 2012 Class of 2015**

### **Committee Co-Chairs**

Madeleine Blake (978-371-3956) and Laura Quayle (978-318-9469)

### **Timetable**

**Late summer into first week of school** - contact the school office for a list of 6th grade students by homeroom, create labels for ticket distribution to each student, contact 6th grade team to set-up a time for student meeting about tickets, get updated PDFs of ticket artwork to printer, update and print support materials for ticket sales. ***One of the MOST IMPORTANT tasks is to devise accurate ticket sales tallying methods for both the student packets and the night of the supper sales reconciliation. You will need to have precise counts of the types of tickets sold at the end of the process.***

**Three weeks before the Supper Date** - stuff student envelopes with tickets, tally sheet, information sheet and any additional promotional materials, conduct student meeting about ticket sales and distribute envelopes to students, contact and deliver tickets to Ferns.

**One week prior to the Supper Date** - deadline for students to return packets, tally and count all student ticket sales.

**Supper Date** - sell tickets at the door.

**Post Supper** - do final tally and report to class treasurer.

### **The Committee**

We had two co-chairs and five additional parents on our committee. The co-chairs get the tickets printed, revise and copy the instruction and tally sheets, run the student training meeting for ticket sales, deliver the pep talk to the 6th grade about the importance of the Spaghetti Supper, collect ticket packets from homerooms, sell tickets on the night of the supper, count and tally all sales, report sales deposit to the class treasurer. The additional parent volunteers helped with stuffing the student envelopes, tallying the student sales and selling on the night of the supper.

### **Student Packets**

Each student gets an envelope with his/her name and homeroom typed on the label. We also had 3 other labels on the envelopes with date to return to school, who to make checks out to and co-chair contact information. Inside the packet we packed the ticket sales information sheet, ticket tally sheet, a supper promotional flyer (obtained from the publicity committee), and these tickets:

12 adult meal

12 child/senior meal

6 gluten free adult  
6 gluten free child/senior  
2 Golden raffle  
5 six-packs of raffle  
12 single raffle

### **Tickets**

It was decided to continue to use Mary-Lynne Bohn's iconic ticket design. She updated all of the artwork with this year's specifics and provided our committee with PDFs of each type of ticket. We printed tickets at home this year in the hopes of keeping the printing costs down. This was a lot of work, somewhat problematic in the cutting of all of the tickets to an even size, and paper stock and ink cartridges totalled \$233.87, which did not save any substantial amount of money. We do not recommend the home printing method to future ticket committees. There is free black and white printing available at the Carlisle Public Schools. We found this information out too late to put it to use for this year, but believe future ticket co-chairs may be able to use this service and keep the printing costs to only the color paper expenditure. If you are able to use the school copying services, be prepared to put a fair amount of work into cutting the individual tickets. Otherwise, it may be worth the expenditure for a professional printer who will also cut all of the tickets to size.

We printed 1100 adult meal, 1100 child/senior meal, 500 gluten free adult, 500 gluten free child/senior, 4000 raffle and 480 Golden raffle tickets. These allowed the envelopes to be filled as noted above, meal tickets to be sent to Ferns (60 adult, 60 child/senior, 20 gluten free adult and 20 gluten free child/senior), and for kids who ask for extra tickets. As this was the first Supper to offer a gluten free dinner, we did not have any past years' sales to estimate how many gluten free tickets to print. We overprinted those tickets by a large number. If a gluten free option is offered again, you could drop the number of each gluten free ticket given in the student packets to 2 and print a total of 200 or so of each.

It took a substantial amount of time to assemble ticket packets for the students. At the end of the day, most students returned a good portion of their allotted tickets unsold. In future years, you could consider giving each student fewer meal tickets to sell, thus reducing the number of tickets to print and sort. The trade-off is by giving the students fewer tickets, you may be setting lower expectations/goals for how many they will sell or may increase committee work in getting extra tickets to students who sell out.

In prior years, sales of golden raffle tickets were limited to 300 tickets. This year, the Raffle Committee did not limit the number of golden tickets that could be sold. However, only 264 were sold. It would probably be a good idea to reinstate the 300 ticket limit, as this was a persuasive selling point, and it seems unlikely that much is being given up, as it's unlikely that more than 300 tickets will be sold.

Once the tickets are printed, they need to be sorted for each student packet. We stapled the six-packs of raffle tickets together, paper clipped the other types of tickets, then rubber

banded everything together to keep tickets from flying out of the envelope. We used letter-sized envelopes (8x11-1/2), with small-ish, regular sized flaps. We would recommend using a type of envelope with a long, deep flap, so as to minimize the danger of money and tickets falling out of the envelopes.

***A word to the wise. Make sure that the raffle permit has been obtained by the Raffle committee before the students start selling (or even really displaying) raffle tickets. The Raffle Committee needs a breakdown of all raffle ticket sales within 10 days of the Supper to pay the proper state tax.***

Students were given instructions to contact one of the co-chairs for an additional tickets they may need for selling. It is important to keep a record of how many extra tickets were distributed to each student. This allows for easier double checking of the student tally sheets. There is a wide variety of math and accounting skills amongst 6th graders.

Once the ticket envelopes were returned by the 6th graders, we split the tally and counting up by homeroom to several volunteers. Carefully going through each student packet is a time consuming process, so spreading the work around was efficient. It would have been helpful to have written instructions and a homeroom student list for each of the volunteers so that each student packet was accounted for in the same method. We had extra work to pull together various counting methods into one tally, and one student packet was temporarily lost and missing from the tally without our knowing it. It makes the overall process of tallying easier if you can keep some of the variables constant.

### **Instruction Sheet and Tally Sheet**

Samples of each of these sheets are included in a sample student envelop in the front pocket of the binder. The instruction sheet covers the selling information given to the students during the ticket sales meeting. We used a color coded tally sheet in the hopes of reducing student accounting errors.

The morning the ticket packets were due, each of the co-chairs and 2 additional parent volunteers covered a homeroom and collected packets from students as they arrived in the morning. Approximately 75% returned their packets on time, most others within a day or two. There was a small number of students with whom we needed to contact the family directly to collect the ticket packet.

### **Parent Contact for Questions and Extra Tickets**

The committee co-chairs are the parent contacts for questions and extra tickets. We distributed extra tickets through our kids at school or by families coming to our homes to pick them up. Both of these methods worked very well.

### **Incentives**

We looked at the Spaghetti Supper as a group effort and learning experience for the 6th graders. In line with that philosophy, we decided on a small incentive for all the students

when they turned their packets in to us. These prizes were donated by CVS and seemed to be appreciated by most of the students.

### **Other Ticket Sale Locations**

#### **Ferns**

Contact Robin and Larry to see if they are willing to sell meal tickets (they do not do raffles). They are very community oriented and have always agreed to do so in the past. Robin has a one page contract for the receipt and sales of tickets. We gave them 60 adult, 60 child/senior, 20 adult gluten free and 20 child/senior gluten free tickets as well as 2 complimentary adult tickets as a thank you to Robin and Larry. Contact them once the supper is over, and they will generate a check and breakdown of sales. This process takes several days.

#### **At the Door**

We sold many tickets at the door, both meal and raffle. Sales at the door can be brisk, and we had a few people walking the line, so good tally procedures are essential for keeping track of sales for the evening. One suggestion - know ahead of time how many tickets you have brought that night to be sold, so that at the end of the night you can cross-check your tallies by comparing them to the number of tickets remaining.

Clarify with the Raffle Committee ahead of time who will staff the ticket-selling table. We had a full complement of volunteers signed up to man the table. On the night of the supper, the Raffle Committee also assigned someone to sit at the ticket table, with the result that there were too many volunteers, and we ended up sending a volunteer home. Three people to sit at the table, and one to work the line, is plenty.

Discuss ahead of time with the Raffle Committee what time raffle sales need to stop. Explore whether you can/should continue to sell regular raffle tickets even after the drawings have started. Quite a few people asked to buy tickets after we stopped selling regular raffle tickets. People may be willing to keep buying tickets even after prize drawings have started, given that there are typically lots of prizes.

Discuss with the Raffle Committee whether it would be desirable to do a small kids' raffle, with a few kid-friendly prizes (i.e. not gift cards, but actual toys or whatnot that the kids could get that night). Lots of people seemed to be buying raffle tickets as a way to keep their kids occupied in line.

#### **CSA Fair**

We opted not to sell tickets at the CSA Fair, as it was the same day we distributed ticket envelopes to the students and did not want to compete with their selling efforts. The Publicity committee had a table promoting the Spaghetti Supper.

#### **The Transfer Station and Other Points Around Town**

We sold tickets one Saturday morning, from 9 to 1, at the Transfer Station. If you want to do this, make sure to call the town DPW ahead of time to get permission. Selling at the Transfer

Station yielded approximately \$300; not a huge payoff for the amount of time it took. Also, only a few students signed up for the various shifts. We would nonetheless recommend doing this one time, as it generates visibility for the supper and provides an opportunity for students who don't have neighborhoods or the like, to participate in selling tickets.

#### Thoughts on Increasing Ticket Sales

This year, the students sold approximately \$110 to \$120 worth of tickets, on average, with a couple of students selling much more (over \$500), and several not selling any at all. The average student sold to his or her own family, and two to four other families. Sales to families ranged from around \$19 (i.e. two adult tickets and one child ticket) to \$44 (two adult, two child and one golden raffle). If each student sold to one or two additional families, ticket sales could be increased drastically. In this year's selling effort, we could have done a better job of penetrating the population of families with kids in the school.

One approach might be to divide up the classrooms for other grades, as listed in the Husky Handbook. For example, you could assign all kindergarten and first grade families to Mr. Gale's homeroom, and all second and third grade families to Ms. Gray's homeroom, and so on. You could ask for a parent from each homeroom to coordinate further, or you could organize it yourself. You could assign three kids from Mr. Gale's homeroom to contact the families with kids in one particular kindergarten class. You could break it down further by assigning  $\frac{1}{3}$  of the families in that kindergarten class to a particular student in Mr. Gale's class. This way, each sixth grader would have some "leads" to pursue by email or telephone, as an alternative to selling to their neighborhoods.

#### Expenses

As stated above, our cost for paper and ink cartridges totalled \$233.87. There was an additional expense of \$60 for copying the support materials and purchasing paper clips and rubber bands for stuffing the envelopes. These expenses can be submitted to the treasurer for reimbursement.

#### Final Tally

We tallied 3 deposits to the class treasurer. The first, and the largest, covered student and any other pre-event sales. The second covered sales the night of the Supper. The final covered all sales from Ferns. Be sure to withhold approximately \$100 in small bills from the student sales to have a cash box of change for the night of the Supper. A copy of our final totals is attached.

Best of luck, and do not hesitate to contact either of us with questions.

Laura and Madeleine

**Spaghetti Supper - Class of 2015**  
**Summary of Sales**

**Pre-Event Sales**

Type of Ticket	Number Sold	Cost	Total
Adult	501	7.00	3507.00
Child/Senior	386	5.00	1930.00
GF Adult	22	7.00	154.00
GF Child/Senior	16	5.00	80.00
Golden Raffle	197	20.00	3940.00
Six Pack Raffle	277	5.00	1385.00
Single Raffle	277	1.00	277.00
Cash Donations			<u>71.00</u>
Total			11344.00

**Night of Supper Sales**

Type of Ticket	Number Sold	Cost	Total
Adult	59	7.00	413.00
Child/Senior	70	5.00	350.00
GF Adult	1	7.00	7.00
GF Child/Senior	4	5.00	20.00
Golden Raffle	67	20.00	1340.0
Six Pack Raffle	57	5.00	285.00
Single Raffle	54	1.00	54.00
Cash Donations			<u>14.00</u>
Total			2483.00

**Ferns Sales**

Type of Ticket	Number Sold	Cost	Total
Adult	49	7.00	343.00
Child/Senior	58	5.00	290.00
GF Adult	3	7.00	21.00
GF Child/Senior	2	5.00	<u>10.00</u>
Total			664.00

**Grand Total**

**\$14,491.00**

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