

## Press Release

### **Tetrault Insurance Agency: fundraising talent with a proven strategy**

August 19, New Bedford. “Sold Out” is music to every event producer’s ear. So having 500 tickets to the sixth annual Salvation Army’s Kickoff Dinner *sell out three months in advance* is impressive. The event is the brainchild of Paul and Susan Tetrault, founders of Tetrault Insurance Agency in New Bedford and supports the New Bedford Corps.

What’s their secret? According to Paul Tetrault, it’s keeping the per person price low (\$30) so area businesses could easily afford to buy a table of 10 for only \$300. “That’s how we got the momentum going. We let the companies fill their own tables. It’s a nice evening out with good food and fellowship. We keep the speeches short and the DJ playing. But next year, we’re going to have to move to a bigger place!”

The October 15<sup>th</sup> dinner at the United Fisherman’s Club in New Bedford is well poised to meet its fund-raising goal of \$30,000. All the ticket sales and donations are personally matched by the Tetraults ((last year they gave The Salvation Army a check for just over \$25,000 dollars). “As a company, we wanted to do something that would raise a lot of money for the Salvation Army,” said Paul. “Our employees really get behind this - they promote, organize and run the event. Darren Fredette, our Vice-President of Commercial lines, sells so many tickets; I have to ration him so others get a chance!”

Established in 1980, Tetrault Insurance Agency, Inc. is an independent insurance agency representing over 20 of the finest insurance companies. The agency provides customized commercial and personal insurance solutions for individuals

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and businesses including Property & Casualty, Health & Welfare, Professional Liability, Workers Compensation, Automobile, Homeowners, and Life Insurance.

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