



June 2011

A Peek Inside



Beautiful Setting ♦ Beautiful Homes
♦ Beautiful Cause ♦

Home Tour Patrons: People Helping People

By Phil Servidea, Sponsorship Chairman

“People Helping People” – You’ve surely heard this expression used in reference to the Home Tour. And who are the “People” who help?

The term refers to area businesses as well as residents – and both are vital to the success of the Tour.

Already, 93 businesses have purchased Sponsorships in 2011, committing over \$63,000 for the eight benefiting charities! Quite remarkable when one considers the tough economic climate.

As noted below (next page, “ezSignUp”), an effort to recruit area resi-

dents to join the “army” of volunteers needed to staff the Tour is also under way.

BUT – there is another way Lakers can help. Historically, a small percentage of area residents make personal contributions totaling about \$7,000 through the Patron donation program.

This year the Tour will conduct a broader Patron appeal, asking area residents to consider making personal “sponsorship” contributions. We know you support the concept of “People Helping People”

through the Tour because of your volunteer service. Would you consider giving just \$2 per charity (i.e., a check for at least \$16) as a Patron donation?

In Phase One of our Patron campaign, a “Homeowner Alumni Fund” was created by past CHT homeowners. To date, these generous residents have already donated over \$5,000!!! And responses are still coming in.

Look for an update and more on the Patron campaign in the July issue of “A Peek Inside...”

Home Tour Sponsors Featured on SML TV

SML TV is featuring a video tribute to Home Tour Sponsors. Look for it on SML TV screens as you shop/dine at these locations:

- Kroger Pharmacy
- Kroger Customer Care Desk
- Dairy Queen on Scruggs Rd
- Bridgewater Plaza, middle stairway
- Bridgewater Marina
- SML Chamber Visitors Center
- Perfect Blends Coffee Shop at the General Store
- Hot Shots Family Fun Center
- VitaZen
- Visionary Optical in downtown Moneta
- Laker Beverage

Special Offers Make Home Tour Tickets More Valuable

A new twist this year—part of the SML Fall Festival being organized for Home Tour Weekend October 7-9—is the offering of special deals and discounts by area businesses to customers with Tour tickets.

For example, the **Blackwater Café** will give a 10% discount off breakfast, lunch and dinner tabs

(not including alcoholic beverages) all three days to anyone who shows their Home Tour ticket.

Perfect Blends (at the General Store) will offer specially-priced box lunches to ticket holders.

And the **Virginia Dare** is planning a special Home Tour-themed cruise on Sunday afternoon that will include lunch and a special

“Behind-the-Scenes” Home Tour presentation, plus cruise-bys of several Tour homes. Cruise price will be discounted to just \$37 for Tour ticket holders (see www.virginiadarecruises.com for details).

Why not encourage your favorite SML businesses to decide on a special offer or discount and register it with Juanita Thomas at 597-

3932 or Debra Germann at 715-5100. We’ll begin promoting it on the Tour website immediately and include it in the listing in the official Home Tour Guide produced by the Smith Mountain Eagle.

“Saturday Night Special” SMAC Concert for Tour-Goers

Residents and visitors alike are in for a treat when the Beatles Tribute Band, “A Hard Day’s Night,” performs at Dudley Elementary on Saturday night, Oct 8.

The Charity Home Tour is delighted that the Smith

Mountain Arts Council (SMAC) opted to sponsor such an appealing musical event during Home Tour weekend.

Start time has been set for 8:00 p.m. to give Tour-goers and volunteers ample time to freshen up,

have dinner and attend.

Why not plan now to go with a group of friends and neighbors? It will make Home Tour Saturday even more of a “Good Day Sunshine!”

Admission is just \$17 for Tour ticket holders.

You can register your enthusiasm for the Tour on Facebook (www.facebook.com/charityhometour) and on the new SML Forum message exchange (www.smithmountainlaketoday.com/forum/).

ezSignUp Makes Volunteering...Well, Easy!

“ezSignUp,” an easy-to-use volunteer registration form, is now available under the “To Volunteer” tab at our website www.smlcharityhometour.com. In just minutes, you can indicate your interest in helping staff a home during the Tour.

“A member of our calling team will follow up with everyone who registers to arrange the details of their participation,” said Volunteer Caller Chair Ann Kosel.

“On-line registration is an easy way for us to connect with new volunteers and those whose contact information may

differ from what we have in our database,” Kosel said.

“Some people have changed their phone service to cell phones and we won’t have their new numbers.”

Volunteers typically report having a great time during their stints in the homes, parking cars or tending docks. And with the Tour operating three days this year, there is plenty of time to visit the seven other beautiful homes on the Tour.

Did You Know?

- An up-to-date list of Tour sponsors appears at www.smlcharityhometour.com. You can reinforce their sponsorship decision—and make them more likely to sponsor again next year—by stopping by, thanking them, and giving them your business. Also look for sponsor ID decals on retailer doors and windows.
- Home Tour Tickets go on sale July 1 on-line and at retail ticket outlets. A complete list of ticket outlets is posted on the website.
- www.smlcharityhometour.com now features pictures and descriptions of all eight 2011 Tour homes.

2011 Home Tour Charities

Bedford Christian
Free Clinic
Bedford Pregnancy
Center

Crisis Line of
Central Virginia

Franklin County
Humane Society

Free Clinic of
Central Va.

Helping Hands of
Franklin County

Lake Christian
Ministries

SML Good
Neighbors, Inc.



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Friday, October 7,
Saturday, October 8,
and Sunday, October 9
(Sunday afternoon only)