



# MAGIC THAT MEANS BUSINESS



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## WILL WORK FOR FOOD?

Entertainers of all kinds are regularly approached with requests to donate their time for charitable causes. If a performer accepted every request, he/she/they would soon be out of business. They/we must still pay bills and free shows “don’t pay the rent.”

Fund raising committees expect to pay for the venue, food, drink and advertising but they expect that performers will volunteer their shows gratis for the cause. People attend charity functions to donate to a good cause. But they also expect an entertaining evening in return.

There are ways to ensure that a performer will consider entertaining for your charitable cause if you follow a few steps.

**First**, do not expect a performer to entertain your group for free because he will get “great exposure”. People freeze to death from exposure. You should offer

to send recommendations to those who are in decision-making positions with copies to the performer so he can follow-up to try to book paying engagements. You can also help by promoting your entertainer with posters, publicity, announcements and other advance notices that include the entertainer’s contact information.

**Second**, you can engage a performer at his full fee for a later event for your company or private affair in exchange for him accepting a reduced or gratis show for your charity.

**Third**, be sure to include money in the budget for entertainment.

**Fourth**, if you tell others about the free performance an entertainer gave you, then the performer will receive more requests for additional charitable shows. When you recommend a performer to another per-

son or group, give them the quote you received for their full fee and let the performer negotiate from there.

**Fifth**, show some respect when soliciting a discount from a performer. No entertainer wants to hear, “and we thought about having a magician, too, or a singer, or maybe a clown or something.” Having your professional services requested for free as a disposable afterthought is discouraging.

**Sixth**, it is presumptive to ask an entertainer to donate performances when other providers or services are being paid (i.e. food, venue, beverages, etc.)

**Finally**, don’t offer to give the performer a letter to “write off the show on their taxes.” A performer cannot legally deduct the value of services he performs for a charitable organization.

Following these suggestions and using common courtesy go a long way to get the right performer to make your event a success.

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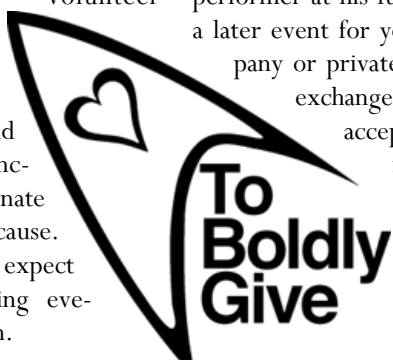
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## TOP TIPS FOR ORGANIZING SUCCESSFUL FUNDRAISERS



**T**ribute dinners, fun runs, auctions, or tournaments – these kinds of special events can help your organization to raise funds, increase visibility of your group’s mission and services and introduce potential new members or supporters to your work.

FUNDRAISERS ONLY WORK WHEN EVERYONE PULLS IN THE SAME DIRECTION.

Special events can be fun to plan and a welcome break from the usual routine. However, be aware that special events are one of the most expensive and time-consuming forms of fundraising and therefore should not be relied upon as the sole source of funding. Rather, special events should complement an organization’s other fundraising efforts.

The most successful special events are well planned and profitable – that is, the event should net at least a 70% profit after expenses (including staff time).

### TOP TIPS

**Determine a specific monetary goal for the special event** to give people a concrete target to work toward.

**Research different options** in order to select a special event appropriate for your organization. Talk to other nonprofit organizations to discover what worked for them.

**Design a budget and be prepared for many up-**

**front costs (e.g. deposits).** Keep good records of expenses as well as contributions.

**Form a committee of well-connected people and begin planning at least six months in advance.** Make sure that board members are committed along with plenty of volunteers – there will be many tasks and committee members can invite their friends to the event.

**Schedule frequent, periodic meetings** to ensure communication between staff, volunteers, board members, and others involved in planning the special event.

**Research all the fund raising groups or events** that are going on in your area. Make sure that you aren’t imitating their fund raising themes or events in a blatant manner. But you can use all their fund raising concepts and ideas and provide them with a personal touch/twist in order to make them your own.

**Make sure that all the entertainment, services and products offered during your fund raising event are of extremely good quality.** This way you will make sure that your potential donors will support each of your endeavors. Keep in mind that anything that has bad quality in your fund raising event can affect your genuine chances to succeed in your fund raising efforts.

**Recruit experienced, professional entertainment (i.e. magician, band, keynote speaker, etc.)** to participate in your special event. Their presence will help draw others, give value to their money spent and they will talk about the entertainment for years to come.

**Consider potential conflicts and create a backup plan** to handle crises such as inclement weather, a competing event scheduled on the same day, or cancellation of your featured entertainment.

**Publicize your event** beginning several months in advance. Keep a steady flow of information going out to the public in newsletters, press releases, e-mails, etc.

**Follow-up with event attendees** in order to further build relationships, solicit major gifts, or recruit new board members or volunteers.

**Evaluate your results** when the event is over. Convene the lead planners as soon as possible after the event, before important details fade. Begin with asking the group what worked, what didn’t work and how to improve the next time you host a special event.

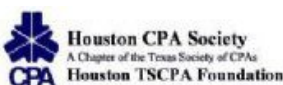
**Thank sponsors, donors, volunteers, staff** and other participants for their support and work.

*From Public Health Institute, Center for Civic Partnerships  
www.civicpartnerships.org*

“THANK YOU FOR PARTICIPATING IN OUR SCHOLARSHIP EXTRAVAGANZA. YOU WERE A GREAT ADDITION TO OUR EVENT..”

NANCY A. RUTLEDGE  
EXECUTIVE DIRECTOR

**HOUSTON CPA SOCIETY**



## NANCY'S CHOCOLATE MOLTEN LAVA CAKES

These cakes are slightly under baked so that the chocolate center oozes when cut into. Do NOT over bake them!

### Sauce

- \* 4 1/2 ounces bittersweet (not unsweetened) or semi-sweet chocolate, chopped
- \* 2 ounces unsweetened chocolate, chopped
- \* 1/3 cup hot water
- \* 1/4 cup light corn syrup
- \* 3/4 teaspoon peppermint extract

### Cakes

- \* 5 ounces bittersweet (not unsweetened) or semisweet chocolate, chopped
- \* 10 tablespoons (1 1/4 sticks) unsalted butter
- \* 3 large eggs
- \* 3 large egg yolks
- \* 1 1/2 cups powdered sugar
- \* 1/2 cup all purpose flour

Vanilla ice cream

**For sauce:** Stir both choco-

lates in top of double boiler over barely simmering water until melted. Add 1/3 cup hot water, corn syrup and extract; whisk until smooth. Remove from over water. Cool slightly. (Can be made two days ahead. Cover; chill. Before serving, re-warm in saucepan over low heat, stirring constantly.)

**For cakes:** Preheat oven to 450°F. Butter six 3/4-cup soufflé dishes or custard cups. Stir chocolate and butter in heavy medium saucepan over low heat until melted. Cool slightly. Whisk eggs and egg yolks in large bowl to blend. Whisk in sugar, then chocolate mixture and flour. Pour batter into dishes, dividing equally. (Can be made one day ahead. Cover; chill.)

Bake cakes until sides are set but center remains soft and runny, about 11 minutes or up to 14 minutes for batter

that was refrigerated. Run small knife around cakes to loosen. Immediately turn cakes out onto plates. Spoon sauce around cakes. Serve with ice cream.

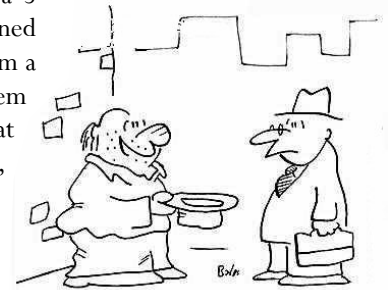
### A note from another baker who used this recipe:

I use 1 cup of powdered sugar and added 1/4 cup brown sugar to compliment the dark notes in the chocolate; (I use Sharfenberger 63%), I added another 1/2 oz. chocolate, for a total weight of 5.5 oz. and I only added 1/4 cup All Purpose flour instead of the 1/2 cup. I bake them in a 3 oz. ramekin sprayed and lined with sugar which gives them a nice little crust. I bake them from the refrigerator, at 400°F for eight minutes, and they come out perfect.

*From the kitchen of  
Nancy Mathé*



MELTS IN YOUR  
MOUTH AND IN  
YOUR HAND.



"Please, sir — ten bucks more and I can sign up for a fund-raising course at the university!"

## MAGIC GIGGLE

### Fishy Fundraiser

An abbey was in financial difficulties, and to increase its income the brothers decide to open a fish and chips business.

One day the abbey door bell rang and one of the brothers went to welcome a customer.

When he opened the door the customer said, "Are you the fish fryer?"

The brother said, "No, I'm the chip monk."

### Charity

A hurricane blew across the Caribbean. It didn't take long for the expensive yacht to be swamped by high waves, sinking without a trace. There were only two survivors: the boat's owner Dr. Eskin and its steward Benny who managed to swim to the closest island.

After reaching the deserted strip of land, the steward was crying and very upset that they would never be found. The other man was quite calm, relaxing against a tree.

"Dr. Eskin, how can you be so calm?" cried the Benny. "We're going to die on this lonely island. We'll never be discovered here."

"Sit down and listen to what I have to say, Benny," began the confident Dr. Eskin. "Five years ago I gave the \$500,000 to the United Way. I donated the same amount four years ago. And three years ago, I did very well in the stock market so I contributed \$750,000. Last year, business was good so the charity got \$1,000,000."

"So what?" shouted Benny.

"Well, it's time for their annual fund drive, and you can bet they're going to find me," smiled Dr. Eskin.

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DO YOU HAVE AN  
UPCOMING EVENT?

CONTACT S&K WELLS  
ENTERPRISES TODAY!

INTERESTED IN LEARNING SOME  
MAGIC FOR YOUR BUSINESS  
LUNCH AND DINNER MEETINGS?  
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## MAGI-CALENDAR

**May 19 & 26—June 16 & 23, 2011: Tokyohana Grill & Sushi Bar**, 3239 Southwest Freeway, Houston, TX

**May 12, 2011: Texas Childrens Hospital**, Houston, TX

**May 23-26, 2011: IMX Convention**, Las Vegas, NV

**June 23, 2011: Memorial Hermann Hospital**, Houston, TX

**June 28-July 2, 2011: I.B.M. Convention**, Dallas, TX

**NOTE:** Public Performances subject to change. Private / corporate engagements are not listed.

Contact S&K Wells Enterprises today to make sure your event is on the calendar!

♣ Stand-Up Comedy Magic Show ♥ Trade Show Exhibit Booth ♠ Hospitality Suite ♦  
♣ Strolling Magic ♥ Magical Master of Ceremonies ♠ Weddings ♦

## OLIVE THIS TRICK

Here is an interesting challenge for your friend or client the next time you are out to dinner or at a bar.

Bet that you can put an olive into a glass by using an inverted brandy snifter which is placed over the olive (Fig. 1).

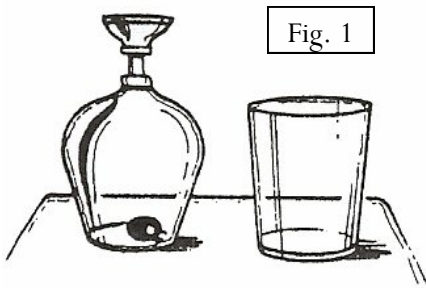


Fig. 1

Make sure the participant understands that the brandy snifter cannot scoop or pierce the olive nor can the snifter be turned right side up.

To complete this trick, swirl the brandy snifter over the olive and in a circular motion making the olive spin inside the inverted brandy glass. While the olive is spinning, place the inverted brandy glass over the target glass and stop spinning (Fig. 2) then allow the olive to fall into the glass.

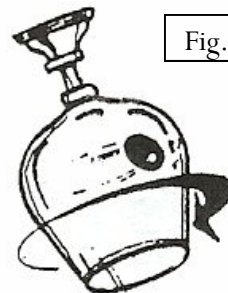
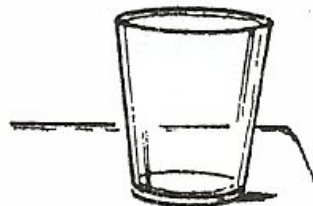
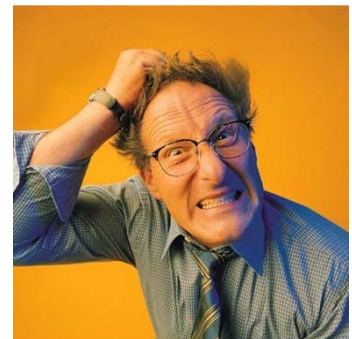


Fig. 2



*From California Bar Tricks  
By James Patrick Rosenbaum*



### CAUTION:

TRYING TO FIND A SOLUTION TO THIS PUZZLE CAN BE VERY FRUSTRATING, CONFOUNDING AND IRRITATING.