

2014 REGINA MARDI GRAS GALA FAQ'S

What is the Regina Gala?

The 26th annual **Gala**, is one of our school's largest annual fundraisers. The evening is a chance for the community of parishioners, parents, friends, alumni, and staff to come together to celebrate Regina while raising funds to help support the valuable work of providing our children with a solid, faith-based education. This year's Gala promises to be an extraordinary evening, including dinner, spirited live and silent auctions, and live music and dancing.

What is the overall fundraising goal for the weekend?

Our goal is to raise \$130,000 for the entire event.

Is Regina offering online bidding for the Silent Auction?

Yes! Social media is prevalent today from email, twitter, FaceBook, Ebay, to Amazon and more! Regina is on the cutting edge of technology both in the classroom and beyond! We are all entering the age of the Internet---from being eBay-experienced online bidders to ordering your lunch online--- we feel confident to be a leader in Iowa City of providing an online charitable auction.

What are the benefits of online mobile bidding?

- 1) All donors can bid from anywhere 24 hours a day 7 days a week. The bidders are not limited to the Regina community. Auction participants can be anyone interested in the silent auction items, expanding the bidding pool.
- 2) The online environment is encouraging to bidders that might be shy at a live event or who may not be able to attend gala.
- 3) Donors of items can get much more marketing exposure, leading them to want to donate again.
- 4) Automated email bid alerts trigger competitive arousal.
- 5) Studies have shown that mobile bidding has a 4:1 return from using online auction systems.
- 6) The number of charities running online auctions increased by 23% over the past year.

Who is the Gala Auctioneer this year? Back by popular demand, *Mark Sharpless* of Sharpless Auciton and current Regina parent, will be this year's gala auctioneer. Be ready for a fun, fast paced, and entertaining live auction experience with Mark!

What's NEW this year at Gala?

- 1) We are using BID PAL, for an online user friendly bidding experience. There will be a hybrid of systems for guests who prefer paper bidding or mobile bidding. There is something for every guest. Important facts about BidPal:
 - BidPal created the mobile building industry in 2008 and is still the industry leader.

- BidPal creates and develops their own software and has generated more revenue than their next 3 competitors combined.
 - BidPals' user interface is extremely easy to use.
 - BidPal offer's iPod touches to guests that do not have smartphones or do not want to use their smartphone.
 - Guests can check themselves out on their device.
 - Guests can bid remotely.
 - BidPal averages between a 40-80% increase in revenue over prior years.
 - BidPal generates 4-5 times more bids per item over a traditional auction.
 - BidPal has a 90% renewal rate.
- 2) With the help of *BIDDING BUDDIES*, guest of gala will enjoy the help of Regina students who will be available to bid for you through online mobile bidding. These Bidding Buddies will be available during the cocktail hour of Gala and will accompany you throughout the silent auction displays and place bids online for you should you chose to have someone bid for you.
 - 3) *Online Silent Auction*: The traditional silent auction will be made available ONE WEEK prior to Gala for guests to participate and bid against your neighbors! The Gala will kick off with Class Projects and other silent auction treasures made available beginning January 25, 2014 during the Regina Family Fun Night!
 - 4) *Paper Bidding is BACK!* We know that many people like the thrill and excitement of going back to the silent auction tables and placing your bids on actual paper. There will be a special "super silent" auction made available solely for gala attendees where unique and one-of-a-kind items will be made available. You have to be a guest to bid on these items!

Why isn't there a Taste of Gala this year?

To host the two hour Taste of Gala event at a different location other than the school, there are significant expenses including room rental, catered food, beverages, and service charges that Regina will incur. With the help of the latest technology, the silent auction experience of the Taste of Gala is going electronic and guests from around the globe will have the opportunity to bid on Regina's silent auction through a program called Bid Pal. The popular Class Projects will be the featured items of the online silent auction along with great gifts of all types of packages!

Who is invited to attend Gala?

Invitations are being extended to the Regina community including new families, current families, alumni, staff, distinguished guests and friends of Regina.

Why are there a limited number of seats for Gala?

The Marriott Hotel has the capacity to comfortably host a certain number of guests along with a stage, dance floor, and the auction tables. Space is limited and tickets are offered on a first come, first serve basis.

What is the money that is raised used for?

Regina's greatest challenge continues to be that tuition covers only 59% of the cost to educate our students. While our local parishes subsidize 25% of the remaining operating costs, special events such as the Regina Gala, generate financial gifts to help cover the remaining 16% of the annual operating costs. These valuable gifts help keep the lights on in the school, pays for transportation, provides and upgrades technology, purchases quality food for our cafeteria, building upkeep, snow removal, maintenance and so much more!

How can I volunteer to help with the Gala?

Your help is appreciated! We are looking for people to help make acquisition phone calls, people to pick up donations, set up, and tear down. If you are interested in helping at any level, please contact special events coordinator, Trish Kohl at 358-2455 ext. 1700 or email trish.kohl@icregina.com

How can I donate to the Gala?

The Gala weekend is successful because of the support, commitment, and donations that we receive from our school families, alumni, local businesses, and Regina administration. For a list of Corporate Sponsorships click [here](#). If you would like to donate silent auction items or to see the wish list items, click [here](#). Please help us to continue this tradition. Donations may be dropped off anytime in the special events office.

When will invitations be mailed?

Postcard invitations will be mailed at the middle of December and RSVP's will only be accepted online. This is a process that was implemented two year ago to save on postage, printing, and to streamline the registration, check out, and record keeping process.

What is the dress attire for Gala? Mardi Gras Chic with hats and masks encouraged

Can't find the answer you are looking for? Contact Trish Kohl, Special Events Coordinator at 319-358-2455 Ext. 1700 or email trish.kohl@icregina.com.