

# The Ultimate *Wine Pull* Fundraiser Guide



Everything You Need To Know To Host A Successful Wine Pull Fundraiser

Presented by Murad Auctions



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**What Is A Wine Pull?**



## What Is A Wine Pull?

A wine pull is a fundraiser that provides guests a chance to win a bottle of wine at a fundraising event. Typically, in a wine pull, guests pay \$25 or more for a chance to pull a bottle of wine.



# How Does A Wine Pull Work?

The bottles of wine are usually valued at \$25 or more to guarantee guests get wine worth the amount they paid. To add some excitement and increase interest, include a few bottles of wine that are valued at \$50 or more.

For a 300-500 person event, you can offer up to 150 bottles of wine.

For a Mystery Wine Pull, each bottle can be wrapped or placed in a sealed wine bag, so the label cannot be seen.

This can be as easy as using tissue paper in the colors of the event theme to wrap the bottles.

# How Does A Wine Pull Work?

Arrange the bottles of wine on a table, in wine racks, or another attractive display. You want to attract the guests' attention! Each guest pays for a Wine Pull and then chooses the bottle of wine from the display. Afterwards, they unwrap the bottle to see what they won.

They can take the bottle with them to their table or you can store it for them. Attach a label with their bid number to the bottle and store it behind the display until after check out. They show their receipt to retrieve their wine.

[Click here](#) to learn more about how easy it is to sell wine pull chances with our software!





## Wine Pull Variations



# Wine Pull Variations

## Blind Wine Pull

To add mystery to the game, you can offer a blind wine pull. To incorporate this variation, conceal the bottles of wine by wrapping them in crepe paper, tissue paper, burlap, or by putting them in wine bags or even cute, colorful socks. Usually, guests opt to purchase numerous bottles because they love this fundraising activity. To do this, offer one bottle for \$25 and 3 bottles for \$60 to encourage guests to purchase more.



# Wine Pull Variations

## Blind Wine Pull



# Wine Pull Variations

## Mystery Wine Grab

Create this great display board! Ask guests to pay \$25 for each cork they pull.



## Cork Pull Wine Pull Game

The guest buys a numbered cork from a basket or draws a number from a bowl and wins the corresponding bottle of wine. Each bottle is numbered to correspond to the cork that is pulled.



## Lucky Bottles Wine Pull Game

Attach a coin under one or two lucky bottles of wine. The guest who gets that bottle wins a \$100 gift card!

# Wine Pull Variations

## Wine Pull Ring Toss Game

At a recent event, the auction chair put a new spin on the standard wine pull. They created a wine pull ring toss game, which added some entertainment and fun competition to the night!

The game was called Fling the Ring Wine Bottle Ring Toss.

## Rules/Instructions

To win the bottle of wine, the tossed ring must fully encircle the bottle. No leaning is allowed! Both feet must stay behind the toss line. Guests can play as often as they want. One ring toss is \$10 and 3 ring tosses are \$25. All bottles are valued at least \$20.



# Wine Pull Variations

## Spin The Bottle Wine Pull Game

Recreate Spin the Bottle game using your wine pull bottles! Enter the game for \$25 and take a spin. Place bottles of wine around the table and when the bottle stops the guest wins the wine that the bottle pointing to!



## Wine Pull Bingo

Play Bingo! Number the bottles. Guests spin the bingo number basket. The number that comes out corresponds to the bottle of wine they win.



## Wine and Dine Pull

Tie an envelope containing a restaurant gift card to the neck of each wine bottle. Each pull is \$50 and they receive the wine and a restaurant gift card.

# Wine Pull Variations

## Spin The Wheel Wine Pull Game

Using a spinning wheel in your wine pull offers a wide variety of options. Create or purchase a wheel that has 10 or more prize options. Number each bottle of wine based on how many numbers are on the wheel. If you have a lot of wine, you can place wine in sections. Label each section with a number corresponding to the numbers on the wheel. Ask guests to spin the wheel and select wine from the section corresponding to the number they spin.

Increase interest by adding other wine-related prizes. These prizes can be won by landing on a *Pick Your Prize* space on the wheel. Some prize ideas include magnums of wine, baskets of wine, wine tastings or wine and cheese events at local wine shops. You can also include wine accessories like glasses, corkscrews, or restaurant gift cards.

Guests pay \$25 for a wine pull or \$40 for a wine pull and a chance to spin the wheel.



# Wine Pull Variations

## Use Playing Cards in Your Wine Pull

Using playing cards in your wine pull is a quick and easy process. Attach a playing card to each bottle of wine displayed at your event. Ask each guest to draw a card from another deck of cards. They win the bottle of wine that matches the card they selected.





## Dress Your Bottles Of Wine



# Dress Your Bottles of Wine

You can dress up the bottles to go along with your theme. A seminarian event asked the women's auxiliary to make priest vestments for their bottles of wine.



# Dress Your Bottles of Wine

Make it fun, but watch your budget. Don't overspend making the bottles look fabulous. The idea is to make money on this! At one of our client's fundraisers, wine bottles were wrapped in newspapers and the tops were shredded to look festive. It looked great and cost them nothing!



# Dress Your Bottles of Wine



# Dress Your Bottles of Wine

If your fundraiser is a black tie event, dress your wine bottles in black and white tuxedos. You can do this with black and white tissue paper as well.



# Dress Your Bottles of Wine

Use ribbons and different types of fabric to dress your bottles of wine. Here are some examples:



# Dress Your Bottles of Wine

If your fundraiser has a western theme, use burlap and twine to wrap your bottles.



# Dress Your Bottles of Wine

If your fundraiser is around holiday time, dress your bottles based on that holiday theme and colors.





# How To Get Wine Donated For Your Wine Pull



# Wine Donations

Use your imagination to help create fun ways to collect the wine for your wine pull! The sky's the limit!

## Wine Collecting Happy Hour

Ask a board member or auction committee member to host a Happy Hour at their home. Ask each guest to bring a bottle of wine to share and a bottle to donate to the auction. The invitation should specify that you want each bottle to be valued \$25 or more. Your supporters will have a great time socializing and your wine pull will be stocked in no time!



## Wine Tasting and Judging Party

Host a wine party and ask each guest to bring a bottle of wine to share and a bottle to donate to the wine pull. This time, the bottles that are to be shared are separated into Whites, Reds, Champagnes or Sparkling wines. Put the bottles in simple brown paper bottle bags to conceal the labels. The guests taste the various wines and vote on the best ones in the various categories. Give a prize to the guests who brought the winning bottles of wine. You can ask a local wine store or restaurant to bring in their wine expert to give lessons on wine judging. They might even conduct this tasting in their store or restaurant!

## Wine Store Wine Tasting Party

Ask a local wine store to host a wine tasting party and invite guests to buy wine that night to be donated to the wine pull. Many store owners will give a discount for each bottle purchased that night to give your donors incentive to buy and donate to your wine pull. Some owners may also donate a wine tasting party to your silent auction. In addition, they may give you a percentage of the wine sales the night of the tasting. These are great ways to make money from this event!



## Wine Registry

Go to a local store that sells wine. This can be a small local wine store or a large chain, such as Whole Foods, Total Wine or Central Market. Ask them to set up a wine registry for your event. The wine manager will go through their wine and select bottles that your donors can buy on behalf of your organization. Some stores will actually keep the purchased bottles in the store and you can pick them up. This makes it convenient for your donors, since they don't have to come by your office to drop off the wine. Ask the store to give an incentive to your donors so they will come to the store to purchase the wine. One store gave us 10% discount coupons to email out to our donors. These could be used for any bottles purchased for the wine pull **and** bottles they purchased for themselves on the same day.

## Host a School Art Show

A local school in Dallas hosts an art show displaying the artwork created by their children in art class. This is an evening event and is a great time for parents to mingle and get to know each other. The parents' entrance fee is a bottle of wine and they can only purchase the artwork if they attend the event. Parents could be asked to bring a bottle to share as well if alcohol is not provided by the school.

The art department benefits by selling the artwork and the auction committee walks away with lots of wine!



## Wine Sponsor

Approach a local wine seller, distributor or store and ask them to be the Wine Pull Sponsor. This is great exposure for them. Your display can showcase their business name and they can create a wonderful display of their own. They can donate the majority of the wine and pass out business cards or coupons the night of your event. Include their logo on your event website, in the projection slide show, and on the wine pull display.

## Create a Neighborhood Giving Opportunity

Another great way to get wine donated for your wine pull for a school event or school foundation is to create a neighborhood giving opportunity. This works well for a public school where all the parents live in a specific neighborhood.

Appoint street captains or neighborhood captains to be in charge of the wine pull. These individuals will send a message, letter or an e-mail to everyone in the neighborhood. This can also be done through the neighborhood association newsletter or directory. The information goes to everyone in the neighborhood instead of limiting it to just the parents of children who attend the school. This gives everyone a chance to support the neighborhood school.



## Create a Neighborhood Giving Opportunity

The message the captain sends out should encourage everyone to donate a bottle of wine to support the school or school foundation. The message should include details about the wine pull, such as dates that wine will be collected, the deadline for donating wine, where to drop off the wine, why you are raising money, and how the money will be used.

The message should also inform everyone that a large basket or bin for donated wine will be placed on the captain's porch.

## Watch Our Wine Pull Fundraiser Videos

[How To Hold A Successful Wine Pull Fundraiser](#)

[How To Get Wine Donated For A Wine Pull Fundraiser Part 1](#)

[How To Get Wine Donated For A Wine Pull Fundraiser Part 2](#)





## Tips For Wine Pull Check In and Check Out

A stylized illustration of a wine bottle on the left side of the page. The bottle is dark purple with a cork popping out, and liquid is splashing out from the top. The background is a light, textured yellow and white. The main title is in a large, bold, dark purple font.

# Tips For Wine Pull Check In and Check Out

## Scan Guests' Credit Cards at Check In

Don't take cash and checks when selling the wine pull. If you pre-scanned credit cards as guests checked in, you will just need to collect bid numbers on a multi sale bid sheet or an iPad to sell the items. It is quick and simple, gives you a clear way to reconcile your sales, and does not allow your volunteers access to the cash. If a guest wants to pay by cash or check, they can make a payment at checkout. [Learn more](#) about how to automate your check in and checkout.

## Store Guests' Purchased Wine At Check Out Tables

After the purchases have been made, keep guests' wine in boxes and number them by bidder number and name. This prevents your guests from having to carry their bottles around during the event. They can come by the checkout table at the end of the event to pick up their bottles.



## How To Draw Attention To Your Wine Pull



# Attractive Wine Pull Displays

## Place the Wine Pull Table Near Check In Table

To attract more attention to your wine pull fundraiser, place the wine pull table display near check in, so guests have to pass by as they enter the event.



# How To Draw Attention To Your Wine Pull

## Use Accessories To Create a Buzz

Give purchasers of your wine pull an accessory like a blinking ring, blinking lapel pin, glow necklace or a star sticker. It will create buzz when other guests see the blinking light and ask how they can get one too. Your guests will seek out the opportunity to participate and get their own fun accessory!

This accessory also indicates that they have made a purchase, so your volunteers will not ask them to buy again. Guests will encourage their friends to buy into the game to get their own accessory and support the cause! If your guests have children, they will often buy more than one to be able to take home a keepsake for each child! Encourage your sellers to wear the keepsake, like our enthusiastic volunteer in this picture! Guests were approaching her and asking how they could get a ring, which made her job easy!



# How To Draw Attention To Your Wine Pull

## Direct Guests To Wine Pull

Make sure you have one seller stationed near the wine pull. Have clear signage explaining the wine pull. It is often loud in the room and this makes it easier to sell the items. Your volunteer can direct your guests to read the sign.

## Give Guests Cards With Information About The Wine Pull

Give your sellers who are walking around a small card they can give guests. The card explains the wine pull to make their job easier. Make sure you use a font size of at least 16 to make it easy to read for your guests who did not bring their glasses!





## Other Tips For A Successful Wine Pull

# Other Tips For a Successful Wine Pull

## Offer Leftover Bottles of Wine As A Live Auction Package

If all the bottles of wine are not sold by the time the live auction begins, offer the remaining bottles as a live auction package. This usually brings in as much or more than the bottles are worth, since live bidding for wine is so popular.

## Give Away a Prize in Your Wine Pull

To add more interest to your wine pull, include a raffle for a high-end prize, such as a Gucci purse or a magnum of wine. Each person who buys a bottle of wine is entered in the drawing.





## Wine Pull Videos

# Wine Pull Videos

Click the images below to view our wine pull videos.





## About Murad Auctions



# About Murad Auctions



[Murad Auctions](#) offers professional charity auction services to non-profits for successful benefit auction events. Since 2000, Murad Auctions has helped hundreds of non-profits achieve their fundraising goals. Murad Auctions relies on years of experience, crowd-pleasing enthusiasm and technology to take our clients' fundraising events to the next level.

As Professional Charity Auctioneers, we do much more than just show up the night of the event and "call the auction." Our job is to bring new ideas and procedures to your organization, increase efficiency, educate you on new technology and creative ways to increase revenue. This keeps your donors excited and happily giving their funds to support your worthy cause.

Registration and checkout are vitally important parts of your fundraising event and are the first and last impression your guests experience. Hiring us to manage this function and your mobile bidding or paper bid sheet auction enables you to network with your guests. This also provides the opportunity for you to meet potential new volunteers and donors for your organization. Projecting an efficient, friendly and professional image helps your guests feel more comfortable donating money to your nonprofit because they feel you will manage their donations well.



**Murad Auctions**

*Taking your events to the next level*

## Contact Us

If your organization needs advice regarding your auction event, please call us for a free one-hour, no strings attached consultation at [972-238-0249 x102](tel:972-238-0249) or [contact us](#). We will be happy to help make your non-profit fundraiser a success.

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## [Read Our Blog](#)

Our award-winning [blog](#) is filled with lots of helpful fundraising tips.

[Feedspot](#) recently selected Murad Auctions' blog as one of the Top 25 Auction blogs to follow in 2018. Our website was also selected as one of the top websites to visit.

Feedspot helps website visitors save time by providing all their favorite blogs and websites in one location, eliminating the need to go to each individually.

The Murad Auctions blog was selected from thousands of auction blogs in Feedspot's index using search and social metrics. The website was selected because it is "actively working to educate, inspire, and empower their readers with frequent updates and high-quality information," according to Feedspot.

[Read more.](#)