

## Karma Keg Social

In the summer of 2016 I had an idea, along with a colleague of mine, to get people together over a couple of beers with a common cause to help out a local charity and one of my favorite venues in downtown Raleigh. That Friday evening, despite a substantial downpour for our outdoor event, we managed to attract 35 people and raise over \$300. In a world that seemed more divisive than ever, that evening, we knew we had stumbled upon something good.

It was in that moment that Karma Keg as we now know it was born. It was never intended to be about us...it was all about giving back, supporting local and at the same time introducing people to both. As someone who has an office downtown, has lived downtown for many years and was in the restaurant business in downtown Raleigh many years ago, it only made sense to host these events at varying restaurants, bars and package shops in and around the downtown area.

After that first Friday, we also decided that there was a multitude of local, smaller non-profits that could use not only some financial support but even more importantly in some cases more exposure. My philanthropic work over the last 15 years really was the drive behind this and the reason that we rotate through local non profits each month.

Over the past two years, I am very proud to say that our Karma Keg Social has really caught on with local charities and venues reaching out to get involved. Thanks to the overwhelming support of so many, we have managed to raise just over \$30,000 for various charities here in the Triangle. We have also helped to help patrons discover new venues or venues they simply had never been to before. Our motto is simple... it's "People Helping People". At the same time we want this to be a symbiotic relationship for all parties involved. That is one of the many reasons we chose the time of 5-7. A time traditionally in the restaurant and bar industry which presents challenges with regards to filling the space. We also really loved the idea of always hosting on First Friday in an effort to not only attract those that are out for those festivities but also to be able to include and promote the arts of our great city.

**So how does a Karma Keg work?** Pretty simple concept actually. The event is open to any and all and through generous donations from our participating venue, and monthly sponsors, the keg and food is taken care of. We bring the glasses for the keg so no worries having to break out that extra case of pint glasses. We also will bring all of the table top signage in frames that we will place accordingly in the designated area. Any attendees and those who have a pint from the keg will donate however they see fit, or however they can, to the Karma Keg. Should they choose to have a beverage other than the designated beer, they will pay for that separately. At the end of the day, all of the monies that have been collected from Karma Keg donations are handed directly to the charity representative at the end of the event.

**What does a Karma Keg look like?** We strive to create a non stuffy, casual event where people can come eat, drink, socialize and learn more about a great charity and amazing venue. There are never formal speeches or presentations. It is more of a stand up event with just a handful of tables needed for marketing materials and food. Nothing more...nothing less. Just good beer, good food, good company and good karma.

**How does the charity aspect work?** Each month, we will carefully select a non profit that does great work here in the Triangle. The charity is normally chosen months in advance and is a collaborative effort between myself, the venue and those who have attended in the past. We like the idea of getting the public and especially our friends involved for suggestions. Once we do have a charity selected a representative will be in attendance on the night of our event to speak to the organizations work and be able to collect credit card donations.

**How does the word get out?** We create all of the marketing materials and distribute to all parties involved at least two weeks in advance of our event. The most successful Karma Keg's occur when all get involved with the promotion. We will also create a FB event and make all involved co-sponsors so they can share and invite accordingly. In addition, we will send out an email to all on our list as well as promote the event across all of our social media platforms. We hope you will do the same as well!

Ready to get involved?! I would love to be able to talk to you more to see how we can partner up and help spread the good karma in downtown Raleigh.

Thanks for the consideration,

Brian Holt



