



COVE COLLECTIVE

Host a Turnkey FUNDRAISER with MAHJONG

This isn't your typical school cafeteria fundraiser. An elevated boutique experience for your PTA, school, church, ministry, or non-profit. You promote it. We host it. Your group earns money. Everyone has fun.

20%

OF TICKET SALES DONATED BACK

\$125

PER PERSON

2

WAYS TO HOST

OPTION 1

Exclusive Lesson

A private Mahjong 101 for your group only, with up to two instructors. 8 to 28 guests.

OPTION 2

101 + Open Play

Beginners take the 101 class while experienced players enjoy open play in the same room, same night.

- Private instruction, no experience needed
- Light refreshments provided; guests welcome to BYOB
 - Three-hour event, weeknights and weekends
- An elevated boutique experience at Cove Collective
 - Co-ed and great for date night
- Small prizes and a group photo to close the night

BOOK YOUR NIGHT

bookings@covecollective.co

COVE COLLECTIVE

427 Carlisle Drive, Suite A, Herndon, VA 20170 · covecollective.co

Learn Mahjong. Have Fun. Give Back.

Cove Collective partners with local organizations to host a 3-hour Mahjong fundraising experience, as an exclusive beginner lesson or a 101 class paired with open play. Parents, teachers, friends and community members come together to learn Mahjong, enjoy light refreshments, and support their organization.

Your organization gets a 20% share of ticket sales, while Cove Collective handles virtually everything.

YOUR FUNDRAISER
promotes it

COVE COLLECTIVE
hosts it

YOUR ORGANIZATION
earns money

EVERYONE
has fun

THE 3-HOUR EXPERIENCE

6:00–6:30

WELCOME AND SLOW START

Check-in

Light refreshments

BYOB welcome

Meet your table

6:30–7:30

MAHJONG 101 (Social play option begins)

Mahjong basics

Tiles and suits

Understanding the card

How a hand is built

Game terminology

7:30–8:45

GUIDED PLAY

Players begin playing

Instructor circulates

Questions and coaching

Practice hands

8:45–9:00

CELEBRATION

Winning hand

Mahjong bell

Small prizes

Group photo

Thank you to your organization

You bring the players, we do the rest.

A TURNKEY FUNDRAISER

YOUR TEAM'S RESPONSIBILITIES

BEFORE THE EVENT

- Approve the fundraiser
- Share the provided promotional materials
- Encourage parents to register

DURING THE EVENT

- Show up
- Have fun
- Take pictures
- Encourage participation

AFTER THE EVENT

- Receive the fundraising proceeds

That's it.

OPTIONAL ADD-ON: RAFFLE

Bring the prizes and we supply the raffle tickets. Every dollar raised goes to your cause, a great boost for smaller non-profits.

COVE COLLECTIVE HANDLES

- ✓ Venue
- ✓ Mahjong instructor
- ✓ Mahjong tables
- ✓ Mahjong tiles
- ✓ Registration
- ✓ Online ticketing
- ✓ Payment collection
- ✓ Attendee communications
- ✓ Check-in
- ✓ Food
- ✓ Beverages
- ✓ Décor
- ✓ Prizes
- ✓ Setup
- ✓ Cleanup
- ✓ Marketing graphics
- ✓ Ready-to-send emails
- ✓ Social media copy
- ✓ Final fundraising report

Your organization never needs to collect a check, track registrations or figure out how many people are coming.

Mahjong for a Cause

A TURNKEY FUNDRAISER AT COVE COLLECTIVE

Bring your parents, teachers and friends to Cove Collective for a three-hour mahjong night. Guests enjoy light refreshments (BYOB welcome) and leave with a new skill and a fun night out. Pick the format that fits your group:

OPTION 1 · EXCLUSIVE LESSON

A private Mahjong 101 for your group only, led by up to two instructors. Minimum 8, up to 28 guests.

OPTION 2 · 101 + OPEN PLAY

A 101 class for beginners with open play for experienced players, happening side by side the same night.

PRICING

\$125

PER PERSON

Mahjong 101 Lesson

\$60

PER PERSON

Open Play

Every ticket is divided:

40%

INSTRUCTOR

40%

COVE
EXPERIENCE

20%

YOUR
ORGANIZATION

The more guests you bring, the more your organization earns. **20% of every ticket goes directly back to your cause.**

ADD A RAFFLE

You bring the prizes, we provide the tickets. 100% of raffle proceeds go to your cause.

YOUR READY-TO-USE TOOLKIT

Once you book, we send you everything you need to get people in the room:

EMAIL #1	Save the Date
EMAIL #2	Registration Is Open
EMAIL #3	Last Chance to Register
SOCIAL POSTS	3 ready-to-copy posts
INSTAGRAM STORY	Registration graphic
FLYER	Printable PDF
REGISTRATION LINK	Hosted and managed by Cove Collective

KEEP THE FUNDRAISING GOING

One night is just the start. Each follow-up event earns your organization another 20%.

MAHJONG 101, AGAIN	Sold out? Run a second session for the waitlist.
GUIDED SOCIAL PLAY	Graduates come back to play with an instructor on hand.
MAHJONG 102	A strategy night for players ready to level up.
SEASONAL TOURNAMENT	A friendly bracket with prizes and bragging rights.
PARENTS' NIGHT OUT	A recurring date-night series for your community.