

WISCONSIN



MAIN STREET

Wisconsin Main Street Case Study Organization

Penopoly Gala Pewaukee

Fund Raising events are vitally important to many of our Wisconsin Main Street communities. Positively Pewaukee developed the theme of Penopoly for its 2001 fundraiser. The organization set a goal of \$15,140... the exact amount of money in each Monopoly board game. It was believed that the game theme would provide the backdrop for a fun event and could be modified enough to identify businesses and landmarks from Pewaukee that would be used as the properties on the board. This would allow the focus of the game to remain locally in Pewaukee.

Two hundred individuals attended the event that was held at the new Radisson Hotel. Guests were charged \$35 a person or \$350 for a corporate table to attend. Invitations, return cards, envelopes, note cards, program books, table tents, and nametags were made in conjunction with the Penopoly theme. Appropriate modifications were made to the original game designs to customize it to Pewaukee. Guests were invited to come dressed as their favorite Monopoly game character or “dressed like a million bucks.” Invitations contained customized Penopoly bucks, and guests were asked to pass go and begin their evening. Those who brought the bucks were able to enter a Penopoly Bucks drawing at the end of the evening. Guests were also able to purchase get out of jail free cards prior to the event. Guests were given the opportunity to put friends into the jail for a cost of \$5.00. Designated jailers collected the prisoners. Water and a loaf of donated bread were made available to the prisoners. Those with get out of jail free cards were released after five minutes and those without had to pay to get out of jail.

A fabulous silent auction was set up throughout the dining room and reception area. Following dinner, a live auction was held. Auctioned items included services donated by local celebrities. Throughout the evening guests were invited to buy properties to play the three giant Penopoly Board games that were held. Each game included opportunities to win prizes when the token landed on their property. Guests were also given the opportunity to purchase a Chance tin that contained certificates for great gifts.

Decorations were created by the committee at a minimal cost. Moneybag centerpieces added to the theme and giant property cards hung from the walls. Twenty local fire fighters provided one of the evening’s highlights when they arrived in prisoner outfits. Positively Pewaukee raised over \$15,300 at the event and continued to create interest in the annual fundraiser with its great theme.



A strong theme and sharp graphics helped make the Penopoly fund raiser a success.