



OUR

MISSION

NAF NEXT

2024

Creative Fund(Fun)raising Strategies for Advisory Boards

July 2024



Josie Podesta Soto, CHT

President and Chief Training Officer

MKT.2000plus

Vice Chair AOHT Advisory Board

Marketing & PR AOHT

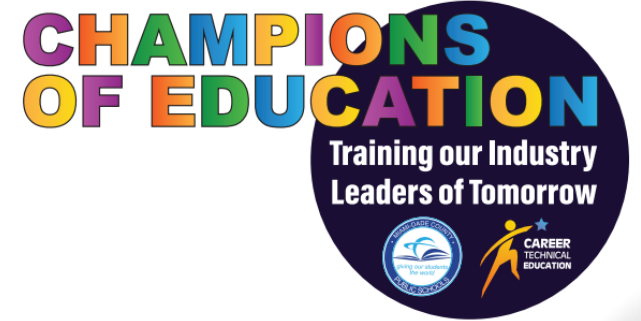
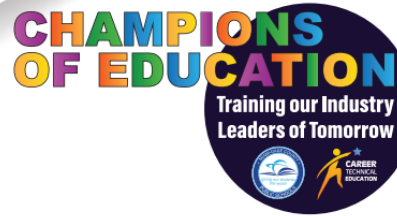
Miami Dade County Public Schools



OUR GOAL AOHT MIAMI

**WORKFORCE
DEVELOPMENT-**

**THE INDUSTRY
LEADERS OF THE FUTURE**



Ready to be a Champion?
Please Contact:

-  305 693 3017
-  juliekennedy@dadeschools.net
-  dcte.dadeschools.net
-  10151 NW 19th Street
Miami, FL 33147

ELEVATE - ENGAGE - EXPAND



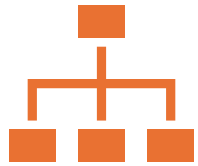
#NAFNEXT

SESSION OBJECTIVES



**SHARE
INFORMATION
ON HOW WE
EXPANDED OUR
FUNDRAISING
RESULTS SINCE
COVID HIT US...**

TODAY WE WILL SHARE WITH YOU....



Our Structure



Events



Marketing /PR



Results

HOSPITALITY AND TOURISM ADVISORY BOARD EXECUTIVE MEMBERS



Chair
Wendy Kallergis

President
Greater Miami & the Beaches Hotel
Association



Vice Chair
Josie Podesta Soto, CHT

Principal
MKT 2000, Plus



Secretary
Leonie Timothee

Human Resources Manager – Talent
Development, Intercontinental Miami
(Hotel)



Treasurer
Stephanie Leger

Founder/ Chief Executive Officer
First Rate Hospitality



Immediate Past Chair
Julissa Kepner

General Manager
Miami Marriott Biscayne Bay

- Our first academy was established in 1987
- We have been hosting fundraising events for over 30 years
- Our board is comprised of multiple businesses and post secondary partners
- We are responsible for 17 Academies of Hospitality, 1 Academy of Education and 1 Academy of Arts and Entertainment
- Most of our board members have served for more that 10 years
- We have two levels of board members: voting Board Members and Friends of the Academy (non-voting members)
- In addition, we have teachers and students as part of the advisory board

BOARD BREAKDOWN

What is the composition of your Advisory Board based on your academy theme?

Not For Profit Industry Organizations	Colleges & Universities	Small Independent Business	Hotels	Car Rentals/ Transportation Companies	Cruise Lines	Airlines/Airport	Entertainment & Attractions	Corporations
GMCVB	MDC	Mkt.2000 plus	Biscayne Bay Marriott			MIA	Jungle Island ?	Expedia
GMBHA	FIU	Tours R Us	MDM Hotel Group				Miami Marlins	Show Technology
FRLA	FAU	Crystal Clear Hospitality	Hyatt Regency					
VCA		Juicing with Art	Dream South Beach					
Washington Ave, Business Improvement District		First Rate Hospitality	Intercontinental Miami					
MB Convention Center		Andrea -PR Agency	Group Heafey					

OUR STRUCTURE FOR FUNDRAISING





HOW WE EVOLVED

3 MAJOR
EVENTS

COVID HIT
TIME TO
REINVENT &
GET CREATIVE

CURRENTLY
2 MAJOR
EVENTS PER
YEAR

2020- COVID HIT AND WE GOT CREATIVE, PUTTING ON THE FIRST ONLINE EVENT TO RAISE \$\$.

We asked our board members to go beyond their normal participation (step out of the box) and bring their skills, talents and support for this event.

Brainstorming sessions to develop new ideas and connections- we asked everyone to think of their personal business connections and how could we bring them in for support

TILT MIAMI VIRTUAL CELEBRATION
 Supporting Secondary Leaders of Tomorrow

MARRIOTT MIAMI BISCAYNE BAY

NAF BE FUTURE READY

MIAMI TOURS 'R' US

FLORIDA RESTAURANT & LODGING ASSOCIATION

MKT

DANCE NOW!

ROI media consultants

GREATER MIAMI & THE REGIONAL HOTEL ASSOCIATION

SHOWTECH

VIRTUAL CELEBRATION OF MIAMI'S CULTURAL EXPERIENCES
 ART - CULINARY - DANCE
 LIVESTREAMED ON MARCH 18, 2021 AT 6:30PM
 WWW.AOHTLIVE.COM

To benefit students in the Miami Dade County Public Schools Academies of Hospitality & Tourism

\$10 REGISTRATION STUDENTS COMPLIMENTARY

Hosted by:
 Academy of Hospitality & Tourism Students and Alumni

Presented by:
 The Academy of Hospitality & Tourism Advisory Board

Production Event Sponsor: Show Technology

Featured Participants: Copper Door B&B Miami, Hyatt Regency Miami, Sagamore Hotel, Red Rooster Overtown DANCE NOW!, Miami Beach Senior High Rock Band and Hialeah Gradients High Dance Team

Visit www.biddingforgood.com/MiamiNAF and bid on vacation stays like these in the heart of Miami and other Florida jewels - auction is open until March 18, 2021!

DONATE/REGISTER NOW

OUR FIRST EVENT COMMITTEE WAS FORMED WITH CHAIRS FOR EACH AREA OF THE EVENT.

NEW COMMITTEES

- **Event Chair**
- **Fundraising Chair**
- **Entertainment Chair**
- **Marketing/PR Chair**
- **Logistics Chair**
- **Student/Alumni Participation Chair**

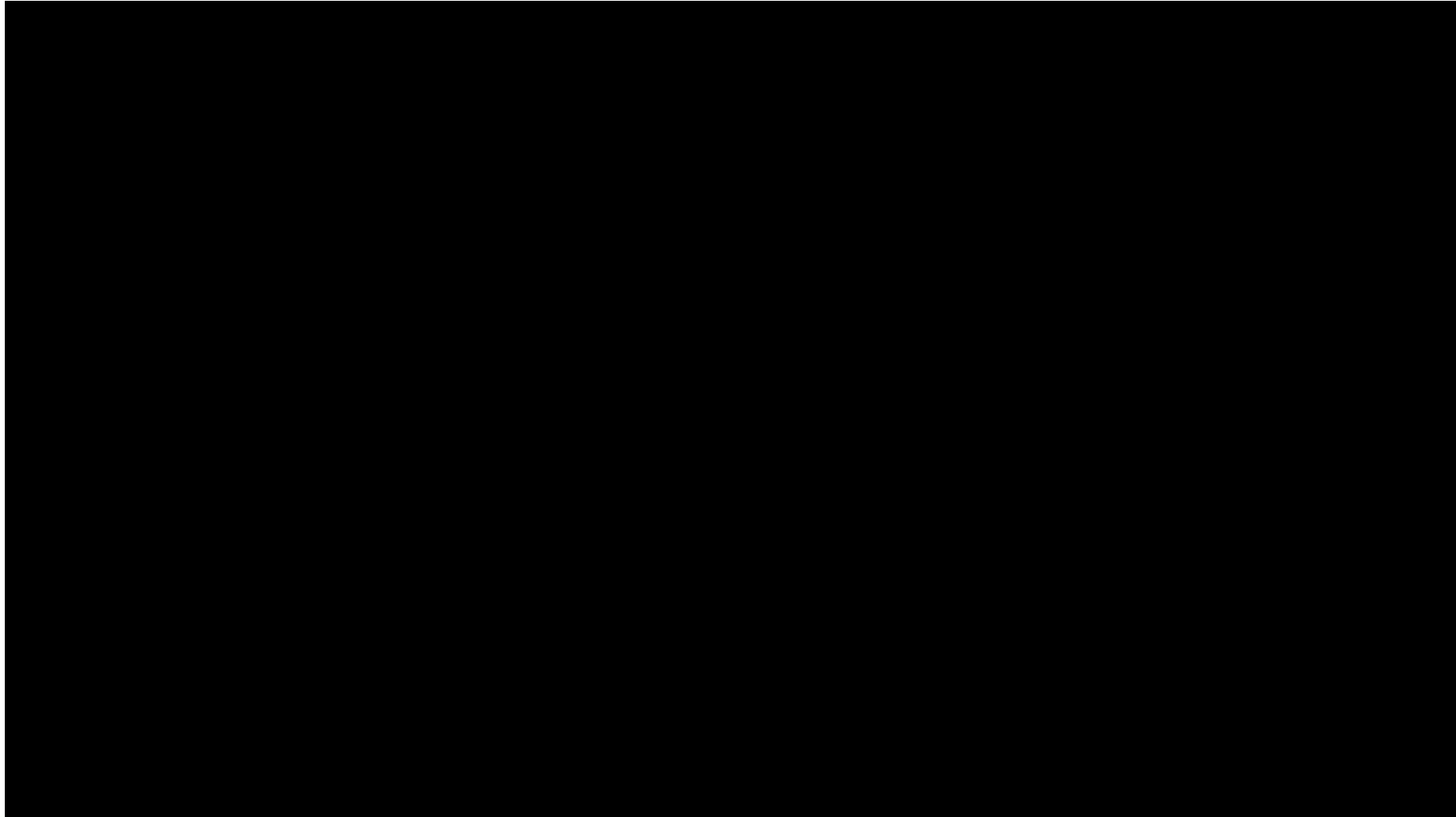
Board Partners

- **Greater Miami Convention and Visitors Bureau**
- **Local Hotels with art exhibits- Hyatt**
- **Dance Now**
- **Alumni**
- **Show Technology**
- **Red Rooster Restaurant- culinary and art**

THE IDEA: A MAGAZINE TYPE ONLINE EVENT FEATURING ARTS, CULINARY AND HOSPITALITY.

- The Challenges: students were not available due to the COVID shut down.
- Finding local hotels with art exhibits that would be willing to have filming in their location during this time frame
- Filming time for Show Tech, as all the work was donated, and staff was short due to COVID
- Creating an online platform to showcase the program and drive viewers to the platform to donate.
- Views were charge \$10.00 per person
- **Results: \$10,000 were raised**

THE ONLINE EVENT



WHAT FOLLOWED

- We continued to use the Event Committee Format. The committee organizes the two events per year with the support of all the advisory board members.
- Meetings are held on zoom on a bi-weekly and then weekly basis to track progress reports on all the activities needed to make the event a success.
- Increased participation of students at the events from having marching bands to open, dance teams, choirs, student art exhibits and more.



- What are the global trends that can help Non-Profits partner with a brand that has products that fit with their mission?
- What local businesses can you target that would be great additions to your board?
- Is there room for expansion on the contribution guidelines for new board members?
- Buyers Persona? When it comes to segmenting your target marketing, you'll find that donor personas work perfectly.
 - Think of it this way: You wouldn't want to send Boomers the same email you're sending to Millennials.
- Instead, if you have a specific donor persona handy, you'll be able to test out messaging for that type of donor before you go forward with emails.

GETTING CREATIVE





WHAT EVENTS ARE YOU CURRENTLY HOLDING TO HELP YOUR FUND (FUN) RAISING EFFORTS?

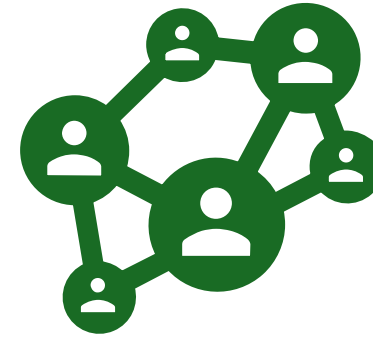
- What could you do differently to assist you with fundraising?
- What are your \$\$ goals used for?

WHY DO PEOPLE GIVE -DONOR PSYCHOLOGY

- There are many reasons why people choose to donate to charities. Some give because they have a personal connection to the cause (e.g., they or a loved one has been affected by the issue).
- Others give because they want to make the world a better place or because they feel it is their civic duty.



And still others give because they want to get something in return (e.g., they want to feel good about themselves, they want to receive tax breaks, or they want to earn social status).



One of the most powerful psychological principles is social proof, which occurs when people copy the behavior of others around them in order to feel like they belong.

THE ROLE OF IDENTITY

- **Another important factor is identity. People often give money to charities that align with their personal values and beliefs.**
- For example, someone who cares strongly about animal rights is likely to donate to an animal welfare organization. And someone who is passionate about education reform is likely to support an education-focused charity.
- Tell your story for others to identify with your organization.

(FUN)
**FUNDRAISING
IDEAS**



**LET'S REVIEW A FEW AND
ADD SOME NEW ONES:**

Local Art Gallery –Auction or receive part of the proceeds if certain pieces sell.

Bowling Tournaments

Golf Tournaments

Pickle Ball Tournaments

School Fairs

Hair Cut Challenges

Pet Photo Contest- charge for participating

Dance – A- Thon

Non-Event Fundraising Sources

GIVE MIAMI DAY

Giving Tuesday

Government Grants - The Miami Foundation

Foundations - The Children's Trust

Local Restaurant Partners, i.e. Mc Donald's

Over 1000 Students Available For Summer Internships!

Become an SYIP Partner with M-DCPS,
An "A" rated public school district!

Businesses Can Hire Tomorrow's Workforce, Today!
Contact us today to see how you can make a difference!

Call 305-693-3005

or

Visit [Miami.getmyinterns.org](https://miami.getmyinterns.org)

As part of a career-focused educational experience, Miami-Dade County Public Schools announces the 2021 Summer Youth Internship Program!

July 1 - August 5, 2021

Interns are paid through a grant, so there is no cost to an organization!

REQUIRED HOURS:

150 HOURS – All hours must be completed during the 5 weeks of the SYIP Program.

SUGGESTED SCHEDULE:

30 HOURS A WEEK (DURING THE 5 WEEKS OF THE SYIP PROGRAM)

STUDENT POPULATION:

Rising 10th through 12th Grade high school students between the ages of 15-18 and enrolled in a Miami-Dade County Public High School.

STUDENT SELECTION:

Employers must register at <https://miami.getmyinterns.org>

Please Note: The internship provider (Internship Employer) must be located in Miami-Dade County and has the final say on the selection of the student intern pending that the student has met all established criteria.

SUPERVISION:

A workplace supervisor from the employing organization will evaluate the intern twice during the internship and an M-DCPS teacher supervisor will be assigned to the intern and will communicate twice with the workplace supervisor and intern (one on-site visit and one phone contact during the 5-week internship period).

STUDENT ACCIDENT INSURANCE:

THERE IS NO LIABILITY FOR THE EMPLOYER AS ALL INTERNS ARE REQUIRED TO OBTAIN STUDENT ACCIDENT INSURANCE.

INTERNSHIP HOTLINE NUMBER:

305-693-3005 or <https://dcte.dadeschools.net>



July 1 - August 5, 2021

COMPANIES SIGN UP AT
[MIAMI.GETMYINTERNS.ORG](https://miami.getmyinterns.org)

305-693-3005



Upcoming Events

Stephen G. Marriott Marriott Memorial Golf Tournament
TBA

National Groundhog Job Shadow Day
Feb 2, 2022

NAF MEGA Student Industry Conference
April 12, 2022

Around the World Culinary Tour & Auction
TBA

Contact Julie Kennedy at 305-693-3017 or juliekennedy@dadeschools.net for more information.

Please, Support Our NAF Academy Students On

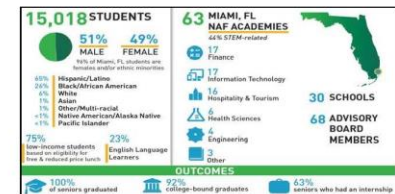


The Miami Foundation
GiveMiami 2020
11.19.20 day

More than just a Career Academies Class...
NAF Academies empower students to be prepared for college and careers through real-world "work-based" learning activities...

Developed and supported by Industry and Community Friends
and Advisory Board Members

A donation of \$250 will support seven student attendees of the NAF Mega Student Industry Conference.



GIVE MIAMI DAY is a 24-hour county-wide "GIVING" event sponsored by The Miami Foundation who provides an additional bonus percentage for each donation during this one-day event!

DONATE ON NOVEMBER 19, 2020 at

www.givemiamiday.org/meca-naf-academies

Early Giving opens on November 16th on Give Miami Day website
OR make a commitment today, (see pledge card attached)
www.miaminafacademies.org/give-miami-day

Donations should be made payable to
Magnet Educational Choice Association (MECA)
a 501(c)3, Not-For-Profit, Direct Support Organization of Miami-Dade County Public Schools
All donations are Tax Deductible

Our Students Thank You!



#NAFNE

Virtual Reality For Events

Book Your Next VR Event With Us

Rent Now

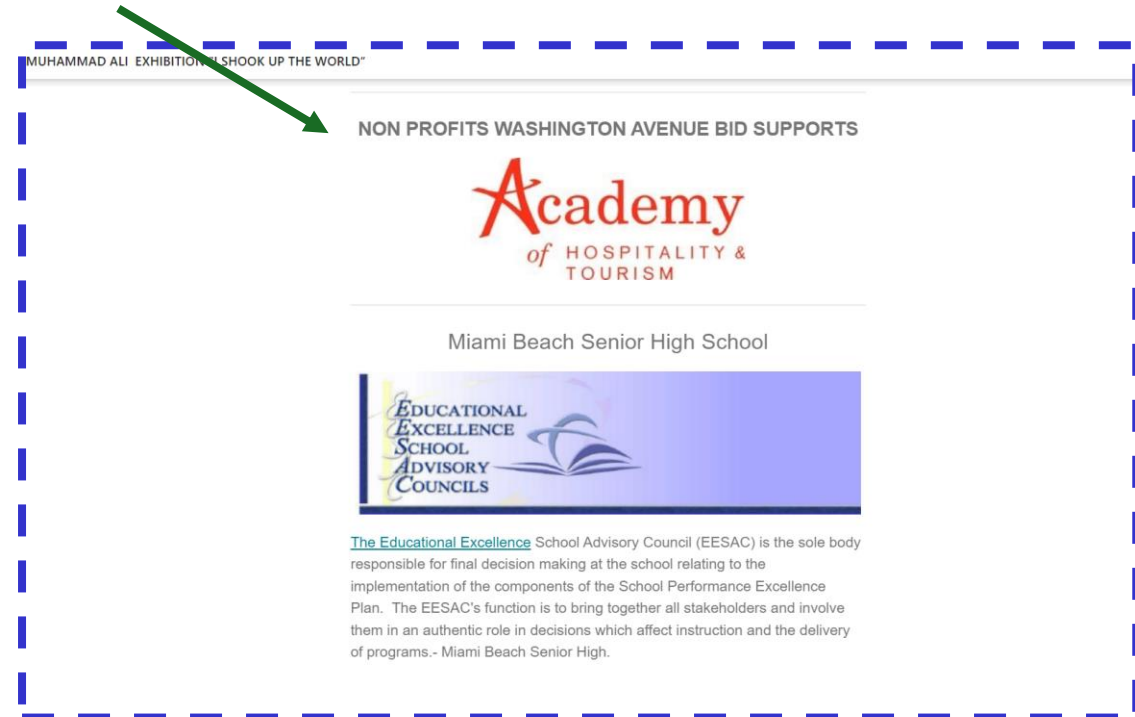
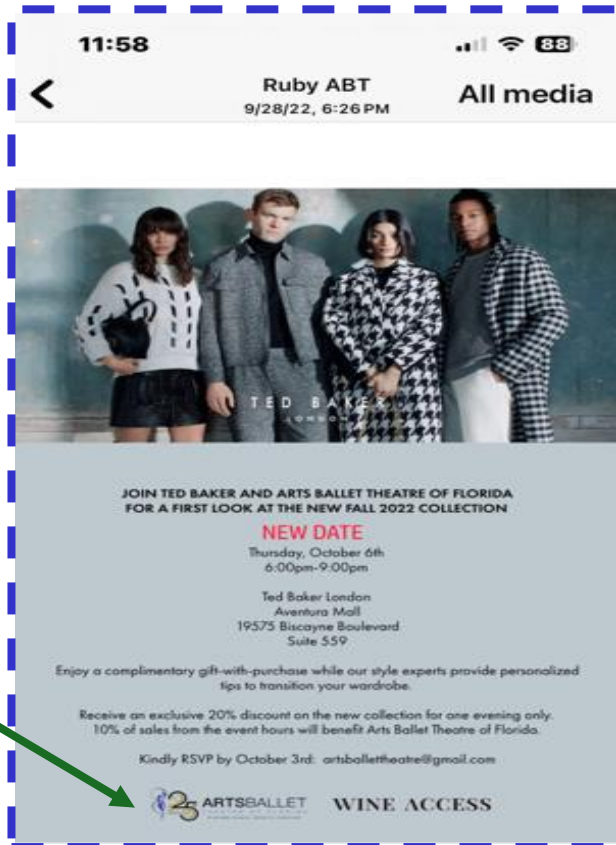


NEW IDEAS:

Online Gaming Tournament- price for the entry fee goes to your fundraising account

New: Virtual Reality Experience- rent equipment or partner with a company that has the equipment to set up an event. Charge for participation- include refreshments (restaurant sponsor)

PARTNER WITH BRAND OR STORE TO SET UP AN IN-PERSON EVENT WHERE PEOPLE SHOP AND PART OF THE PROCEEDS GO TO YOUR ORGANIZATION



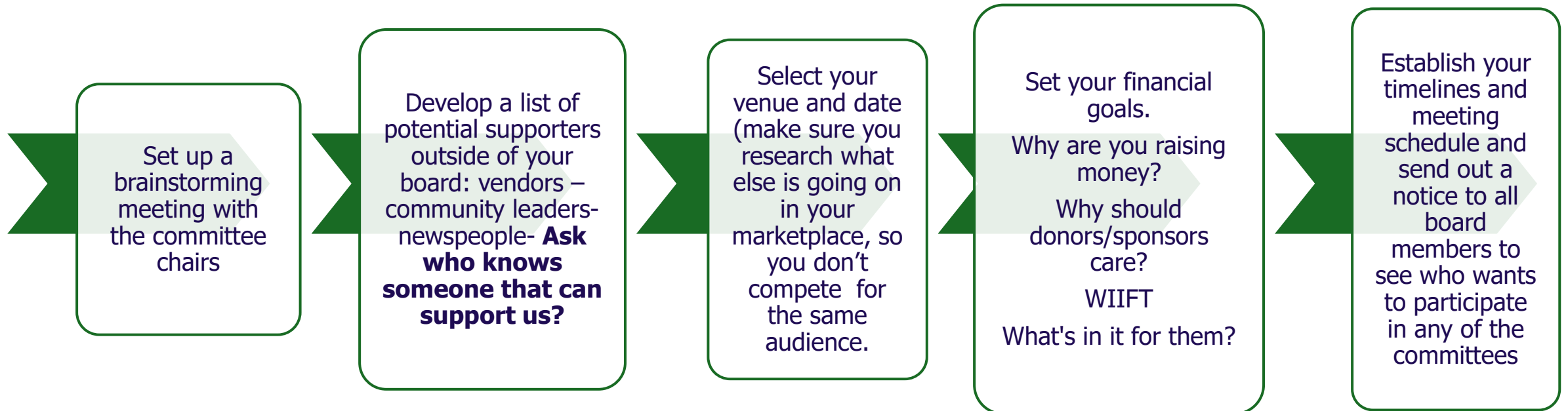
CHECK OUT ALL THE RESOURCES

The screenshot shows a YouTube video player with the following details:

- Video Title:** 100 Ultra Effective Fundraising Ideas
- Channel:** Wild Apricot Membership Software (8.85K subscribers)
- Engagement:** 605 likes, 40K views, 4 years ago
- Player Controls:** 0:13 / 10:53, Contest Ideas, volume, play/pause, full screen, etc.
- Right-Side Recommendations:**
 - Engage Every Member (1:42)
 - Top 5 Fundraising Ideas (4:03)
 - Fundraiser Ideas: Tips To Make Creative Profitable Fundraiser... (4:17)
 - RallyUp in 90 Seconds (1:31)
 - How To Do Fundraising At Your School! Fundraising ideas for... (9:34)
 - Top ten workplace fundraising ideas (5:24)
 - Best ONLINE Fundraising Ideas for Nonprofits (13:14)
 - Top 5 Fundraising Ideas (3:46)
 - 5 Ways Companies Give Money

NOW THAT YOU HAVE YOUR IDEAS...

- How are you going to implement your fundraising activities to achieve your goals?

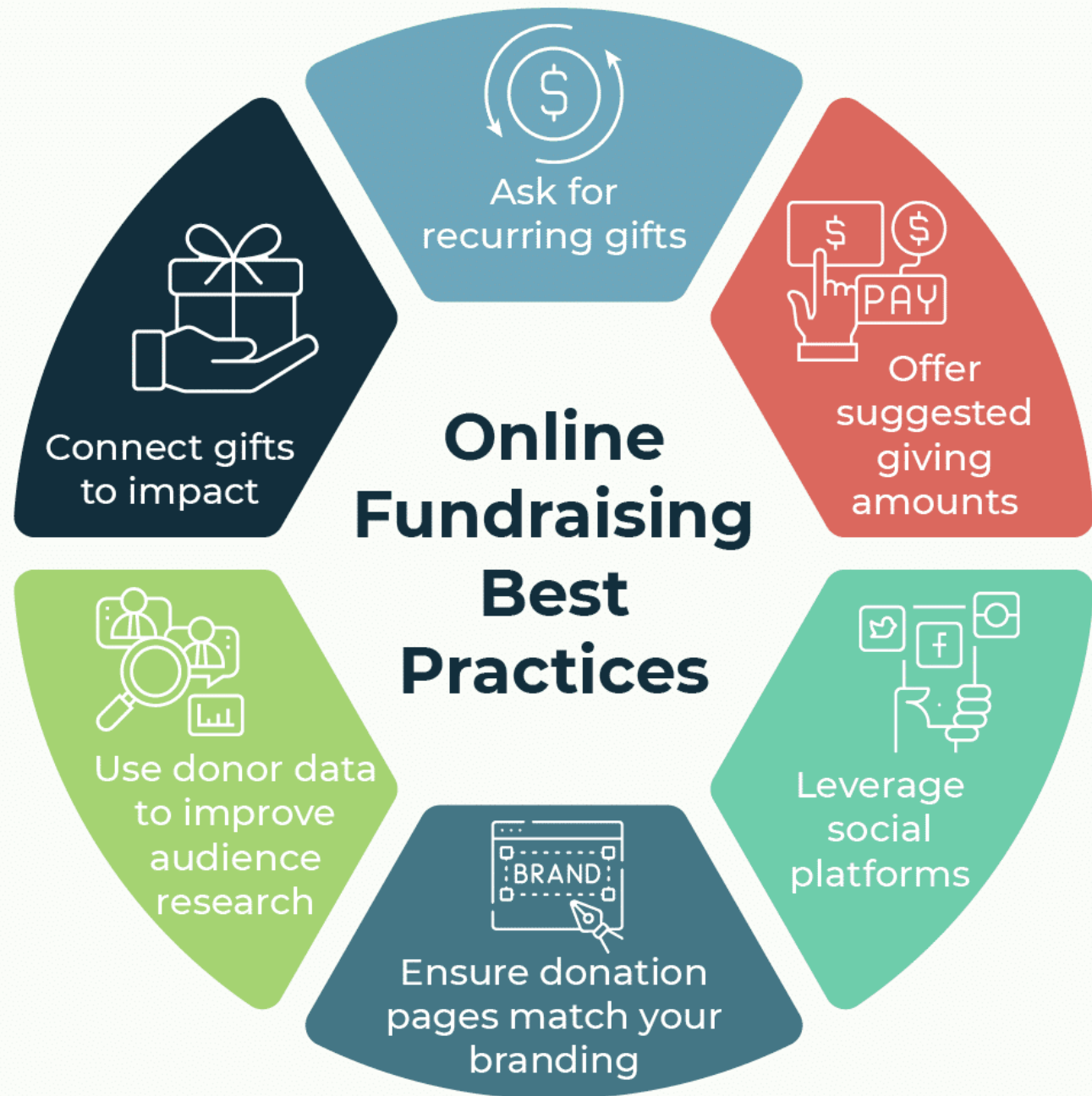




MARKETING YOUR EVENT

Marketing & PR

- If you want to level up your **nonprofit fundraising** game, it's time to get strategic with social media!
- By using smart strategies and techniques, you can unlock the true power of social media to connect with supporters, promote your cause, and increase donations.



BEFORE YOU START:SOME POINTS TO CONSIDER...

- MatchPro's recent social media fundraising statistics state that 32% of online donors say social media inspires them to give the most, a big jump from last year.
- When it comes to donating through social media, Facebook posts had the most significant impact on 56% of people.
- Instagram was most impactful for 21% of people
- Twitter influenced 13%.
- YouTube had an impact on 5% of people
- LinkedIn had the smallest impact at 4%.

CREATING YOUR NONPROFIT FUNDRAISING CAMPAIGN

Customize Your Social Media Fundraising Posts



Each social media channel is unique, so posts should be written to fit each specific audience. Don't apply a "cut and paste" approach across different platforms. Instead, customize posts to fit different channels. For example, Twitter has a limit of 140 characters per post, so brevity is a necessity. Instagram is all about pictures and imagery, and you'll need to create videos to use YouTube.



Experiment with Different Types of Content



Try different approaches to see what works. If you see a particular day of the week, time, or type of post garners more response, continue in that direction. Pay attention to your followers' feedback and adjust your posts to fit what inspires or engages them.

SET UP A LANDING PAGE FOR THE EVENT WITH ALL THE EVENT/FUNDRAISER DETAILS

The NAF Academies of Miami-Dade County Public Schools



[About](#) [Reports](#) [Events](#) [News](#) [Get Involved](#)

[NAF Conference](#)

[Donate](#)

THE ACADEMY OF HOSPITALITY AND TOURISM ADVISORY BOARD PRESENTS ...

The 32nd Annual South Florida Tourism Professional of the Year Luncheon

November 16, 2023 | 11AM

00
Days

00
Hours

00
Minutes

00
Seconds

[Register Here](#)

[Become A Sponsor](#)

CREATE A PLAN TO GET THE WORD OUT...

- **SAVE THE DATES-** are great to start promoting your event even if you do not have all the details set in place.
- Send out to your mailing data base – post on social media and local event sites
- Create a marketing/PR Calendar to determine when to send out each campaign and where to post

SAVE THE DATE!!!

**South Florida
Professional
of the Year
Luncheon**
**9-30-2021
Agency Miami**

CELEBRATES
30
on the 30th!



**The Most
Hospitality
of the Year!!!**

For information
table sponsorship
please contact:
ry@ (305)282-3792



Join our past winners
united in one common goal:

**Educating the
South Florida
Future Workforce!**



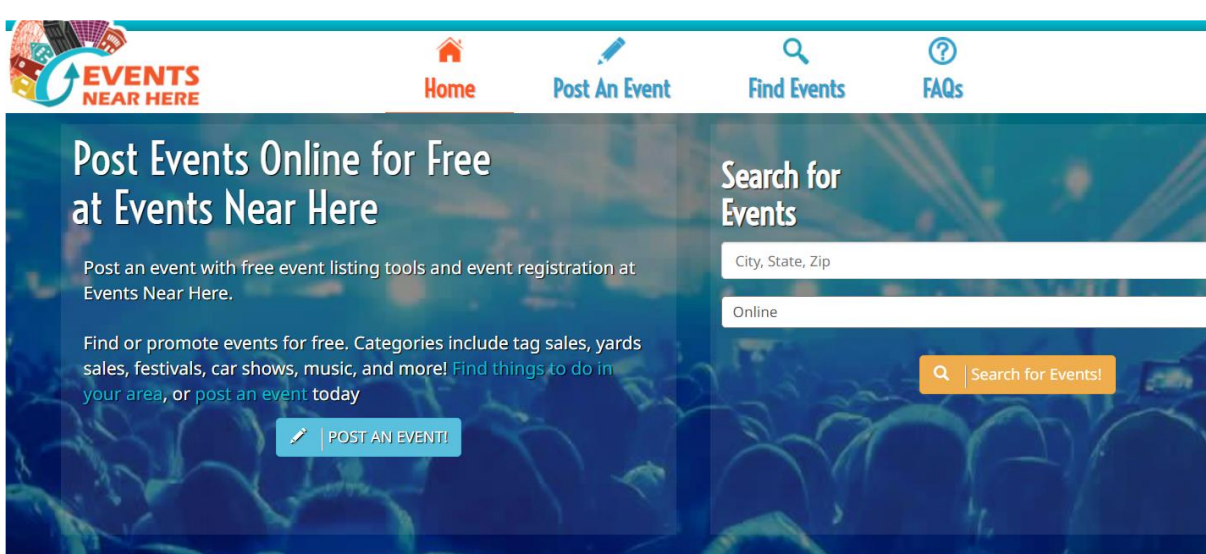
Presented by the Academy of Hospitality & Tourism Advisory Board

NOVEMBER 16, 2023

Hyatt Regency Miami | Regency Ballroom | 400 SE 2nd Ave
Registration and Networking 11:00 a.m. – 12 Noon
Lunch at 12 Noon

\$135 Individual Seating
Table of Ten
\$1250 before October 1st, 2023
\$1350 after October 1st, 2023

Events Near Here and Community Calendars



The screenshot shows the homepage of 'EVENTS NEAR HERE'. The navigation bar includes 'Home', 'Post An Event', 'Find Events', and 'FAQs'. The main content area features a large heading 'Post Events Online for Free at Events Near Here' and a search section with input fields for 'City, State, Zip' and 'Online', and a 'Search for Events!' button. A 'POST AN EVENT!' button is also visible.

EASY TO START

Post events for free! Create an account and we will submit your event to major search engines. We'll even share some events on our twitter account! Post your event as early as possible to take full advantage of our services.

GREAT FEATURES

Events Near Here offers a suite of promotional tools to build awareness about your event. From free event ticket advertising, and countdown clocks, Events Near help generate awareness about your event.

Manage Your Events

Welcome back Josephine Podesta Soto!

Create more events. | Manage previously posted events below.

Event Ticketing at EventsNearHere

CREATE FREE TICKETS

Sort By Title | Sort by Dates

Expired Events

21st Around The World Dinner - A Taste Of Miami

Location: 1633 N Bayshore Drive MIAMI, FL | Dates: 05-19-2022 through 05-19-2022

This ad is expired. Edit and renew the event.

23rd Around The World Dinner- A Culinary Expedition 2024

Location: 1633 N Bayshore Drive MIAMI, FL | Dates: 05-09-2024 through 05-09-2024

This ad is expired. Edit and renew the event.

30th South Florida Tourism Professional Of The Year Award Luncheon

Location: 400 S, SE 2nd Ave MIAMI, FL | Dates: 09-30-2021 through 09-30-2021

This ad is expired. Edit and renew the event.

32nd South Florida Tourism Professional Of The Year Award Luncheon

EMAIL CAMPAIGN-ACTION SUBJECT LINE

Promote Your Business or Honor a Nominee at the 32nd Annual South Florida Tourism Professional of the Year Luncheon - Secure Your Program Ad Now!

A Academy of Hospitality & Tourism Advisory Board
To: Josephine Podesta Soto

☺ Reply Reply all Forward 📧 ..
Fri 10/20/2023 1:02 PM

You forwarded this message on Wed 10/25/2023 9:00 AM



ALWAYS GIVE UPDATES ON YOUR SOCIAL MEDIA FUNDRAISING CAMPAIGNS

- Social media is all about the present. Provide real-time updates on the progress of your campaign and how far away you are from meeting your goals.
- Seeing a post that says there are “less than a few hundred dollars to go” could inspire someone to pull the trigger on donating to help cross that monumental fundraising mark.



**Two amazing speakers
- one event!
Only 8 Tables Left...**

Proceeds go towards scholarships for our high school students. Support the education of our future leaders in travel and hospitality.
Email: JulieKennedy@dadeschools.net for details and tickets.

Chef Michelle Bernstein



Dr. Michael Cheng, FIU
Dean Chaplin School of Hospitality



23rd Annual **Around The World**
DINNER

A Culinary Expedition

MAY 9, 2024
 6 - 9 PM



Online Auction Now Open!

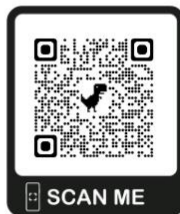
Dive into a world of excitement with the 23rd Annual Around the World Dinner's ONLINE AUCTION now live! From luxurious hotel stays to tantalizing dining experiences and fun entertainment, there's something for everyone. Bid now and seize the chance to win amazing prizes while supporting a great cause! Don't miss out on your ticket to adventure!

INTERACT WITH CHEFS & CULINARY HIGH SCHOOL STUDENTS AS THEY BALANCE CREATIVE ARTISTRY & GOURMET FOOD

HOST SPONSOR



PLATINUM SPONSOR

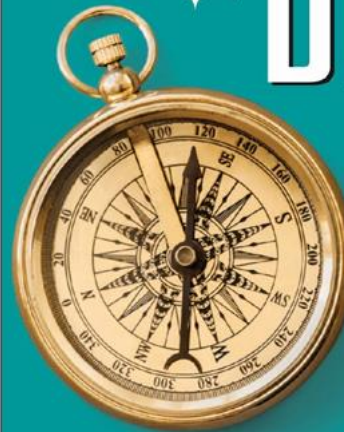


CALL 305-693-3017 OR EMAIL [JULIEKENNEDY@DAESCHOOLS.NET](mailto:juliekennedy@dareschools.net) FOR MORE INFO

23rd Annual **Around The World**
DINNER

MAY 9, 2024
 6 - 9 PM

A Culinary Expedition



175\$

INDIVIDUAL

Miami Marriott Biscayne Bay
 1633 North Bayshore Drive
 Miami, FL 33132

1500\$

TABLE OF 10
LIMITED SEATING

Interact with chefs & culinary high school students as they balance creative artistry & gourmet food

Self-parking and Valet \$18. Additional overflow parking is available across the street at the Omni Parking Garage.

BENEFITING PUBLIC HIGH SCHOOL STUDENTS IN THE ACADEMY OF HOSPITALITY & TOURISM PROGRAM

Sponsorship opportunities available Call Julie Kennedy at 305-693-3017 or juliekennedy@dareschools.net



HOST SPONSOR



PLATINUM SPONSORS



AT TIME OF PRINTING

Purchase Your Tickets

INCLUDE A CALL TO ACTION IN YOUR SOCIAL MEDIA POSTS

- Don't forget to add a call to action in some of your social media posts, asking your followers to "take the next step."
- Chances are, they want to help share your story, but they might need a reminder such as "click here to donate now," "share this," "help spread the word," or "get your tickets here."



Belkys Nerey to MC the 2023 South Florida Tourism Professional of the Year Award Luncheon.

Hosted by the Academy of Hospitality & Tourism Advisory Board.

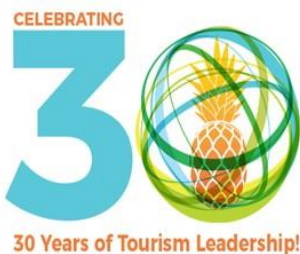
Hope you can join us on November 16, 2023 at the [Hyatt Regency Miami](#).

Proceeds go towards scholarships for our high school students. Support the education of our future leaders in travel and hospitality.

- Email JulieKennedy@dadeschools.net for details and tickets.



South Florida
Tourism Professional
of the Year Luncheon
SEPTEMBER 30, 2021
Hyatt Regency Miami



The Academy of Hospitality & Tourism Advisory Board - Miami-Dade County Celebrating Our Past Winners

Wendy Kallergis works closely with various tourism and hospitality partners to continue to grow Miami as a top-tier worldwide travel destination. The GMBHA is a membership-based organization comprised of 160 hoteliers and 300 allied members across Miami-Dade County. The association's goal is to unify the travel, tourism and hospitality industry with business and government leaders locally, nationally, and internationally in order to enhance the visitor experience through education, advocacy and networking. Kallergis began to make her mark on the business of growing Miami Beach businesses while at the Miami Beach Chamber of Commerce.



SCAN THE QR CODE TO SUBMIT 2021 NOMINATIONS

Purchase Your Tickets

We would greatly appreciate your contribution to our silent auction by donating an in-kind item or service. Your donation will not only enhance our event but also support our mission to prepare a diverse community of high school students for post secondary education and careers in hospitality & tourism.

Whether it's a unique item, a gift certificate to your business, or an exclusive experience, your generosity will help make a difference. Your donation will be prominently featured at the event, providing valuable exposure to our attendees while showcasing your commitment to our cause.

Bidders all over the country will be able to view and bid on items online prior to the Around the World Dinner. Items donated by your company will be featured in our auction website and social media promotions where your company name will be prominently displayed.

Donate an Item Today!



SPOTLIGHT VOLUNTEERS AND DONORS TO SHOWCASE THEIR STORIES AND WHY PARTICIPATING IN YOUR CAUSE IS AN IMPORTANT PART OF THEIR LIVES.

We're thrilled to introduce our distinguished guest speakers for the 32nd Annual South Florida Tourism Professional of the Year event! Join us in welcoming Suzy Battle, the creative genius behind Azucar Ice Cream, and Jane Wooldrige, an award-winning journalist and Miami Herald veteran. Get ready to be inspired by their expertise and insights as we celebrate excellence in the tourism industry. Don't miss this remarkable opportunity!



Suzy Battle, Azucar Ice Cream



Jane Wooldrige, Miami Herald



We are excited to announce that the renowned Belkys Nerey from WSVN 7 will once again grace us as our special guest MC for the 32nd Annual South Florida Tourism Professional of the Year Luncheon!

Don't miss the chance to be part of this remarkable occasion. Secure your tickets today to join us for an inspiring celebration of the best in South Florida tourism.

[Purchase Your Tickets Today!](#)



Another great year with an amazing guest speaker **Jane Wooldrige** an award-winning business, arts and travel multimedia journalist and veteran of the Miami Herald.

This event is hosted by the Academy of Hospitality & Tourism Advisory Board, Miami-Dade County

Hope you can join us on Sept 16, 2023 at the Hyatt Regency Miami.

Proceeds go towards scholarships for our high school students. Support the education of our future leaders in travel and hospitality.

- Email JulieKennedy@dadeschools.net for details and tickets.



Jane Wooldrige



Meet the Nominees!
 Presented by The Academy of
 Hospitality & Tourism Advisory Board
 November 16, 2023
 Hyatt Regency Miami



Julissa Kepner
 General Manager
 Miami Marriott Biscayne Bay



- During COVID-19, served on Miami-Dade County Mayor's Hotel Task Force
- Focuses on mentoring high school and college students in the local underserved communities
- Serves on the Greater Miami Convention & Visitor's Bureau Board of Directors, recently appointed the new Board Chair; the Florida Restaurant and Lodging Association Miami Dade Chapter
- Recipient of multiple awards: Mustang Award, Edge Awards from Marriott International, Breakthrough Leadership Award and the Eastern Talent Leadership Award

The winner will be announced on November 16, 2023. To purchase tickets to the event call 305-693-3017.

These hospitality trailblazers have dedicated themselves to promoting our beautiful region, enhancing the visitor experience, and giving back to their community. Stay tuned as we celebrate their outstanding contributions and announce the recipient at this year's prestigious event on November 16, 2023 at the Hyatt Regency Miami.

Bibi Andrade
 Bibi Art Media, Inc.

Julissa Kepner
 Miami Marriott Biscayne Bay

Mychal Milian
 Marriott and AC Hotel Ft. Lauderdale Airport

Jonathan Plutzik
 The Betsy South Beach

Eric Poms
 Orange Bowl Committee

Gene Prescott
 Seaway Hotels Group

Ceci Velasco
 Ocean Drive Association



Elevate your brand and show your support at the 32nd Annual South Florida Tourism Professional of the Year Awards! Purchase an ad in our digital program for just \$50 (half page) or \$100 (full page).

Promote your business and gain visibility among industry leaders, or use this opportunity to honor a nominee. It's a win-win! Don't miss out—secure your ad space today and be a part of this prestigious event.

Purchase an Ad today!

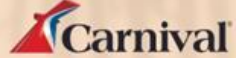


Master of Ceremony
Belkys Nerey
 WSVN Channel 7



Guest Speakers

Bettina A. Deynes
 Global Chief Human Resources
 Officer
 Carnival Corporation



Chef Ralph Pagano
 Naked Taco
 Lifetime TV's "Ralph on the Road"



This year's event will feature the talents of award-winning master drummer, **Gerald Zilas** (left) and DJ and Musician **Jorge Gomez** (right)! Don't miss out on all of the fun!



ADDED VALUE PURCHASES INCREASE YOUR FUNDRAISING GOALS



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SPONSORSHIPS AVAILABLE

Purchase Your Tickets Today!

Host Sponsor



Platinum Sponsors



Silver Sponsors



Joe DiMaggio Children's Hospital

UnitedService Companies



Highlight Donors' Impact on Your Nonprofit Fundraising

Use social media to thank your donors and volunteers for their contributions and let them know how their gifts are invaluable to your cause.

Let them see the real impact of their donation by breaking it down to show the results (i.e., "For each \$50 that is donated, we can buy five pairs of shoes for children in need.")

All profits will go toward scholarships to graduating seniors.

Consider creating a thank-you video using testimonials from those receiving the benefits of the campaign.

ACADEMY OF HOSPITALITY & TOURISM
ACADEMY OF EDUCATION | ACADEMY OF ARTS & ENTERTAINMENT

FALL UPDATES
Soaring to New Heights

As the warm tones of autumn settle upon Miami, the Academy of Hospitality & Tourism reflect on a vibrant first half of the school year. From classroom triumphs to hands-on industry experiences, our dedicated students are forging their paths as future leaders in hospitality and tourism.

We are so grateful for the support of our community partners, and we're excited to continue to work with you to prepare our students for success.

The 32nd Annual South Florida Tourism of the Year Award

Established in 1991 by the visionary minds of the AOHT Advisory Board, composed of influential leaders in the travel and tourism sector, this prestigious award celebrates exceptional individuals who have carved their mark on both the travel industry and the south Florida community at large.

Gene Prescott Awarded the 2023 South Florida Tourism Professional of the Year Award

Gene Prescott, a pioneering force in Florida's vibrant hospitality industry, has left an enduring mark on the region's growth over several decades. Gene's work since his arrival in Florida 40 years ago has culminated with far-reaching statewide industry impacts.

[READ MORE](#)

Hialeah Gardens Senior High Academy of Arts & Entertainment Shines!

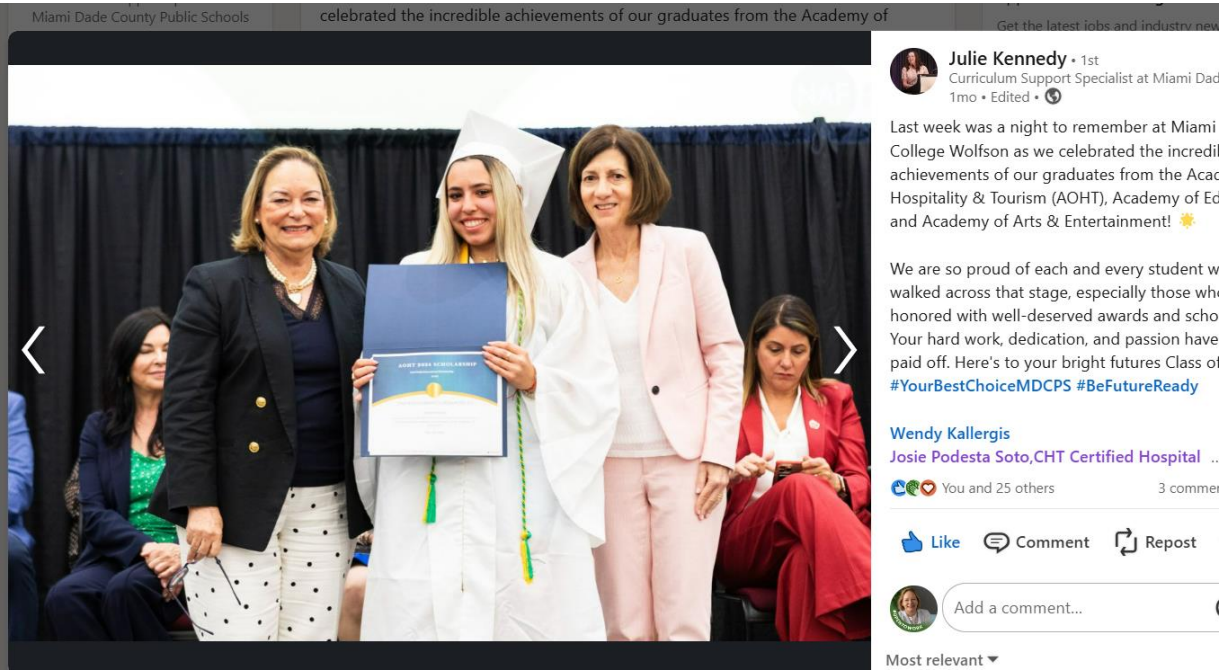
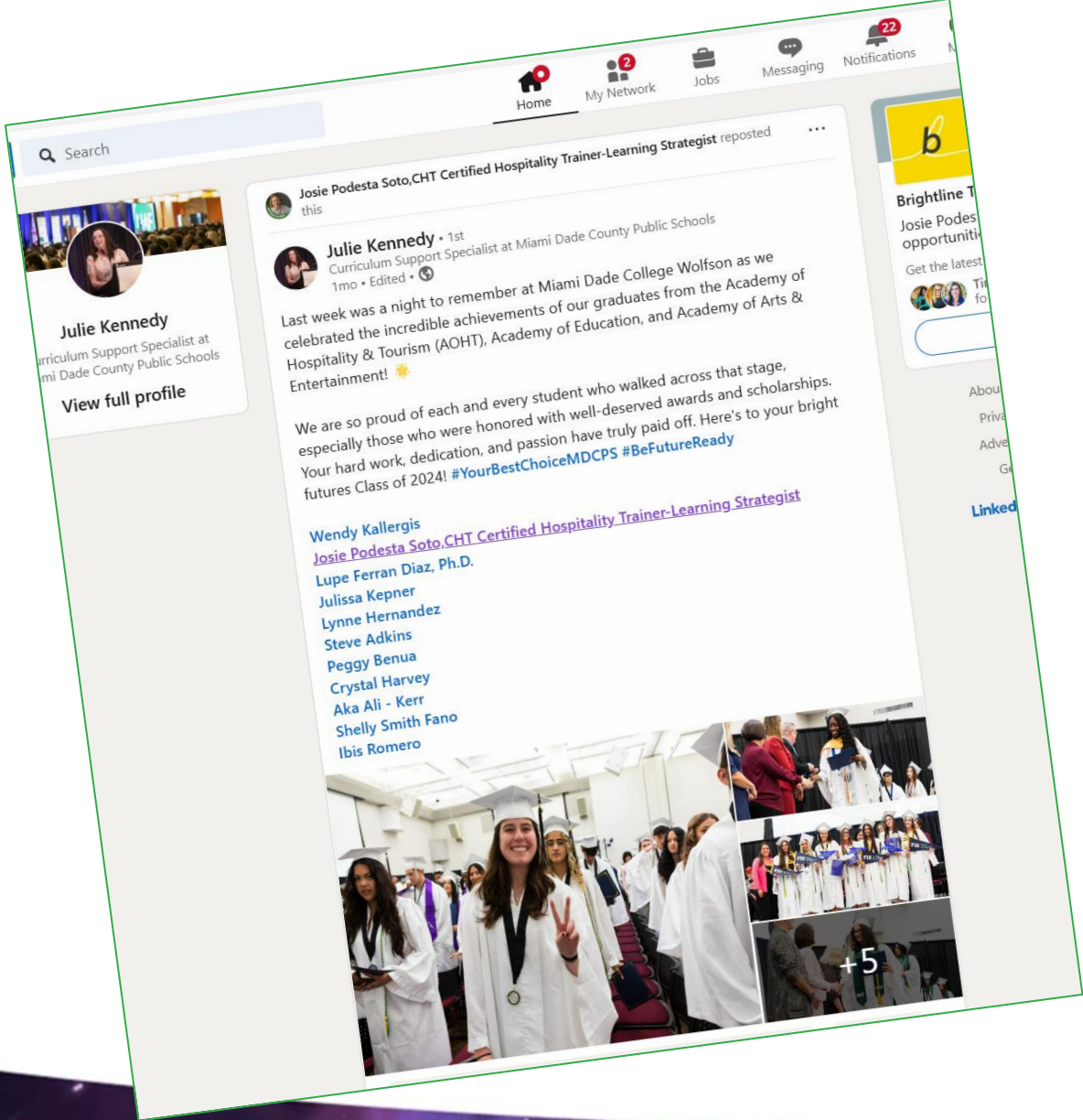
As guests arrived, they were greeted by the melodious voices of the school's choir, setting a delightful ambiance for the event.

Fashion students impressed attendees with their innovative designs. A curated selection of their creative projects were on display, highlighting the sartorial flair and artistic vision of the students.

Hialeah Gardens Senior High Academy of Hospitality & Tourism and the Academy of Education

Future educators and hospitality professionals from Hialeah Gardens Senior High made their mark at the 32nd Annual South Florida Tourism Professional of the Year Luncheon. Students from the Academy of Hospitality & Tourism and

HIGHLIGHT DONORS' IMPACT ON YOUR NONPROFIT FUNDRAISING





HOW TO MAKE A FUNDRAISING VIDEO

Whether you're filming a nonprofit story or promoting a specific campaign, following these tips will help you drive donations with your fundraising video.

- Craft a captivating pitch.
 - Clearly communicate the specifics of your campaign.
 - Harness the power of video storytelling.
 - Keep your videos concise and impactful.
 - Be genuine.
 - Include a strong call-to-action
-
- Fundraising videos build your case for support, providing viewers with an in-depth look at your organization and inspiring them to take action. It's no surprise, then, that [57% of people](#) who watch fundraising videos go on to make a donation.
 - If videos aren't already part of your [fundraising plan](#), then you're missing out on a valuable opportunity to engage donors and drive meaningful results.

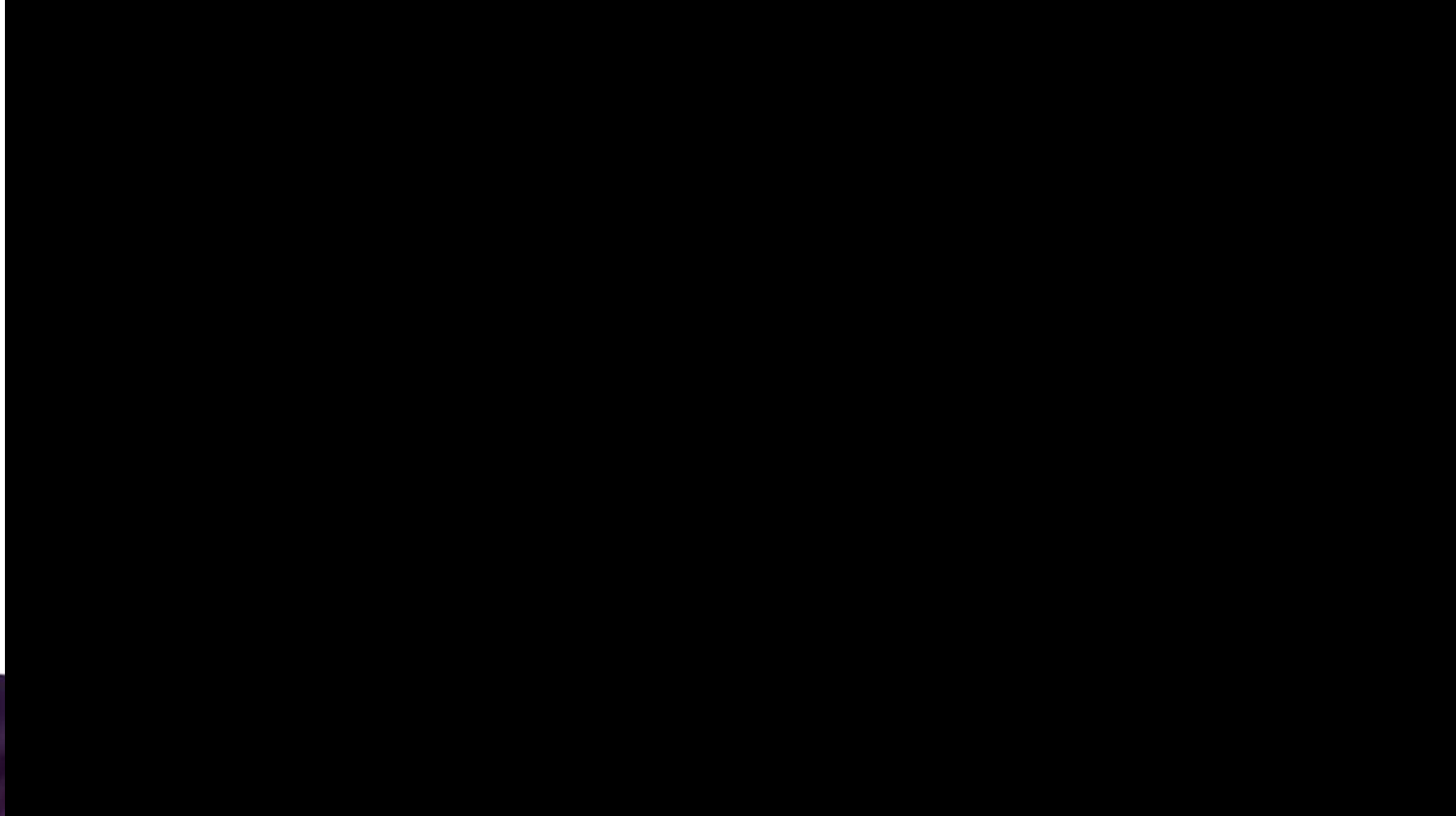
WHOLE WHALE



STRATEGY IN A SEA OF WEB DAT



CONSIDER CREATING A THANK-YOU VIDEO USING TESTIMONIALS FROM THOSE RECEIVING THE BENEFITS OF THE CAMPAIGN.



TESTIMONIAL VIDEO





32nd South Florida Tourism Professional of the Year Luncheon
 Presented by the Academy of Hospitality & Tourism Advisory Board
 Available Sponsorship Levels-2023

SIGNATURE SPONSOR - \$5000 +

- VIP Table (seating for ten) reserved for the luncheon.
- Your COMPANY NAME/LOGO will appear prominently on the invitation.
- Your COMPANY NAME/LOGO will appear on the luncheon collateral, press materials and social media listings.
- Your COMPANY name/logo will appear prominently on event signage.
- VOCAL RECOGNITION from the MC at the luncheon.
- Collateral Materials displayed at a table in the Foyer.
- Short Company Promotional video to run in Foyer screens (video provided by sponsor)

PLATINUM SPONSOR - \$3000

- ONE VIP TABLE (seating for ten) reserved for the luncheon.
- Your COMPANY NAME/LOGO will appear on the luncheon collateral, press materials and social media pages.
- Your Company name & logo will appear prominently on event signage.
- VOCAL RECOGNITION from the MC at the luncheon.
- Collateral Materials displayed at a table in the Foyer.

SILVER SPONSOR - \$1350

- ONE TABLE (seating for 10) reserved for the luncheon.
- YOUR COMPANY NAME/LOGO will appear on the select luncheon collateral, press materials, and social media listings.
- Logo on video presentation as Table Sponsor

BRONZE SPONSOR - \$500 - \$1000 (can include Auction Items, Prizes, Program Printing)

- One Ticket to the Event
- YOUR COMPANY NAME/LOGO will appear on the select luncheon collateral, press materials, and social media listings

Sponsorship Form

Name _____ Title _____
 Company _____
 Address _____ City _____ State _____ Zip _____
 Phone _____ Fax _____ Email _____

We would like to commit to the following sponsorship level: One Only- Signature Platinum Silver Bronze One Luncheon Ticket

Check Enclosed (Make check payable to MECA) | Credit Card Visa MC Amex

Card Number _____ CVV# _____ Exp Date _____

Signature _____

Please send your response via fax to (305)696-9346 or mail form to the attention of: Julie Kennedy, Department of Career & Technical Education, MDCPS | 10151 NW 19th Avenue, 33147 | 305-693-3017

2024 Around the World Dinner and Auction

Table Sales/Sponsorships Action Items: George

Action Items	January 29, 2024
Send a personal email to each table sponsors from last year and give them fist option to purchase table/tickets	
Start promoting ad sales in the Program	
Review the mailing list to add additional potential sponsors to a target list of companies to approach for sponsorships. Send out letters for: <ul style="list-style-type: none"> Raffle prizes Auction item 	

Chefs and Beverages

Send a letter to last year's participant Chefs inviting them back by Feb 1 st letter out.	Julie is waiting for Lynne to let her know what Chefs she will be contacting. Stephanie presented new options for us to approach
Contact new potential chefs /restaurants for participation	
Culinary students will participate with all the chefs and Julie is coordinating the schools. Going to invite 6 schools	
Work with venue on Chef set ups set ups	Julie has sent the set-up letter to Marriott
Liquor Sponsors	
<ul style="list-style-type: none"> Beer Wine Bacardi 	

Around The World Dinner 2024 Event Brainstorming and Date Selection Meeting

December 18, 2023- Hosted by Marriot Biscayne Bay

Attendees: Julissa Kepner, Julie Kennedy, Wendy Kallergis, Josie Podesta Soto, Lesby Paz, Lilian Lopez

Event Name for 2024: Around the World Dinner presents *A Culinary Expedition*
 Date: May 9, 2024 at 6:00pm

Table Sales:

- Goal for 2024: 25 tables. The room will be arranged to accommodate the increase in tables.
- Price \$1500.00 per table; \$150 for single tickets
- All previous table sponsors from 2021 and 2023 will be approached.
- Save the Date suggested to go out around January 15, 2024 (everyone is back and settled)
- New logo for invite to be design – Vivian will be contacted

Culinary Participation: 8 Restaurants

- Review potential candidates and invite a well-known celebrity chef to be featured- this will drive table sales; a specific list will be compiled with the name of the person that will be contacting that chef. The goal is to have that list by January 15 at the latest and all the potential chefs' names should be sent to Julie and cc George and myself, we will then start the process of tracking at our committee meetings in January.
 - Wendy already made various suggestions: Chef Adrian Calvo and Lowes Restaurant
 - Chef Allen will also be on that list.
 - Suzie from Azucar will be formally invited with a follow up from Ginny in January
 - Additional dessert sponsors to be invited: Todo Dulce.
- All chefs that participated in 2022 and 2023 will receive a letter inviting them to participate in the 2024 event- this letter will have deadline for the response and commitment, so we have time to reach out to others in the event we get turned down.
 - My suggestion: Letters should go out after January 5th, 2024, as these chefs are now super busy with the holidays and the emails can be lost and forgotten.
 - Recommend that the letter be emailed and physically mailed to their place of business.
- Julie has already sent the letter with the instructions for participating chefs as well as the sponsor letter to Liby and Lilian for review and updates.

SAMPLES OF FORMS



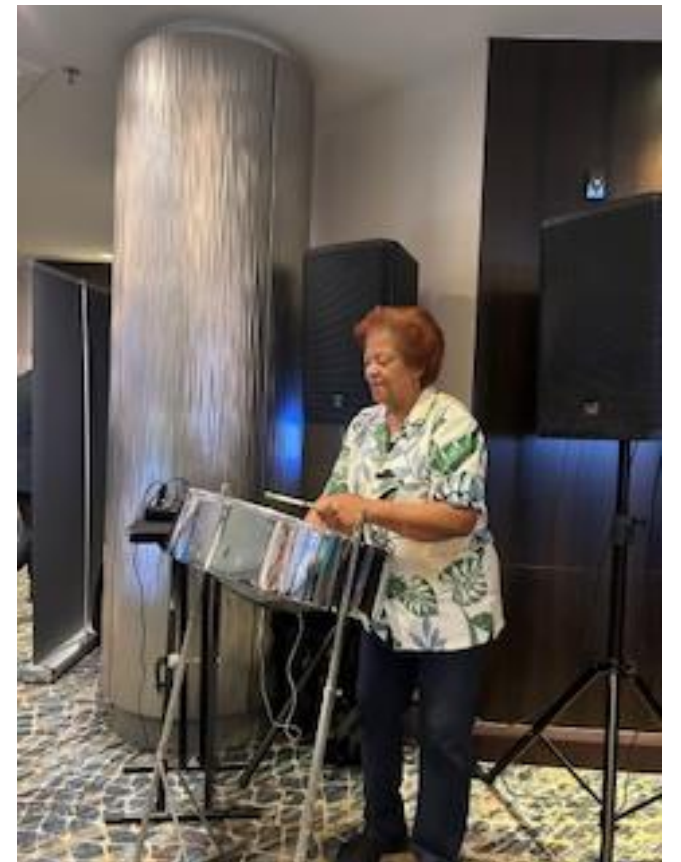
#NAFNEXT

Questions???

THANK YOU FOR YOUR
PARTICIPATION!

**CELEBRATING AT OUR
EVENTS**





2024









DON'T FORGET

to Complete this Session Evaluation!

Session Code:

#XXXX

