

ASPEN'S
GUIDE
TO
60
SUCCESSFUL
SPECIAL
EVENTS

How to plan, organize and
conduct outstanding fund raisers



AN ASPEN PUBLICATION®

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Dear Fund Raiser,

Welcome to Aspen Publishers' *Guide to 60 Successful Special Events: How to Plan, Organize and Conduct Outstanding Fund Raisers*. I think you'll find this hands-on tool just the guide you've been searching for. Its unique design will help you choose and plan the event that suits your fund raising needs. The guide will also help you:

- ◆ raise needed revenues to enhance your organization's programs and services
- ◆ do your job without having to reinvent the special event wheel
- ◆ improve your organization's profile in the community

The editors of this guide researched dozens of events and selected 60 events ranging from the simple to the complex. Remember, however, that any special event, no matter how simple it appears, is time and labor intensive. You must have a core of volunteers dedicated to leading your event's charge if you want to reach your fund raising goal!

In addition, the event revenue figures included in this guide are based only on the experiences of one organization. So, for example, you may not net \$9,000 if you choose to conduct Event #1, the No-Show Christmas Gala. Obviously, revenues depend on attendance and interest in the event you choose, as well as your community and your type of organization.

Carefully review this guide. Discuss potential events with your board members and volunteers, review the sample tools found with many of the events, and look through the Appendix which includes additional forms and checklists. (These forms are available to purchasers of the guide on either Macintosh or IBM-compatible computer diskette for easy customization. Please call 1-800-638-8437 to place your order—Canadian readers call 301/417-7500.)

After thoroughly considering the planning and coordination each event demands, select one that fits your needs and abilities. Some events will require risk management, so you'll want to contact your insurance provider or attorney to make sure your organization is covered for liability.

Also consider the charitable contribution issues involving special events. There are many laws and regulations regarding events, raffles, and donations of money and in-kind services by businesses and individuals. Check with your financial advisor to make sure the funds raised by your special event can be considered charitable contributions. Then advise participants to see their CPA or qualified tax consultant if they have questions about their donation.

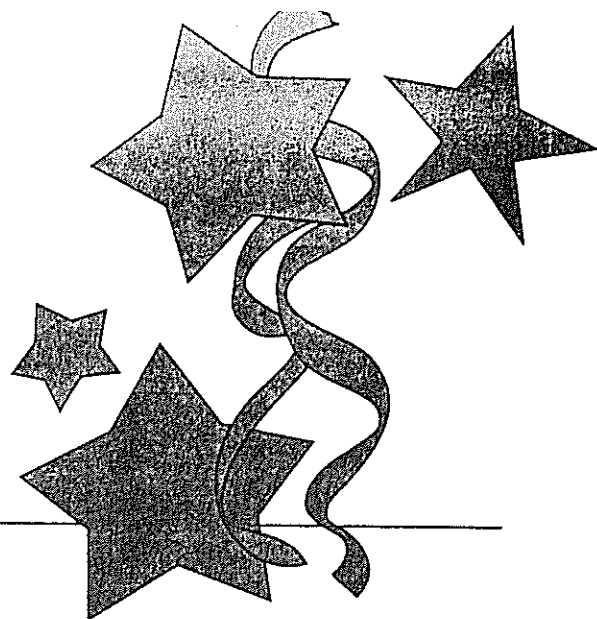
The word "constituency" appears throughout the guide. Depending on the event, constituency can mean the entire community or simply those the organization serves. Please keep this in mind as you plan your event.

Thanks for purchasing this publication. With a committed group of volunteers, you'll be able to successfully plan and conduct a special event that will net not just dollars but lots of valuable public relations for your organization!

Good luck!

Cindy Reuschling and Chuck Elliot
Editors

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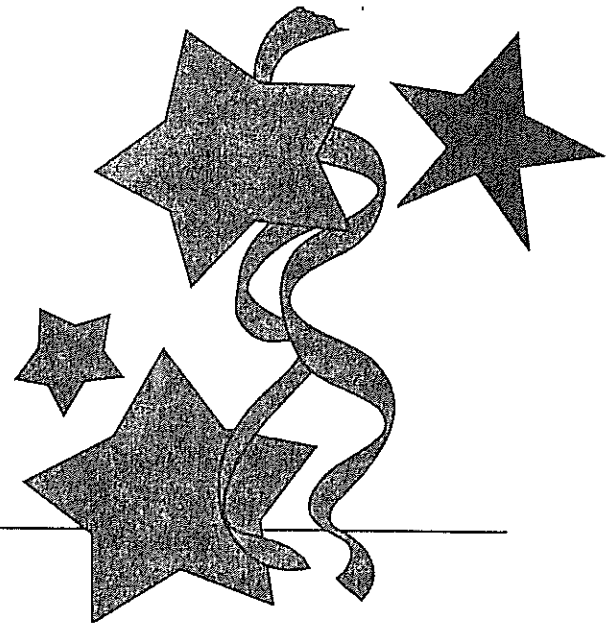
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Complexity: Low

Special Event #1: No-Show Christmas Gala



Description: This is a non-event that involves a simple solicitation letter mailed by the organization. The mailing includes a large holiday greeting card, a donation/pledge card and a return address envelope.

Special features/attractions: The solicitation letter is written like an actual invitation to a gala event, but the key is that no event is held. Instead, contributions are given in lieu of attending an event. The card is mailed to the organization's donor mailing list on the Monday following Thanksgiving. It is timed to be one of the first holiday cards that potential donors receive—and therefore grabs their immediate attention and interest.

Revenue raised: \$12,000 to \$14,000. (Expect less in the first few years until potential donors become familiar with the event.)

Estimated cost of hosting the event: \$1,300 to \$2,300, or 14% to 19% of the total revenues raised. This expense consists mainly of printing costs of the solicitation package and postage.

Net funds from event: \$9,000 to \$12,000.

Expenses covered or underwritten by sponsors/companies: \$300. Currently, the printer donates production time to design the invitation package. A printer might also provide a special rate to print the package.

Time needed to coordinate the event: Two months.

Number of staff involved: Eight to 10 staff members hand-address the solicitation envelopes to give the mailing a personal touch.

Number of volunteers involved: 10 to 15. The organization serves people with disabilities. These individuals sort, fold and stuff the envelopes. Other organizations could ask their volunteers to help with this project.

Size of constituency needed to make the event successful: Invitations are mailed to 4,500 potential donors.

Number of participants needed to make the event successful: 240.

Nets \$9,000

Tips to maximize event effectiveness: The key to the No-Show Gala invitation letter is organization. Many staff and volunteers play a role in the mailing, so the coordinator must have a good plan of action and know what needs to be done, when and by whom.

Pitfalls to avoid: Don't overdo it and make your potential donors feel like you spent too much money on the greeting card package. Carefully analyze the donor list. Don't send the letter to people who aren't capable of making a donation.

Additional information...

"Our year-end appeal letters weren't very successful," says the Flathead Industries development director. "When I first came here, I decided that we needed something besides a fund raising letter.

"I did try to get an actual gala going. After some research, though, I found that the idea didn't fit with this low-key mountain community. So I combined the two ideas—a gala and an appeal—and the Holiday No-Show Gala was the result!"

This development director and her board

designed an invitation that looks much like a holiday greeting card. The board chairperson's name appears at the top of the letter, and the names of other board members are printed down the left side. A red donation envelope—perfect for the season—with the chairperson's name and address on the front is also included.

"The first year of the no-show event, we printed 3,000 invitations," says the development director. "Board members and staff addressed them by hand, and I mailed them at bulk rates. Altogether, we spent \$500 and raised \$4,500. Now the No-Show Gala letter nets \$9,000 to \$12,000 each year!

"Timing is crucial to the success of this fund raiser," she adds. "We mail our invitation letter right after Thanksgiving, so it doesn't get lost in the thousands of holiday cards mailed in December." Since the invitation arrives at the end of November, prospects tend to put it with their gas and electric bills—and remember the organization when they pay their monthly bills!

Contact: Flathead Industries, Inc., P.O. Box 1916, Kalispell, MT 59003-1916; (406)755-7656

Planning list

Two months prior:

- Meet with board to plan and discuss the special "non-event"
- Write gala invitation and donation card
- Contact printer and discuss what is needed (may need to do earlier if you expect to find a printer to donate services in-kind)
- Meet with graphic artist to design holiday greeting card (in many cases, the printer will have a graphic artist on staff to help with design)
- Order paper
- Set print deadlines

One month prior:

- Proof all pieces of the mailing and ask a staff member not associated with the letter to review the package and provide feedback
- Send invitation package to printer
- Review printer's layout of invitation package
- Make necessary corrections and OK printing of package

Three weeks prior:

- Distribute envelopes to staff and board members to hand-address
- Contact volunteers to help with mailing process

Three days prior:

- Coordinate volunteer activities, assigning individuals to fold, stuff, seal and stamp envelopes

Day of:

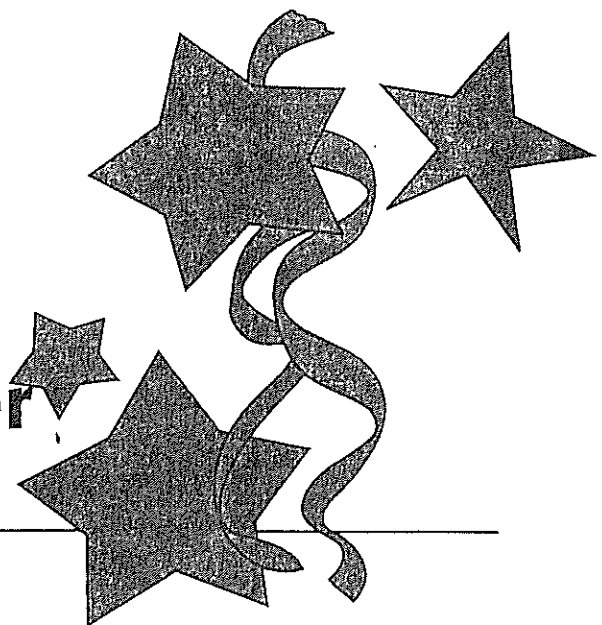
- Mail

Follow up:

- Analyze return rates and compare to average donation made; prepare cost analysis
- Report results of No-Show Gala to board
- Send "thank you" to those who donated to the organization

Complexity: Low

Special Event #2: No-Show Fund Raiser



Description: This is a non-event solicitation letter that encourages potential donors to mail in a contribution, rather than attend a special event.

Special features/attractions: The fund raiser doesn't require much effort or money to hold. A one-page letter is divided into two sections. The top half is a serious appeal letter that outlines why money is needed for the program. The bottom half of the letter lists several humorous reasons donors don't want to attend a special event but will make donations so they don't have to.

Revenue raised: \$9,600 from donations and contributions raised from the letter.

Estimated cost of hosting the event: \$600 to pay for photocopying and bulk-mailing the letter.

Net funds from event: \$9,000.

Expenses covered or underwritten by sponsors/companies: Staff at this organization have the computer and office equipment to produce the letter in-house. For organizations without these resources, consider soliciting a printer to donate design and printing

services to offset the cost of the letter.

Time needed to coordinate the event: Two months.

Number of staff involved: Three. Staff members help produce, photocopy and prepare the letter for mailing.

Number of volunteers needed: None. Your organization could ask several of its volunteers to photocopy, fold, insert and seal envelopes, which would free up staff time to work on other projects.

Size of constituency needed to make the event successful: 3,000 names included on in-house mailing list.

Number of participants needed to make the event successful: 300 (average donation is \$32).

Tips to maximize event effectiveness: Write a lighthearted appeal letter to increase the response rate. The letter should explain that

Nets \$9,000

this is the organization's way of appreciating its supporters by not asking them to get involved in another time- and labor-intensive special event.

Pitfalls to avoid: Some contributors may be turned off by an appeal letter of this nature. When writing the letter, don't disparage "special events," or you may lose some donors.

Additional information...

"We developed this 'no effort required' fund raiser to raise money for one of our organization's programs," explains ARC San Diego's development director. "We put our collective heads together and wrote the solicitation letter, which was sent to everyone

on our in-house mailing list."

The one-page letter is divided into two parts. The top half is a serious appeal that outlines why money is needed for the program. The bottom half is an attempt to make donors smile and send a check—as you can see in the example on the Page 7.

"We photocopy the letter on colored paper to attract the reader's attention and place it in a white envelope," says the development director. "The interesting and nice surprise about the mailing is that money kept coming in months after the letter was mailed!"

Contact: ARC San Diego, 1550 Hotel Circle North, Suite 400, San Diego, CA 92108; (619)574-7575.

Planning List

Two months prior:

- Meet with board to develop the letter, set a mail date and determine who should coordinate the mailing
- Develop ideas for non-fund raising checklist; meet with staff and board members to brainstorm humorous ideas, while making sure to maintain professionalism in the appeal letter

One month prior:

- Write solicitation letter and humorous non-fund raising form; note that donations may be considered charitable contributions if applicable
- Proof the letter and form
- Make corrections

One week prior:

- Photocopy letter on colored paper
- Print donor list on computer-generated address labels

Two days prior:

- Fold and insert letter in envelopes and seal
- Stamp envelopes with bulk rate; sort letters by zip code to get bulk rate

Day of:

- Mail the letter

Follow up:

- Analyze return rates and compare to average donation made; prepare cost analysis
- Report results of Non-Fund Raiser to board
- Send "thank you" to those who made a donation to the organization



Official Non-Fund Raiser Entry Form

Hi there! Just thought I'd take the time to alert you to the fact that due to revenue cut backs this year, our summer camp program needs your support. Without your help, about 500 children and adults with developmental and physical disabilities may not get to go to summer camp this year. Now before you say "summer camp, big deal," think again. . . Our program provides persons with multiple disabilities the opportunity to enjoy the great outdoors and make new friends in an environment that accepts them and allows them to be themselves.

Now, we could hold another fund-raiser and ask you to help bake, work a booth, or spend hours on the phone. Right, like who has the time for one more fund raiser? Hence the Official Non-Fund Raiser. If you would like to help out financially—wonderful! I thank you and the people we serve thank you. You are the key to our success.

Summer Camp is sponsored by ARC-San Diego, a 501(c)(3) nonprofit organization.

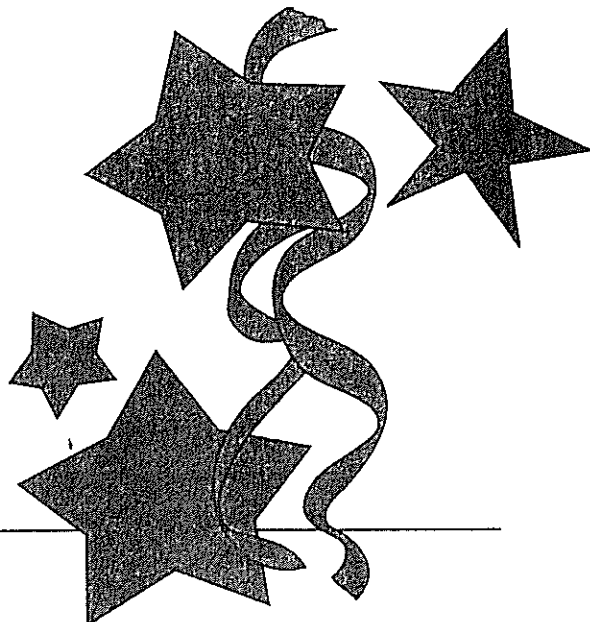
The Official Non-Fund Raiser Entry Form

Please check one or more boxes. Place this form and your donation in the enclosed return envelope and drop in the mail. We eagerly await your response.

- I do not want to bake, but will donate the \$5 I would have spent doing it.
- I do not want to spend two hours on the telephone. It is worth \$10 to avoid it.
- I do not want to work in a booth and will donate \$15 just to avoid it.
- I do not want to hit up my friends, family and co-workers for money, so here is the \$20 Aunt Edna would have given.
- I do not want to walk, bike, swim, run or participate in any other physical activity that has the word "thon" in it. Here is the \$25 I would have spent on aspirin and Ben-Gay.
- I do not wish to attend any fancy fund raising galas. Here is the money I would have spent on formal evening wear and valet parking \$_____.
- I really wouldn't have helped anyway, and here is \$50 to forget my name.

Complexity: Low

Special Event #3: Wheat Harvest



Description: This organization solicits area farmers to donate one truckload of their wheat crop at harvest time. The grain is then sold at current market price and the organization “reaps” the proceeds.

Special features/attractions: Donation of in-kind gifts are often easier for contributors to manage than cash donations. This event is truly tied to a specific type of community—an agricultural community. Farmers deliver their crops to the local grain elevator and ask that a certain amount be sold in the organization’s name—so the organization is uninvolved except for getting a check for grain sold.

Farmers like the giving plan because it’s a way to reduce income for their personal tax purposes. The uniqueness of this event draws much attention to the organization at harvest time. In addition, it’s a good way to reach previously untapped friends who will support the organization in the future.

Revenue raised: \$7,000.

Estimated cost of hosting the event: \$200. This organization buys stationery and envelopes for the mailing that solicits donations

from farmers. The letter is printed in-house. The only other cost is postage.

Net funds from event: \$6,800.

Expenses covered or underwritten by sponsors/companies: None. Your organization, however, could ask a stationery store to donate the paper products for the letter.

Time needed to coordinate the event: One month.

Number of staff involved: One person helps prepare letter and coordinates mailing.

Number of volunteers involved: None. Volunteers, however, could easily be recruited to handle the mailing and make follow-up calls to encourage participation.

Size of constituency needed to make the event successful: 60 letters are mailed to area farmers asking for a donation.

Nets \$6,800

Number of participants needed to make the event successful: Six to 12. (If one farmer donates 400 bushels of grain at \$4 per bushel, that's a \$1,600 donation.)

Tips to maximize event effectiveness: Contact farmers who currently support your organization and ask them to participate in the Wheat Harvest. (But don't limit contacts to just those who already support your organization!)

In addition, ask them to challenge other farmers to follow suit and make a donation of grain. Consider contacting state associations for a list of farmers in your area so no one is left out.

Pitfalls to avoid: Be aware of the agricultural economy at the time of harvest. If it's a bad crop year, the farmers may not be able to donate their crops. Try to choose the right crop or product at the right time. Work with an agriculture specialist or local farmers cooperative to determine what crop would be a good one to request from area farmers.

Additional comments...

Board members first asked local wheat growers to donate one truckload of their crop at harvest time. "The farmer tells the manager of the grain elevator that one load of grain goes directly to us," explains the administrator of Bethesda Home. "Then we sell the grain and keep the proceeds,

"The idea of donating grain was simple to sell to farmers because it's a way to reduce their income for tax purposes," adds the administrator. "Several board members are farmers—and they were among the first to give!"

Editor's Note: While your organization may serve an urban area, this special event proves that innovative fund raising strategies are an excellent way to increase your organization's income! Just contact any of the many crop industries in the U.S. or Canada to see if you can harvest a gold mine.

Contact: Bethesda Home, 408 East Main, Goessel, KS 67053; (316)367-2291.

Planning List

One month prior:

- Meet with board to discuss fund raiser and develop a plan of action
- Contact state association for list of area farmers' names (use this to supplement your own in-house list)
- Scrutinize organization's donor list; select farmers

Three weeks prior:

- Contact grain elevator managers to discuss your fund raising plan and ask for their help promoting your organization's fund raiser
- Work with local media to plan pre-event publicity (if farmers making donations approve)

Two weeks prior:

- Run computer-generated labels of mailing list
- Write solicitation letter; be sure to note that a donation may be considered a charitable contribution

One week prior:

- Photocopy letter
- Proof letter
- Fold letter and insert into envelopes
- Post envelopes

Day of:

- Mail solicitation letters

Week after mailing:

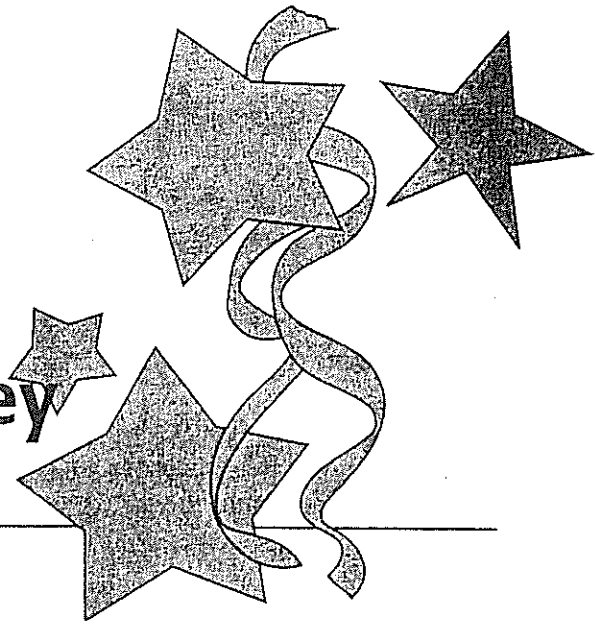
- Make follow-up phone calls encouraging support from farmers

Follow up:

- Analyze return rates and compare to average donation made; prepare cost analysis
- Report results of Wheat Harvest to the board
- Send "thank you" to those who donated to the organization

Complexity: Low

Special Event #4: Limited Edition Harley Davidson Raffle



Description: This organization used a unique item—a motorcycle—for a raffle prize. Raffle tickets were sold for \$25 each for several weeks before the drawing to cover the cost of the motorcycle. Once the sale price of the raffle prize was reached, all additional ticket sales raised revenue for the organization.

Special features/attractions: A board member used his connections to find a limited edition Harley Davidson motorcycle valued at \$19,000. Many area motorcycle enthusiasts got interested in the raffle. Note that no money is required up front to buy the raffle item because the raffle isn't held until all raffle tickets are sold and the cash is on hand.

Revenue raised: \$25,000 from raffle ticket sales.

Estimated cost of hosting the event: \$20,500 to cover the price of the motorcycle, printing raffle tickets, fliers used to promote the event and cash prizes given away as second (\$500), third (\$300) and fourth (\$200) prizes.

Net funds from event: \$4,500.

Expenses covered or underwritten by sponsors/companies: None. Other organizations, however, could get tickets donated by a vendor. A corporate sponsor could also underwrite advertising costs.

Time needed to coordinate the event: Five months.

Number of staff involved: Three or four staff members distribute raffle tickets to volunteers and keep track of who received tickets, how many were sold, etc.

Size of constituency needed to make the event successful: 5,600 individuals and businesses.

Number of volunteers involved: 30. Each individual “checks out” a specific quantity of raffle tickets to sell in the community before the drawing.

Number of participants needed to make the event successful: 1,000 ticket buyers at

Nets \$4,500

SPECIAL EVENT #4: Limited Edition Harley Davidson Raffle (continued)

\$25 a ticket. In this case, the organization determined it needed to gross \$25,000 (\$19,000 to pay for the motorcycle, allowing the organization to raise \$6,000, before costs, for its programs and services).

Tips to maximize event effectiveness: Keep track of raffle ticket sales. Record how many tickets are distributed to volunteers. Allow volunteers to take only a limited number of tickets at one time to avoid loss. Also set a date by which all tickets must be sold. Don't allow volunteers to give leftover tickets to other volunteers. If they haven't sold all the tickets they originally took, have them return the tickets.

Pitfalls to avoid: Ask the raffle item owner (car dealer or owner of the vehicle) to keep all ownership papers, including license and title information until the raffle is held and a winner comes forward. If you assume responsibility for the paperwork, you must make the note payment, if any, as well as cover the insurance premium. Remember: Check with your city government for laws regarding raffles held by organizations. In most cases, you will be required to purchase a license allowing you to sell raffle tickets before the event can be publicly announced.

Additional information...

Fox Valley Older Adults Services' board of

directors supports creative fund raising ideas. In fact, two new board members recently came up with the idea to raffle a limited-edition Harley Davidson motorcycle!

"These two members suggested we hold a raffle for a friend's 'rare' motorcycle, valued at \$19,000," says the board president. "Our goal was to sell 1,000 tickets at \$25 each.

"More conservative members of our board also bought into the idea. It's a no-risk proposition. We didn't hold the raffle until all the tickets were sold. This way, we didn't have to pay for the motorcycle up front.

"The raffle was held in conjunction with our organization's Las Vegas night event, which ends with the grand prize raffle drawing. Everyone who bought a ticket waited around to find out who the big winner would be.

"We reached our goal of selling 1,000 tickets and paid the motorcycle owner's asking price of \$19,000. After the expenses for a few additional prizes were taken out, we came home with \$4,500 from the raffle that had practically no up-front costs and demanded very little preparation time."

Contact: Fox Valley Older Adults Services,
1406 Suydam Road, Sandwich, IL 60548;
(815)786-9404.

Planning List

Five months prior:

- Meet with board to discuss the raffle, select a unique item to raffle, set ticket price, location of raffle event, etc.
- Develop a list of several smaller items to include in the raffle as well
- Determine number of tickets and revenue raffle needs to raise to break even and raise funds for the organization
- Sign up board members and volunteers to sell tickets

Four months prior:

- Design raffle tickets
- Begin soliciting area businesses for other raffle items
- Solicit bids to have tickets printed or ask printer to donate printing
- Send tickets to printer for production

Three months prior:

- Continue soliciting businesses for raffle items
- Pick up raffle tickets from printer
- Verify raffle tickets are correctly numbered
- Design a flier or poster to promote the event and photocopy on bright-colored paper

Two months prior:

- Meet with board members and volunteers to discuss ticket sales procedures, i.e., contacting businesses, individuals, etc.
- Hand out fliers to all board and staff members for distribution
- Begin sale of raffle tickets

One month prior:

- On weekends, display raffle item(s) at high-traffic public locations (mall, shopping area, bank, etc.); arrange to show the raffle item(s); set up a table and sell tickets
- Send media alerts one day prior to each location/sales effort
- Meet with volunteers to discuss how ticket sales are going; distribute more tickets as needed

SPECIAL EVENT #4: Limited Edition Harley Davidson Raffle (continued)

Three weeks prior:

- Set up raffle prize(s) at a high-traffic shopping area and sell tickets
- Meet with volunteers to discuss how ticket sales are going; distribute more tickets as needed

Two weeks prior:

- Set up raffle prize(s) at a high traffic shopping area and sell tickets
- Meet with volunteers to discuss how ticket sales are going

One week prior:

- Set up raffle prize(s) at a high-traffic shopping area and sell tickets
- Meet with volunteers to discuss how ticket sales are going
- Send news releases reminding media of raffle drawing, date, time and location

Day of:

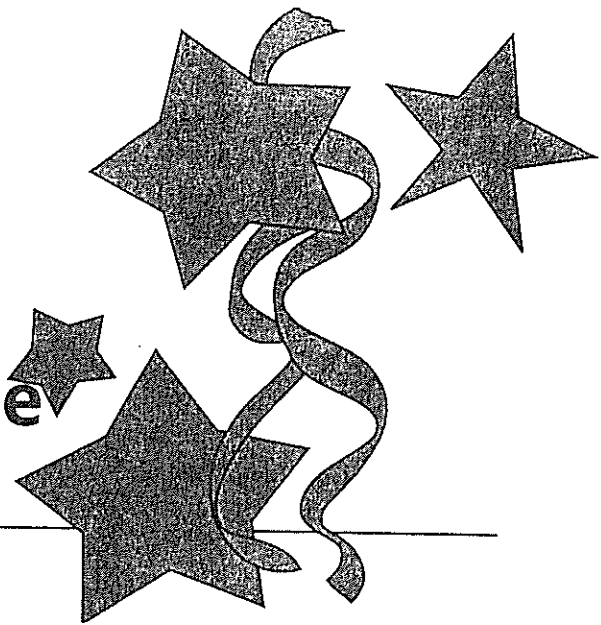
- Set up raffle prizes and continue selling tickets up until drawing time
- Hold the raffle
- Pay for the raffle item and make sure legal documents like title of ownership, licensing and sales tax are transferred to new owner

Follow up:

- Analyze event and prepare cost analysis
- Report results of raffle to the board
- Send "thank-yous" to sponsors and volunteers who helped

Complexity: Low

Special Event #5: Little Red Truck Raffle



Description: A local car dealer agrees to sell a vehicle, in this case a pickup, at factory-invoice price to the organization. Board members sell raffle tickets (\$1 each or six for \$5) to the public and conduct a drawing to give away the prize.

Special features/attractions: Raffle events are unique because they can reach the general public, not just a donor list. In addition, raffles are non-exclusive, i.e., tickets aren't \$50 or \$100 per person—anyone can purchase an inexpensive raffle ticket! A raffle can net miles of great PR and exposure—and help your organization establish a relationship with the entire community.

Revenue raised: \$10,000 from raffle ticket sales.

Estimated cost of hosting the event: \$7,870 to pay for the dealer cost of the truck, print poster and raffle tickets, prepare a fair booth where tickets are sold and host a “thank-you” celebration.

Net funds from event: \$2,130.

Expenses covered or underwritten by sponsors/companies: A bottling company

produced a banner promoting the raffle. Your organization could solicit a printing company to underwrite the costs of printing tickets and posters for the raffle. The right car dealer may even be willing to donate the car or truck, substantially increasing net revenue from the event!

Time needed to coordinate the event: Four months.

Number of staff involved: Two. Staff schedule appearances of the raffle item at various public locations (malls, grocery stores, etc.) in the city and sell tickets at these promotional appearances. They also distribute tickets to volunteers and monitor ticket sales.

Number of volunteers involved: 30. Volunteers sell tickets throughout the community. They can also pair up and sit with the pickup at various locations in the community to show off the prize and sell tickets.

Nets \$2,130

Size of constituency needed to make the event successful: 300,000 (the entire Wilmington, North Carolina, community).

Number of participants needed to make the event successful: This organization determined it would sell 20,000 tickets. Some ticket buyers, however, bought more than one ticket.

Tips to maximize event effectiveness: If you're raffling a new vehicle, ask the dealer supplying the car or truck to purchase the first 500 tickets. Make sure your volunteers are dedicated. If they don't sell tickets, your organization could lose money—especially if an adequate number aren't sold to cover the cost of the raffle item.

Pitfalls to avoid: Don't extend the sale of raffle tickets for a long period of time. Conduct an intense sales effort, then hold the drawing. Coincide the drawing with another event your organization is hosting.

Additional information...

"We decided to make this \$1-a-ticket raffle an annual affair because most people in our community can't afford to buy tickets to our other annual event—an expensive auction," explains the administrator at Hospital Hospitality House of Wilmington.

The organization receives help from a local Chevrolet dealer who sells it a red pickup at factory-invoice price. The car dealer gets

terrific advertising because board members drive the pickup—with the dealer's name prominently displayed on a large sign—everywhere they sell tickets.

The dealer also buys the first 500 tickets! "He said that if he won, he would donate the truck to the organization, and we wouldn't pay a penny!" says the administrator.

To maximize profits, board members enlist volunteers to sell tickets as well. The person who sells the most raffle tickets wins a \$100 cash prize. "Even school kids get out there and sell!" she says. "Board members also have a ball because it's much easier to sell these tickets than the higher-priced auction event tickets."

Raffle tickets are sold for three months. Then the board holds a celebration just before the big drawing—to thank everyone for buying tickets and supporting the organization. "People can even buy tickets up until the drawing, hoping that the last one bought will be the winner," says the administrator.

Editor's Note: Want to sell all your raffle tickets fast? Consider dividing volunteers into small teams that compete with one another to sell tickets. Reward the team that sells the most with a special pizza party or a cash prize.

Contact: Hospital Hospitality House of Wilmington, 1612 Medical Center Drive, Wilmington, NC 28401; (910)763-3039.

Planning List

Four months prior:

- Meet with board to discuss fund raiser and develop a plan of action
- Contact city offices and ask if a raffle is legal in your city (get license)
- Decide what kind of car or truck you want to raffle and contact a local car dealer. (Ask the dealer to purchase the first 500 tickets, with the understanding that if the dealer wins, the cost of the vehicle will be donated to the organization.)
- Have a contract written that states the organization is not responsible for vehicle payments, licensing, or sales tax before the raffle is held
- Develop a list of other items to give away
- Determine number of tickets and revenue raffle needs to make to pay for the vehicle and raise funds for the organization; set ticket price
- Sign up board members and volunteers to sell tickets
- Determine when and where to hold the raffle drawing
- Design raffle ticket and posters
- Solicit printing bids for tickets and posters or ask printer to donate printing
- Send ticket and poster to printer for production

Three months prior:

- Put up posters and advertise raffle in local media
- Verify that raffle tickets are correctly numbered
- Set up schedule of appearances where vehicle will be displayed/tickets sold
- Meet with volunteers and board members to distribute tickets and discuss the procedure for selling tickets, i.e., contacting business, individuals, etc.
- Assign volunteers to staff table and sell tickets at various locations

Two months prior:

- Continue scheduling vehicle and volunteer appearances at various locations in community (car washes, discount store parking lots, etc.)
- Meet with volunteers to discuss ticket sales and fund raising goal (and weekly thereafter)

One week prior:

- Meet with volunteers to discuss ticket sales and fund raising goal
- Send release to news media regarding date and time of drawing

SPECIAL EVENT #5: Little Red Truck Raffle (continued)

Day of:

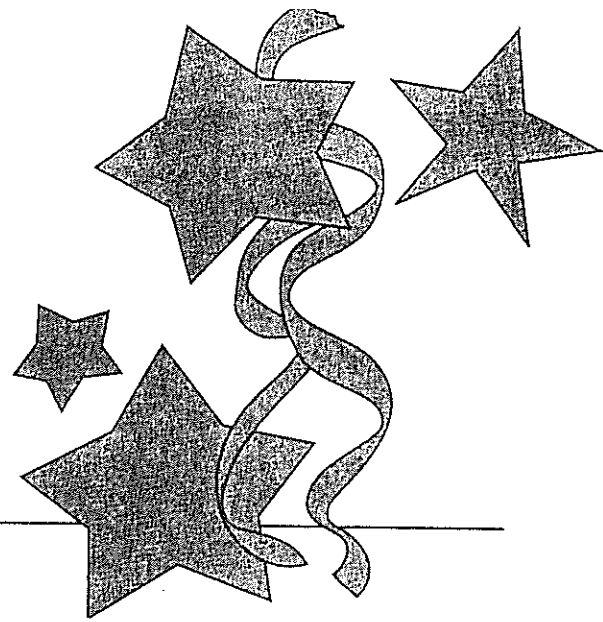
- Hold raffle
- Pay for raffle item and make sure legal documents like title of ownership are transferred to new owner

Follow up:

- Analyze event and prepare cost analysis
- Report results of raffle to the board
- Send "thank-yous" to sponsors and volunteers who helped

Complexity: Low

Special Event #6: Lobster Landing



Description: This event raises money for the organization by selling lobsters, fresh fruit and vegetables, and freshly baked bread to area residents.

Special features/attractions: The availability of fresh lobsters is not common in Arizona. The event is held in conjunction with the organization's farmers' market.

Revenue raised: \$18,000 to \$25,000 from the sale of lobsters, produce and other items.

Cost estimate of hosting the event: \$2,500. All lobsters, produce and bread is prepaid by those who place orders. The only expense is the initial mailing announcing the event, a reminder mailing and a follow-up "thank you."

Net funds from event: \$15,500 to \$22,500.

Expenses covered or underwritten by sponsors/companies: \$2,000 to \$3,000. Occasionally, area farmers donate produce. Also, tents at the farmers' market and the refrigerated trucks that pick up and deliver the lobsters to Tucson are underwritten or donated as in-kind services.

Time needed to coordinate the event: Three months.

Number of staff involved: Two. Staff members help coordinate the mailings, order lobsters and produce, and line up baked goods.

Number of volunteers involved: 40 to 50. Volunteers take orders prior to the event. On the day of the event, they help hand out orders and sell produce and bread at the various booths in the farmers' market.

Number of participants needed to make the event successful: 1,800 to 2,000.

Size of constituency needed to make the event successful: The mailing list includes 7,000 names and addresses.

Tips to maximize event effectiveness: Get 100% board commitment because all board members play a role in the success of the event. They sell lobsters and inform the

Nets \$15,500

SPECIAL EVENT #6: Lobster Landing (continued)

public about the event. Also, publicize the lobster/produce/bread sale and date as much as possible in area newspapers, the organization's newsletter, etc. Rent out produce booths at farmers' market for increased revenue.

Pitfalls to avoid: The price of lobsters varies seasonally. If you take orders at \$12 each and the price of lobsters goes up considerably, you may lose money on the event. Cushion yourself. Don't sell too cheaply!

Additional information...

"We've held our Lobster Landing fund raiser for five years," says the administrator of the Tucson Association for Child Care. "Last year, we sold 2,000 lobsters and netted \$15,500. We hope to sell 3,000 this year!"

The key to the event's success is offering a complete "menu" of items in addition to lobsters. What started out as a simple "pick up your lobsters and take them home" has turned into a major food event in the community. Two years ago, the organization's board

members added a farmers' market complete with locally-grown fresh fruit and vegetables.

This past year, they featured freshly baked bread from a nearby bakery, lobster recipes from local restaurants and bibs from a Red Lobster restaurant! "We also tripled the amount of produce available for sale and still sold out," the administrator says. "To add some fun to the event, board members were also available to cook lobsters on request!"

"For our next Lobster Landing, we plan to raffle off a gourmet dinner prepared by a local chef right in the winner's home," the administrator tells me.

Editor's Note: Take a look at how this strategy might work in your community. If your organization is on either coast where seafood is plentiful, consider selling steaks from the Heartland to people who've been asking, "Where's the beef?"

Contact: Tucson Association for Child Care, 1030 North Alvernon Way, Tucson, AZ 85711; (602)881-8940.

Planning List

Three months prior:

- Meet with board to discuss special event and develop a plan of action
- Set date of lobster sale/farmers' market
- Contact a restaurant association to get list of lobster wholesalers
- Contact refrigerated trucking company to contract for pick up and delivery of lobsters (ask if transportation could be donated in-kind)
- Advertise the farmers' market to coincide with the lobster delivery (those interested in selling produce at the farmers' market should contact you within one month)
- Contact company for renting tents, tables, chairs, etc., for farmers' market

Two months prior:

- Set deadline date for taking lobster orders
- Send letters to community residents informing them of the lobster sale (note that proceeds from the sale may be considered charitable contributions)
- Continue advertising the sale and farmers' market to generate orders
- Start taking prepaid lobster orders

One month prior:

- Order lobsters from wholesaler
- Verify the rental of tents
- Verify and contract with trucking company to transport lobsters
- Give trucking company instructions as to where and when lobsters can be picked up and where to deliver them

Two weeks prior:

- Send reminder notices to those who ordered lobsters that they can pick them up at the farmers' market
- Send reminder notices to those who showed interest in having a produce stand at the farmers' market

Three days prior:

- Contact trucking company to confirm that truck is en route and will deliver lobsters on schedule to the farmers' market

SPECIAL EVENT #6: Lobster Landing (continued)

One day prior:

- Clean up farmers' market area and put up signs to direct traffic, etc.
- Set up tents
- Set up stands/booths for farmers' market
- Set up lobster stands

Day of:

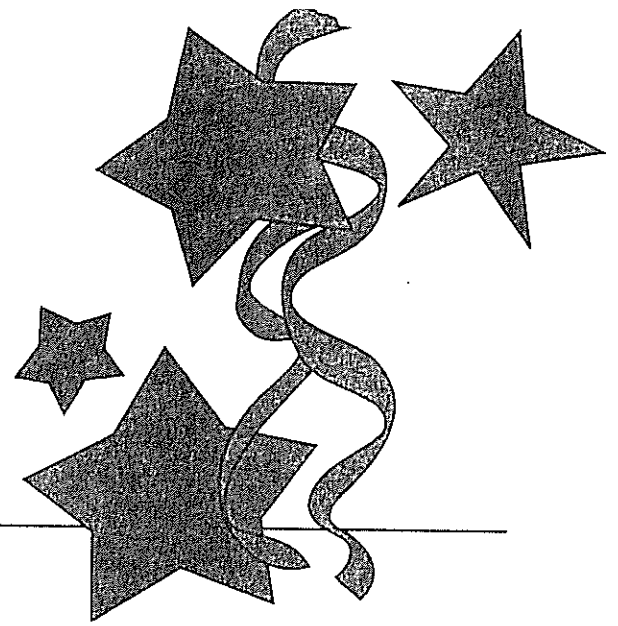
- Complete all last minute setup items
- Hold the event

Follow up:

- Prepare cost analysis
- Report results of Lobster Landing to board
- Send "thank yous" to sponsors and buyers

Complexity: Low

Special Event #7: Bartending Board Members



Description: The owner of a country western bar invites board members to set up their own bar at his establishment. All proceeds made from the board's bar go directly to the organization.

Special features/attractions: The organization's bar is set up in its own separate corner of the establishment, so it is well identified. At the bar, board members sell beer and cashew nuts, provided by the bar owner, to patrons at a reduced rate.

Board members also sell raffle tickets at the door for inexpensive prizes like beer mugs, T-shirts, CDs and cassette tapes. Designated drivers get special buttons to wear that allow them to drink non-alcoholic beer or soda at no charge. The event makes it easy for fund-raising-shy board members to get involved.

Revenue raised: \$2,000 to \$3,000.

Estimated cost of hosting the event: None. (See "expenses underwritten" below).

Net funds from event: \$2,000 to \$3,000.

Expenses covered or underwritten by sponsors/companies: Beer, cups and nuts

are donated by the bar or one of its beverage distributors. Board members and staff members also solicit area businesses for raffle prizes.

Time needed to coordinate the event: Three months.

Number of staff involved: Four. Staff members assist board members in coordinating the event. Together they solicit prizes, get a local radio station involved as a sponsor and work the event.

Number of volunteers involved: Eight. Board members help solicit businesses for raffle prizes. On the night of the event, they tend bar and sell raffle tickets.

Size of constituency needed to make the event successful: 300 to 500. The organization serves the bar/restaurant clientele only.

Number of participants needed to make the event successful: 300 to 500.

Nets \$2,000

Tips to maximize event effectiveness: Ask the radio station to help coordinate prizes and emcee the raffle drawings. Also invite the radio station to broadcast from the bar on the night of the event. This helps increase attendance, which results in more sales at the bar. Take advantage of board members' business and community contacts.

Pitfalls to avoid: Don't conduct the event if it doesn't fit in with your organization's mission. An alcohol and drug abuse clinic, for example, won't want to sell beer as a fund raiser. Don't sign up volunteers who aren't dependable. (Make sure those who promise to help with the event are at least 21 and do their part, and have a job for every volunteer.)

Be sure to market the event effectively. Use resources of your radio sponsor to help advertise and bring people to the event. Check with your business protection insurance to make sure it covers your organization in an event like this.

Additional information...

"I want board members to learn that fund raising is fun—not something to dread," says

the administrator of Community Action Against Rape. "So I give them doable projects, which teach them that raising money is enjoyable and manageable."

The board's first taste of fund raising was this simple project that just about anyone can do—tending bar. "The owner of a country western bar and restaurant let us set up a bar, and board members sold beer, liquor shots and cashew nuts. They had so much fun, they didn't leave the place until almost 3 a.m.—plus, they raised a quick and easy \$500!" This administrator also worked another doable task into the bartending project. "We sold raffle tickets at the door, which was a great opportunity for board members to ask the public to buy something," she says.

"Prizes were inexpensive items that members solicited from business owners they knew. This was also an easy task to do and helped build their self-confidence. In the future, they won't hesitate to ask for future in-kind donations."

Contact: Community Action Against Rape, 749 Veterans Memorial Drive, Las Vegas, NV 89101; (702)385-2153.

Planning List

Three months prior:

- Talk to board members about an easy-to-do event that they will support
- Contact a local bar/restaurant about letting your organization conduct the fund raiser on its premises
- Set date and time for event
- Contact a radio station to sponsor and help promote your event before and during the scheduled activity
- Meet with board members and volunteers to set a schedule for tending bar and hosting the raffle items/ticket sales table. Discuss ideas for raffle items and assign people to solicit items
- Design posters for the event

Two months prior:

- Contact a beer distributor, or ask the bar owner to contact the distributor, and ask for a donation of beer, cups, designated driver buttons and raffle prizes
- Arrange to publicize the event in your organization's newsletter, on the radio and in the newspaper

One month prior:

- Design and write newspaper ad to promote the event
- Work with radio personality on 30-second spots to be read before the event
- Set up a schedule for airing the ads on the radio
- Make a checklist of items for everything you will need "on location" (table and chairs for raffle ticket sales and prizes, cash box, tickets, etc.)

Two weeks prior:

- Contact bar to verify plans for evening
- Distribute posters throughout the area to promote the event
- Call board members and volunteers to remind them of their assignments
- Organize raffle items and write up a schedule of what will be raffled and when

Day of:

- Meet board members and volunteers at the bar three hours before the event kicks off

SPECIAL EVENT #7: Bartending Board Members

Day of (continued):

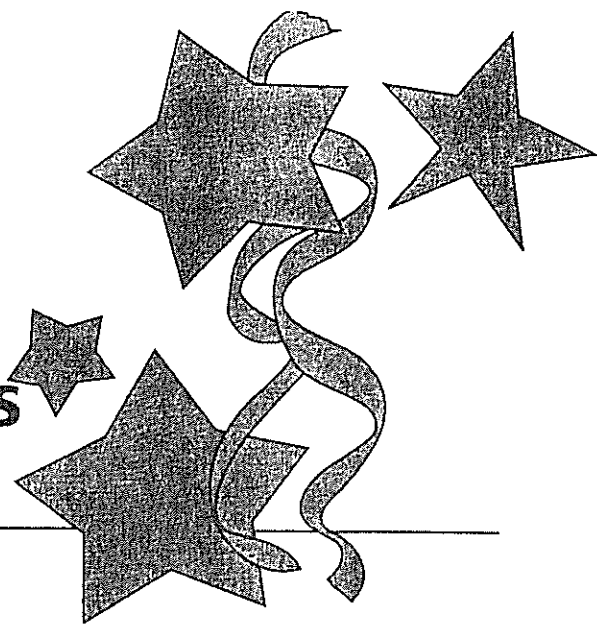
- Set up bar and raffle table (display raffle prizes to encourage ticket sales)
- Provide training to all volunteers on prices, I.D. checks, beer pouring, etc.
- Begin event

Follow up:

- Prepare cost analysis
- Report results of bar tending event to board
- Send "thank yous" to those who helped organize, staff and sponsor the event

Complexity: Low

Special Event #8: Gourmet Onion Sales



Description: This organization sells Walla Walla Sweet[®] onions and asparagus through a direct mail campaign to people in the community. All proceeds go to programs the organization provides.

Special features/attractions: Board members market renowned local produce as gourmet gifts. The produce is grown by several local growers who provide it to the organization at or below their cost.

People order and send gift baskets to friends and families around the country who, in return, call the organization and order more items!

Revenue raised: \$4,500 from sales of gift/produce baskets.

Estimated cost of hosting the event: \$2,800. (Orders are paid for in advance, so the organization doesn't incur any advance expenses.) Costs include purchasing products, packaging and promotional fees.

Net funds from event: \$1,700.

Expenses covered or underwritten by sponsors/companies: None.

Time needed to coordinate the event: Three months.

Number of staff involved: One or two staff members take phone orders after the mailing goes out. Staff also coordinate wrapping and shipping of orders.

Number of volunteers involved: 10 to 12. When the event was getting started, board members and volunteers helped wrap and sell the gifts. Now board members only market the produce.

Size of constituency needed to make the event successful: 50,000.

Number of participants needed to make the event successful: 2,000 to 2,500.

Tips to maximize event effectiveness: Use board connections and the organization's own internal mailing list to initially market the products. Include organization's phone number and other information with every order to increase reorders.

Nets \$1,700

Pitfalls to avoid: This is a very “seasonal” fund raiser, so be prepared to conduct an intense sale for a short period of time. Vegetables with a longer growing season will have increased profits because you can extend the period of availability to potential buyers.

Additional information...

“We looked at how we could raise money by marketing locally grown or produced items,” explains this YWCA’s executive director. “Since the soil here is perfect for Walla Walla Sweet® onions and asparagus, the board chose to capitalize on these tasty vegetables and began marketing them as gourmet gifts.”

In the early days of the venture, board members wrapped and sold the gifts. “Surprisingly, we didn’t spend much on advertising,” the executive director says. “People in the area would send gift baskets to friends and

family, who would then call us to order more.”

Today, producers themselves package and wrap baskets. All the organization does is address and mail the gift baskets! And marketing is done through newspaper advertising and word-of-mouth promotion by the board members.

“We’ve also added items like jellies, pickles and sauces, produced by local cottage industries,” says the executive director. “We usually net around \$1,700 each year!”

Editor’s Note: I bet there’s money in locally grown or produced items waiting for industrious and creative board members to harvest!

Contact: YWCA, 213 South First Street, Walla Walla, WA 99362; (509)525-2570.

Planning List

Three months prior:

- Meet with board to discuss special event, products to offer, etc.
- Form committee and appoint chairperson to coordinate sales, mailing, etc.

Two months prior:

- Advertise sale of produce in newspaper and organization's newsletter
- Write letter promoting produce sale for organization's in-house mailing list
- Proof letter and make corrections
- Print mailing list on computer labels and print letter
- Assemble mailing and post envelopes
- Mail marketing materials to donor list

One month prior:

- Begin taking telephone orders for the four-week selling period

Day of:

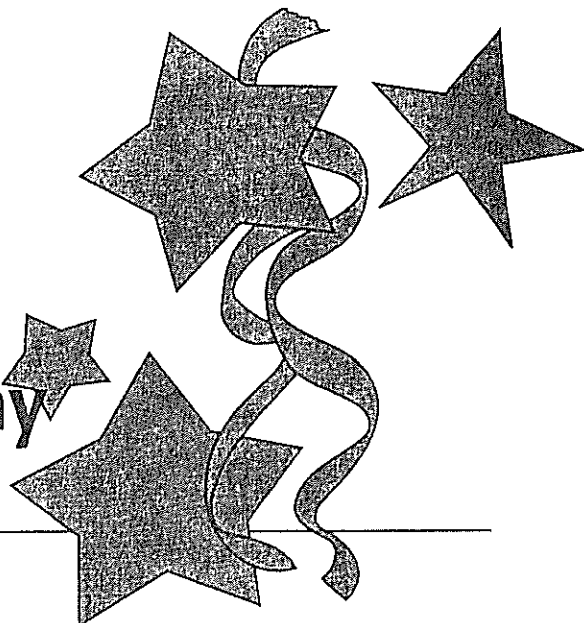
- Order the produce/products, which are shipped directly to the purchasers

Follow up:

- Prepare cost analysis
- Report results of Gourmet Onion Sales to board
- Send "thank you" to volunteer committee, produce growers and those who bought gift baskets

Complexity: Low

Special Event #9: Mother's/Father's Day Appeal



Description: A letter is mailed to the entire donor list inviting them to honor either their mothers on Mother's Day and/or their fathers on Father's Day with a donation to the organization. In addition, a newspaper display advertisement asks the public to honor their mothers or fathers in the same way.

Special features/attractions: The newspaper ad reaches the public, while the letter goes to everyone on the organization's current mailing list. Families clip the ad and send in contributions (see sample ad on Page 34). Then all the mothers' names are printed in another newspaper advertisement which runs on Mother's Day. Volunteers deliver roses to the mothers and lapel carnations to the fathers before Father's Day.

Revenue raised: \$4,750.

Estimated cost of hosting the event: \$2,250 to cover the cost of the initial mailing and the newspaper ads.

Net funds from event: \$2,500.

Expenses covered or underwritten by sponsors/companies: Ask the newspaper to

donate ad space or give you a discount. Obtain sponsors for the printing of the letter and postage expenses. Ask florist to donate roses and carnations.

Time needed to coordinate the event: Three months.

Number of staff involved: One. Someone must work with the newspaper, coordinate the letter/ mailing, record donations and make sure all names are spelled correctly in the ads.

Number of volunteers involved: Five to 10. Volunteers help with mailing the letters.

Size of constituency needed to make the event successful: 4,300.

Number of participants needed to make the event successful: 100.

Tips to maximize event effectiveness: Ask to have advertising space donated to your organization. Run a large thank-you "adver-

Nets \$2,500

SPECIAL EVENT #9: Mother's/Father's Day Appeal (continued)

tisement" including the names of the moms and dads honored in your organization's newsletter.

Pitfalls to avoid: Investigate the price of the newspaper ad before embarking on the event. If ad space is too expensive, it may not be beneficial to your organization. Roses are a delicate flower, so be sure to order an extra case in the event that some aren't in good shape when received from the florist.

Additional information...

"We looked at how greeting card companies promote special days and saw we could do it too," says the Meals on Wheels of Buncombe County director. "We place an ad in the local newspaper. The ad has our logo and offers people an opportunity to give our

organization a gift in honor of their mothers on Mother's Day and fathers on Father's Day. The ad is in coupon form that people can clip out and send to us with their donation."

The advertisement runs a month in advance. In May and June, the organization publishes its regular newsletter issue, listing the mothers' and fathers' names and the families honoring them. "It's great public relations and a stable fund raiser," adds this director.

Editor's Note: This idea can apply for other special occasions like Valentine's Day or Memorial Day.

Contact: Meals on Wheels of Buncombe County, 40 Church Street, Asheville, NC 28801; (704)253-5286.

Planning List

Four months prior:

- Meet with board to discuss special event and develop a plan of action
- Appoint event committee chairperson and committee

Three months prior:

- Contact the newspaper and get cost estimate of coupon ad and ad honoring mothers and fathers whose families have made a contribution
- Ask newspaper to donate ad space or reduce its rates; consider soliciting a sponsor(s) to underwrite the ad costs
- Contact sponsors to cover the expenses of printing and mailing coupon advertisement
- Contact volunteers to deliver roses and carnations to recipients

Two months prior:

- Set deadline when all coupon ads must be received (two weeks prior to the event day)
- Design coupon ad and deliver to the newspaper advertisement department
- Contact florist for in-kind donation of roses and carnations

One month prior:

- Place coupon ad in organization's monthly newsletter for additional revenue opportunities

Two weeks prior:

- Type up names of mothers and fathers and prepare ad to appear in the newspaper and newsletter; include names of those honored with gift
- Proofread ad and verify spelling of each name to avoid errors, omissions or misprints
- Order the quantity of roses and carnations for all those who were honored
- Schedule volunteers to deliver flowers

Week of:

- Deliver ad to newspaper office or print organization's newsletter
- Deliver flowers to those who were honored

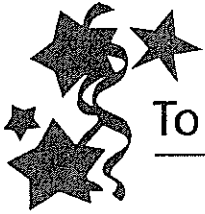
SPECIAL EVENT #9: Mother's/Father's Day Appeal

Day after:

- Send thank-you letters

Follow up:

- Prepare cost analysis
- Report results of Mother's Day and Father's Day Appeal to board
- Thank staff and volunteers who helped with event



To Honor Mother

I want to honor my Mother by making a special gift to Meals on Wheels of \$20 or more and giving one Meals on Wheels recipient a rose for Mother's Day supplied by Gudger's Flowers of Asheville.

In addition, my mother's name will appear in the Asheville Citizen-Times on Mother's Day, May 8th.

Enclosed is my contribution of \$20 or more in my mother's name.

Amount enclosed: \$ _____

My mother's name is: _____
and I authorize publication of this name in the Asheville Citizen-Times.

Signature

Date

Address

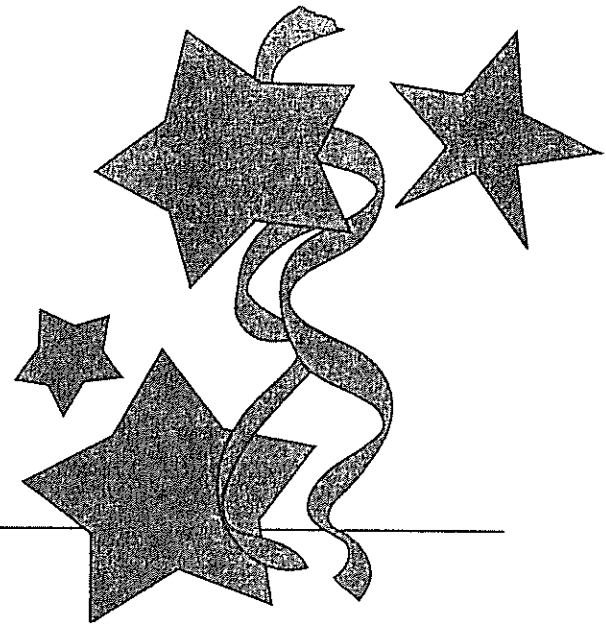
Other donation to provide hot meals for the homebound: \$ _____

Deadline Tuesday, May 3rd.

Make checks payable to: Meals on Wheels
40 Church Street
Asheville, NC 28801

Complexity: Medium

Special Event #10: Comedy Show



Description: Board members organize a comedy show at a local comedy club. Although regular admission to the club is \$8, the organization charges \$15 (\$60 for a table of four) and adds a variety show to sell tickets to the event. The comedy club seats 265 people, and the show sells out every year!

Special features/attractions: For the board's variety show, physicians, staff members—and the organization's CEO—serve as entertainers. Those who purchase tickets do so to see their friends or co-workers on stage.

Revenue raised: \$5,000 to \$8,000.

Estimated cost of hosting the event: There is no cost to put on this event. The facility is donated with the understanding that those who attend will buy drinks. The event is publicized internally to employees, who are encouraged to bring their friends and families.

Net funds from event: \$5,000 to \$8,000.

Expenses covered or underwritten by sponsors/companies: \$4,000. The comedy club donates its facility to the organization for the evening and provides an emcee and

waitresses. (The only stipulation is that each person attending the event orders a minimum of two drinks.)

Time needed to coordinate the event: Two months.

Number of staff involved: Two staff members help coordinate the event. They work with the comedy club, publicize the event, review employee acts to make sure they are appropriate and organize seating arrangements.

Number of volunteers who help: Board members head up the event, recruit employees of the organization to do acts, plan an act featuring several board members and encourage everyone to purchase tickets.

Size of constituency needed to make the event successful: 2,000.

Number of participants needed to make the event successful: 265.

Nets \$5,000

Tips to maximize event effectiveness: The key to the success of the event is getting the CEO or other upper-level management person in the organization to do an act. That's what employees will pay to see. Work with the comedy club to pick a typically "slow" night for your event. This way, the comedy club still makes money, while the organization gets the space.

Pitfalls to avoid: Must have the commitment of the performers to rehearse and show up the night of the show. Don't sacrifice quality if you want to make it an annual event. Be organized and give the show a professional feel.

Additional information...

"Board members are drawn to projects that produce good results with little effort," says this organization's executive director. "So when a local comedy club offered us the use of its facility and scheduled comedians on a Sunday night, the board got very excited."

Although regular admission to the club is \$8, the executive director and board decided to charge \$15—and add their own variety show.

"A local professional who had done stand-up comedy in college organized and spearheaded

the whole thing," says the executive director. "He was even able to get some of our staff and board members involved!"

The executive director tells me that the event was promoted exclusively within her organization, a hospital. "Normally, we hold expensive, high-ticket affairs, but the board decided that this should be an event that every staff member could afford to attend," she says.

"The response from those who saw the show was tremendous. People wrote notes to tell me that they 'busted a gut' watching staff and board members perform!"

The event was so popular that the executive director plans to show a tape of it in the hospital auditorium and charge \$2 admission. "We'll make even more by selling copies of the tape!"

Editor's Note: This executive director's organization has enough employees to sell out a comedy/variety show (265 seats). If yours doesn't, consider holding a similar event and invite the public!

Contact: Edward Foundation of Edward Hospital, 801 South Washington Street, Naperville, IL 60566; (708)527-3918.

Planning List

Two months prior:

- Meet with board members to discuss the event and develop a plan of action
- Find a popular employee (management level) to host the show
- Ask a local comedy club for the use of its facility (on a "quiet" night)
- Decide on date and time of show
- Type a memo to staff informing everyone of the day and time of show (invite staff members to come up with acts to participate in the variety show)
- Work with staff to get enough 12-minute acts for a two-hour show
- Meet with each person who wants to participate in the show and discuss his or her act to make sure it's appropriate
- Design and print tickets using in-house computer

One month prior:

- Make fliers or posters announcing the upcoming show
- Make banners to display in the organization's facility promoting the event
- Begin selling tickets to the show (continue offering tickets, individual seats and tables for four, until all seats are sold)
- Write, design and print the program for the show
- Write article for organization's employee newsletter about the event, participants, date, time, location and where tickets can be bought

Two weeks prior:

- Confirm date and time with comedy club (work out details regarding emcee, waiters/waitresses, performers, etc.)

Day/evening of:

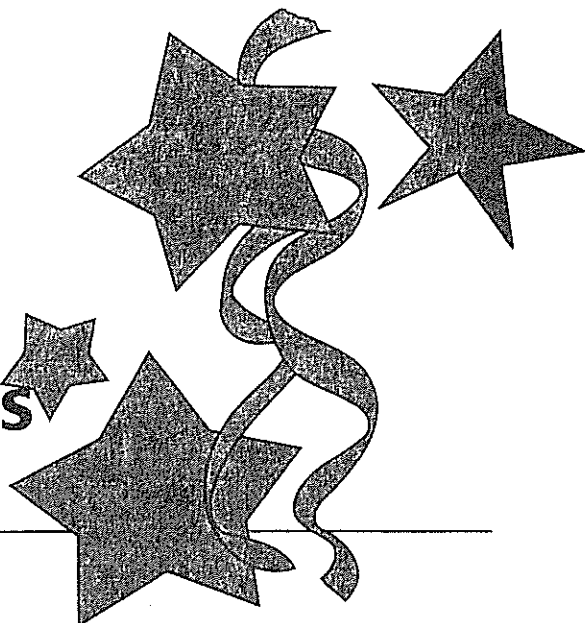
- Welcome employees as they arrive (remind everyone of the two-drink minimum purchase)

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to participants, committee members, volunteers and comedy club
- Write an article for organization's newsletter thanking all those who bought tickets

Complexity: Medium

Special Event #11: Showcase of Desserts



Description: Board members contact local restaurant owners and ask them to sell desserts—with the proceeds going to the organization.

Special features/attractions: This is a great fund raising idea that educates a variety of restaurant patrons about the organization's mission and enables them to make a donation simply by ordering dessert. The key to the success is waiter and waitress cooperation. Servers must be willing to "push" desserts on behalf of the organization. The organization offers incentives for them to do so.

Revenue raised: \$10,000.

Estimated cost to host the event: None. All costs are underwritten (see below).

Expenses covered or underwritten by sponsors/companies: \$4,000. A local bank underwrites the cost of the event. Another sponsor pays for table tents used to promote the event in each restaurant.

Net funds from event: \$10,000.

Time needed to coordinate the event: Two months.

Number of staff involved: One. A staff member coordinates advertising materials and maintains contact with participating restaurants.

Number of volunteers involved: 12 to 20. Board members are each assigned a list of restaurant managers to contact and "sign up" to participate in the event.

Number of restaurants needed to make the event successful: 12.

Size of constituency needed to make the event successful: 10,060 people the organization serves each year. Everyone who patronizes the participating restaurants is encouraged to buy a dessert.

Tips to maximize event effectiveness: Select a volunteer or board member who has good contacts in the community. The event relies on getting restaurants to participate. This organization enlisted 12 restaurant owners who promoted the event in their establishments.

Nets \$10,000

SPECIAL EVENT #11: Showcase of Desserts (continued)

Also, give the restaurants various options on how to participate:

Option A: Showcase a favorite dessert on the menu on a specific day—and give the proceeds from its sale to the organization.

Option B: Display table tents in the restaurant for a month announcing that the restaurant will donate \$5 to the organization for every dessert sold.

Pitfalls to avoid: Don't pick an unpopular dessert. You want to select a dessert that the restaurant specializes in.

Additional information...

Board members gave two options to 12 local restaurateurs. The restaurants could showcase a favorite dessert on their menus on a specific day—and give the proceeds from each sale to the organization. Or they could put table tents in their restaurants for a month announcing that they would contribute \$5 to the organization for every dessert sold during a specific period.

“Because this was a continuing project, we

needed up-front money to promote it,” says the administrator at Athens Community Council on Aging. “So a board member asked six local banks to underwrite advertising costs and the expense of designing and printing table tents to promote the event at each restaurant.”

This administrator says the key to the fundraiser's success is the cooperation of waiters and waitresses. “They're the ones who 'push' the idea and convince restaurant patrons to top off their dinners with dessert. To motivate the servers to help our cause, we held a competition to see who could sell the most desserts.

“At the end of each week, the waiter or waitress who sold the most desserts won a T-shirt with a scrumptious-looking hot-fudge sundae on it,” she says. “We also announced the servers' names and their employers in our radio promotions that ran throughout the event.”

Contact: Athens Community Council on Aging, 135 Hoyt Street, Athens, GA 30601; (706)549-4850.

Planning List

Two months prior:

- Meet with board to discuss idea and develop a plan of action
- Appoint a committee chairperson to solicit restaurants for participation
- Present "options" of participation and ask restaurant owners to participate
- Contact area businesses to underwrite the costs of table tents and advertising

Six weeks prior:

- Contact printer to design and write promotional table tents and posters
- Proofread fliers/posters and table tents; send to printer
- Contact radio stations and newspapers about ad rates for organizations
- Write 15- or 30-second spots for use by radio station
- Work with newspaper to design a display ad announcing event

Five weeks prior:

- Determine where to post fliers (bank lobbies, restaurants, grocery stores, etc.)
- Assign volunteers to put up posters
- Write release to be sent to all local media announcing event
- Write article for the organization's newsletter announcing event
- Proof all advertisements/radio spots and make corrections

Four weeks prior:

- Work with radio station to develop schedule for radio spots
- Contact newspaper to schedule display ad
- Place posters throughout community

Three weeks prior:

- Deliver promotional table tents to restaurant owners
- Organize waiter/waitress participation and competition

Two weeks prior:

- Deliver news release to newspaper to announce event
- Begin airing radio spots (scheduled for the following two weeks)

SPECIAL EVENT #11: Showcase of Desserts (continued)

One day prior:

- Fax "media alert" to assignment editors encouraging them to do stories
- Make sure radio stations have spots scheduled for opening day
- Follow up with restaurant owners to make sure they're ready for the event

Day of:

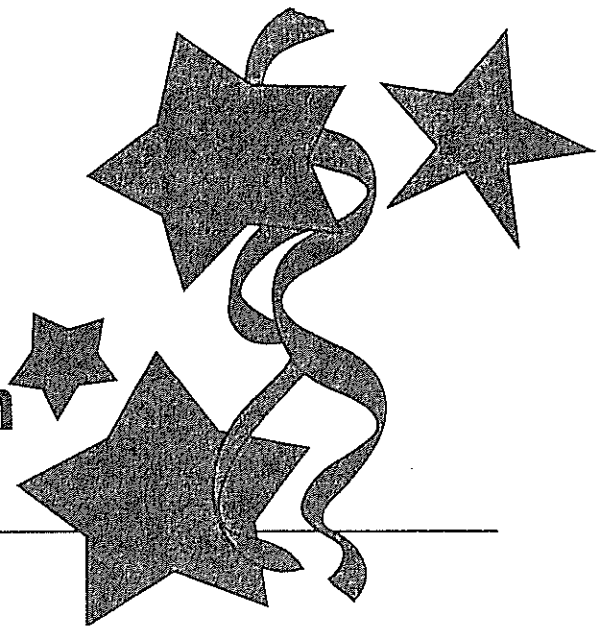
- Host event (could last one day or 30 days depending on how involved restaurants want to be and how much money you want to raise)

Follow up:

- Prepare cost analysis
- Report results of Showcase of Desserts to board
- Send "thank yous" to restaurant owners, volunteers, media and others who helped with event

Complexity: Medium

Special Event #12: Board Breakfast with Donors



Description: Board members host a breakfast in which guests receive personal attention and information about how their donations benefit the organization and its programs. Guests are asked to make a donation.

Special features/attractions: Guests invited to the breakfast must be capable of making at least a \$100 gift to the organization. One board member sits at each table to discuss the organization's programs and talk to guests. Near the end of the breakfast, all guests are asked to make an on-the-spot donation. Board members are also expected to take the lead and make a donation at the breakfast.

Revenue raised: \$25,000.

Estimated cost of hosting the event: \$5,000 to pay for invitation printing, facility rental and breakfast.

Net funds from event: \$20,000.

Expenses covered or underwritten by sponsors/companies: This organization budgets \$5,000 for the event each year to make sure all expenses are covered. A corporate sponsor could underwrite the cost of the

breakfast or invitations in exchange for publicity.

Time needed to coordinate the event: Nine months.

Number of staff involved: Four. Staff members contact caterers and get bids for the breakfast, find a suitable location, prepare the guest invitation and develop advertising for the event.

Number of volunteers involved: 20 to 30. Each board member attends the breakfast and is assigned a table to sit at. During the breakfast, board members talk to guests about the organization and ask each person for a donation. Additional volunteers could be assigned to prepare the invitations.

Size of constituency needed to make the event successful: 750.

Number of participants needed to make the event successful: 200.

Nets \$20,000

Tips to maximize event effectiveness: Be clear in the invitation that all guests will be asked for a donation. Work with board members on seating assignments. Each board member should sit at a table with people he or she knows and will be able to ask for a donation.

Pitfalls to avoid: Analyze invitation list carefully. It's important that those invited have a history of making \$100 donations to the organization (don't embarrass anyone!). Limit budget for event to 25% of the projected revenue, so you don't overspend.

Additional information...

This Oregon organization conducted an invitation-only breakfast event and raised \$20,000 in just 90 minutes! It was done by boldly asking guests to contribute at least \$100 to the organization, says the Girl Scouts Totem Council development director who helped organize the event.

"I told board members that it was time to step up to the plate—literally—and be direct about asking for money," she says. "In the past, they took a passive approach, but now I wanted them to aggressively go after a specified gift."

The breakfast was the board's first foray into the direct ask, so the development director devised a strategy to build members' self-confidence. "First, I asked them to think of prospects who could give at least \$100.

"Once we had a list, they were ready for the

next step—sending personal invitations to these people and serving as hosts at the breakfast. I also insisted that board members be honest and tell guests that they would be asked to make a contribution. Nobody got off the hook. Members had to phone guests or hand deliver the invitations."

The development director then followed up with letters to each guest that reinforced the idea that he or she would be solicited for a donation at the breakfast. "The board members loved not selling tickets and not paying for guests," she adds.

Before the breakfast, the development director put board hosts through a quick training session. "I talked about how this activity would go—people helped by our organization would say a few words, we would have some light entertainment, and then we would make the public request for donations."

When she asked board members to be table hosts, she told them that they would also be expected to contribute. So when the donation request was made, they took the lead and wrote out checks too!

When it was all over and the proceeds tallied, board members were overjoyed, she says. "They'd never raised that much money before. And when we do this breakfast again, I'll suggest that they ask for a \$200 gift—and I think they'll get it!"

Contact: Girl Scouts Totem Council, P. O. Box 300304, Seattle, WA 98103-9704; (206)633-5600.

Planning List

Nine months prior:

- Meet with board to brainstorm breakfast event idea and develop a plan of action; set date, time and location of event
- Determine fund raising goal and how many guests need to attend event
- Work with board to develop guest list (all guests should be capable of making a \$100 donation; encourage board members to invite their community contacts)

Eight months prior:

- Develop list of sites where breakfast could be held
- Contact restaurants and hotels and get bids for breakfast
- Select a bid
- Contact sponsors to underwrite expenses
- Continue working on guest list

Seven months prior:

- Work with restaurant or hotel caterer to determine breakfast menu
- Continue working on guest list

Six months prior:

- Contact board members and set up preliminary training for those who will host a table and ask guests for donations
- Continue working on guest list

Five months prior:

- Finalize guest list
- Assign board members to send invitations to specific individuals

Four months prior:

- Write breakfast invitation (include note that donations may be considered charitable contributions)

SPECIAL EVENT #12: Board Breakfast with Donors (continued)

Four months prior (continued):

- Contact printer for bid on breakfast invitations and RSVP card; send proofed materials to printer

Three months prior:

- Check printed invitations for accuracy
- Make necessary changes to guest list
- Develop breakfast program (guest speakers, presentation materials, etc.)

Two months prior:

- Conduct a special meeting with board members to hand-address invitations
- Mail or deliver invitations

One month prior:

- Write and mail follow-up letter to guest list specifying expectations
- Get board members to start making follow-up calls to those on their guest list whom they haven't heard from yet

Three weeks prior:

- Prepare name tags and seating assignments for guests and board members

Two weeks prior:

- Complete board member follow-up calls and get final attendance count
- Contact hotel, restaurant or caterer to confirm date, time, menu, etc.

One week prior:

- Organize materials for the event (presentation material, organization brochures/information, donor cards, annual reports)
- Confirm guest speaker and other presenters are ready and review their presentation materials

SPECIAL EVENT #12: Board Breakfast with Donors (continued)

Two days prior:

- Visit breakfast location, draw up table arrangement, podium placement, etc., and give to hotel/restaurant staff for setup purposes

Day of event:

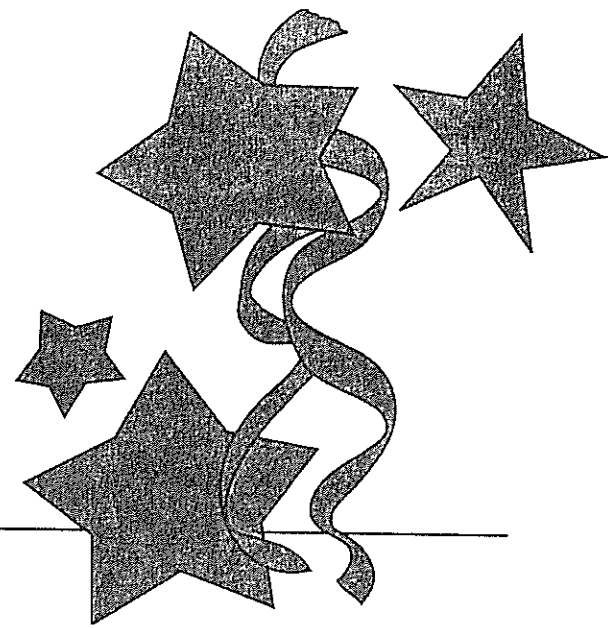
- Arrive early to check set up of tables
- Check with hotel or restaurant kitchen staff about breakfast and confirm serving time
- Organize name tags and assign volunteer to greet guests and hand out tags
- Check podium and test microphone to make sure it is working
- Show board members and guests to their assigned tables as they arrive
- Conduct breakfast

Follow up:

- Prepare cost analysis
- Report results of Board Breakfast to board
- Send "thank yous" to board members, guests who made contributions, sponsors and the hotel or restaurant

Complexity: Medium

Special Event #13: I Remember Mama



Description: This event includes a special Mother's Day brunch and a booklet with notes and messages written by families who wish to honor their mothers. For \$20, individuals are invited to write messages to their mothers, who then receive a copy of the booklet.

Special features/attractions: The brunch serves two purposes. First, the brunch is for 150 low-income elderly women. Second, it's an opportunity for children to honor their mothers with a special donation to the organization. A booklet, *I Remember Mama*, is presented to those mothers who are honored. It gives adult children a chance to send a personal message to their mothers.

Revenue raised: \$21,300.

Estimated cost of hosting the event: \$2,300, which includes \$1,000 for the mailing inviting families to participate, \$300 for the brunch event and \$1,000 for the program booklet.

Net funds from event: \$19,000.

Expenses covered or underwritten by sponsors/companies: A restaurant donates

\$5,000 to offset the costs of food and beverages. Volunteers, as well as a taxi service, transport elderly women to and from the restaurant.

Time needed to coordinate the event: Three months.

Number of staff involved: Four. Staff members select low-income elderly mothers to attend the brunch. Staff also prepare the mailing and send out programs to the donors and their mothers, so they have the messages in hand prior to the brunch. After the event, staff write thank-you letters to those who gave a donation.

Number of volunteers involved: Six volunteers help on the day of the brunch by escorting people to the restaurant and welcoming guests.

Size of constituency needed to make the event successful: This organization serves 60,000.

Nets \$19,000

Number of participants needed to make the event successful: 550.

Tips to maximize event effectiveness: Get plenty of media coverage to promote the event. For example, six weeks before Mother's Day, contact assignment editors with story ideas about the event and participants. Follow up a week later with a feature story idea about a message or messages sent in to honor mothers.

Send invitation mailing a week before media coverage to everyone on the organization's donor list. Include information about the event in your organization's newsletter. Require that all messages be returned to the office with adequate time for typesetting, proofing, printing and mailing.

Pitfalls to avoid: Have a plan to deal with those who don't send in messages in time to be included in the booklet. Work closely with the restaurant hosting the brunch to make sure your event doesn't infringe on their busiest day of the year. Don't start promoting the event too early (wait until after Easter).

Additional information...

February and March are good months to start thinking about Mother's Day if you want to conduct a special event to honor mothers in your community. Board members at this organization found a super way to honor moms in the area. They hold an I Remember Mama event that nets \$19,000.

The brunch is hosted at a local restaurant

where the restaurant owner picks up the tab for the food, while the organization pays the dining room staff. Board members and volunteers transport the women to the restaurant and serve as table hosts. The only stipulation is that the brunch must be over before noon—when the restaurant opens for one of its busiest days of the year.

Media coverage of the brunch is a big plus for both the organization and the restaurant owner. "People like the idea of helping others and supporting this program," says the development director.

The fund raiser encourages children to write a message to their moms. For a \$20 donation, messages are compiled in a booklet by the organization's staff and volunteers. A newspaper reporter helps kick off the event with a feature story about the many Mother's Day messages received by this organization.

"The reporter also writes a follow-up story on the messages people send," says the development director. "This idea has been very popular, and the messages are touching to read. But at some point, we can't take any more because we have to get the booklet to print in time for the brunch."

For those who fail to get messages in on time, the organization drafts a letter with a message and sends it with the Mother's Day booklet to the mothers. "The latecomers seem to be happy with this arrangement."

Contact: Volunteers of America, 1865 Larimer, Denver, CO 80202; (303)297-0408.

Planning List

Three months prior:

- Meet with board to discuss the special event and develop a plan of action
- Analyze donor list, selecting those names who would likely want to honor their mothers for the event
- Develop a list of potential restaurants that could host the event (don't forget to consider hotels or colleges in the area that cater special events)
- Personally visit with restaurant owners and managers until you find one willing to work with your event

Two months prior:

- Draft letter inviting donor list to honor their mothers with a message and donation (see sample letter and form on Page 51) and include deadline to receive messages
- Contact printer and solicit printing of message booklet
- Develop list of volunteers who can help on the day of event (transport mothers to brunch, serve as table hosts, etc.)
- Begin typesetting messages on computer
- Contact taxi companies and ask for help with transportation

Six weeks prior:

- Contact editors at newspapers, radio and TV stations with information about brunch, message booklet and event
- Continue typesetting messages

Five weeks prior:

- Work with news reporters on feature story ideas about messages, special interest stories, etc., to promote the event
- Discuss brunch menu with restaurant or facility hosting the brunch
- Continue typesetting messages

Four weeks prior:

- Keep working on promotional stories for the event
- Order large envelopes for booklet mailing
- Continue receiving and typesetting messages

SPECIAL EVENT #13: I Remember Mama (continued)

Three weeks prior:

- Cut off messages to be included in the booklet (you can still take donations and send messages, but messages received after this time will not be printed in the booklet)
- Complete typesetting of messages
- Proof booklet and send to printer
- Send news release on quantity and type of messages received

Two weeks prior:

- Prepare booklets to be mailed
- Hand-address envelopes for booklet, insert booklets and post envelopes
- Mail booklets to those mothers honored with a message

Day prior:

- Follow up with restaurant to confirm times, expected head count, etc.
- Contact taxi service to confirm rides
- Conduct meeting with volunteers scheduled to work at brunch to review assignments
- Send alert to all news media reminding them of event and encouraging coverage (include a contact name and phone number of a person reporters can call for information)

Day of:

- Transport selected guests to and from brunch location
- Conduct brunch
- Welcome and thank all who participated

Follow up:

- Prepare cost analysis
- Report results of I Remember Mama event to the board
- Send "thank yous" to restaurant owner, board members and volunteers, taxi companies and all those who donated to the event



Give Your Mother a Gift She Will Treasure Forever

On Mother's Day, May 14, Bank One and Strings Restaurant will present "I Remember Mama," a brunch to honor elderly women who might otherwise be alone on Mother's Day.

One hundred fifty women from the Volunteers of America Meals on Wheels program will be treated to an unforgettable Mother's Day celebration, receiving flowers, chocolates and a fantastic meal prepared by Chef Noel Cunningham. Metro Taxi will be providing door-to-door rides for each lady, and KEZW's Rick Crandall will be on hand to personally wish each mom a Happy Mother's Day.

For a minimum gift of \$20, you can assure that 150 women will be treated to this memorable event. You can also assure that your mother will receive a lovely keepsake program containing your special Mother's Day message.

Your tribute can be made in honor of your mother, or in her memory. It can also acknowledge someone who has been like a "mom" to you.

Please return this form with your check payable to Volunteers of America, "I Remember Mama," 1865 Larimer Street, Denver, CO 80202 by May 1.

Here's my donation to support "I Remember Mama." No message needed, thank you!

Please send the following message to my mother: (50 words or less, please)

To: _____

Message: _____

With love from: _____

Please send a copy of the program to:

Name: _____ Address: _____

City/State/Zip: _____

Please send me a copy of the program:

Name: _____ Address: _____

City/State/Zip: _____ Phone: (____) _____

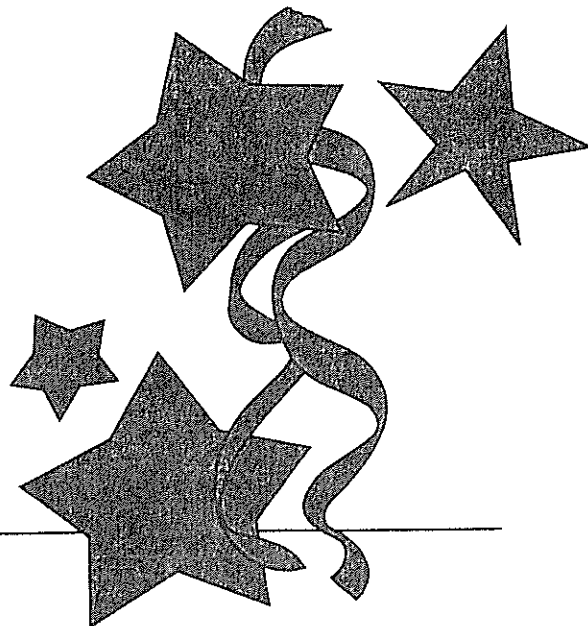
Amount enclosed \$ _____ (\$20 minimum) Please charge my VISA

Mastercard Card number: _____ Exp date: _____

Signature: _____

Complexity: Medium

Special Event #14: Ice Cream Social/ Zoofari



Description: Board members at this organization use everyone's favorite dessert—ice cream—to entice participation at their major fund raising event: an ice cream social held at the organization's facility—a zoo—after hours.

Special features/attractions: The event is intentionally scheduled for one of the hottest days of the year. In this case, the warmer the weather, the better! Tickets are sold (family ticket \$20, adult \$7, child \$5). A special pass is sold in advance that allows guests to come to the zoo during regular hours and stay for the event. Performers keep everyone entertained. Board members hand-dip ice cream cones (other food items are available too).

Revenue raised: \$30,000 from event ticket sales.

Estimated cost of hosting the event: \$1,500 to cover miscellaneous food expenses and printing of promotional tools.

Net funds from event: \$28,500.

Expenses covered or underwritten by sponsors/companies: \$19,500. Sponsors and businesses donate the cost of ice cream

and other food and beverage items as well as entertainer fees and TV advertising. This money also covers ice, security fees and cleanup costs. The form on Page 56 helps staff members monitor the gifts in-kind and cash contributions from sponsors and businesses. Keeping track of these gifts enables the organization to thank donors and remind them of their contribution when the event is held again.

Time needed to coordinate the event: Six months.

Number of staff involved: Two. The event's coordinator and her assistant are responsible for setting up a committee and monitoring its activities as it plans the entire event.

Number of volunteers involved: 300. Volunteers are assigned a variety of tasks, from soliciting dairy companies for the ice cream to scooping the cones on the day of the event.

Nets \$28,500

Size of constituency needed to make the event successful: This organization serves 400,000 people annually.

Number of participants needed to make the event successful: 3,500.

Tips to maximize event effectiveness:

Promote ticket sales through an agreement with a popular restaurant in the community. In this case, a hamburger chain sponsors part of the event and sells tickets at each of its locations.

Additional ticket sales are done by the organization's membership and with the local television affiliate. Be sure you have a good volunteer base to help with the many tasks that must be accomplished before and on the day of the event. Also, get as many costs as possible underwritten.

Pitfalls to avoid: Incurring too many expenses, which takes away from the profits. The event relies on hot weather, so be sure to schedule it in the appropriate month.

Additional information...

This organization insures good attendance at

its ice cream social event by scheduling it when there is literally no other competition.

Board members hold their major fund raiser at the hottest time of the year—and net a lot of cool cash in the process!

“When it’s 100 degrees, nobody, but nobody, does fund raisers!” says the organization’s administrator. “There’s absolutely no competition for the huge ice cream social, and it attracts 3,500 people to our facility.

“We set up 20 serving stations on our grounds and serve ice cream donated by a dairy company. We also sell hot dogs and soft drinks and provide ongoing entertainment for three hours.”

Editor’s Note: When you schedule a special event, don’t discount times of the year when other organizations are in a fund raising hiatus.

Contact: Fresno Zoological Society, 894 West Belmont, Fresno, CA 93728; (209)264-5988

Planning List

Six months prior:

- Meet with board to discuss ice cream social and develop a plan of action
- Decide on date and time of event; pick a date that is likely to be hot
- Contact local groups to provide entertainment during the event

Five months prior:

- Contact ice cream distributors and ask for donations of ice cream, dishes, spoons and freezers to use on site
- Begin soliciting area businesses to sponsor the event

Four months prior:

- Design advertisement flier/poster to be placed throughout the city
- Decide on number of fliers/posters needed and where to distribute (mall parking lots, ice cream parlors, grocery stores, candy stores, banks, other high-traffic areas)
- Get printer bid or find printer who will donate printing
- Proof flier/poster make corrections
- Deliver flier/poster to printer
- Continue contacting businesses to sponsor the event

Three months prior:

- Contact food distributor for donation of hot dogs
- Contact bread distributor or bakery for donation of hot dog buns
- Contact grocery store for contributions of mustard, ketchup, relish and other condiments
- Contact soda distributor for drinks and cups
- Set up entertainment schedule

Two months prior:

- Recruit volunteers to help take tickets, serve ice cream and hot dogs, etc., during the event
- Set up work schedule for volunteers
- Contact entertainment groups to confirm event performance times
- Assign volunteers to help set up ice cream stands, chairs and stage for entertainment

SPECIAL EVENT #14: Ice Cream Social/Zoofari (continued)

One month prior:

- Send volunteers a list of the work schedule and their specific assignment
- Send release to news media regarding event, time, place, etc., (include information in your organization's newsletter)
- Distribute fliers/posters to volunteers and place in designated locations
- Contact rental company and order tents, tables, chairs, risers (for entertainment stage) and sound equipment for the event

Two weeks prior:

- Contact all suppliers of food and beverages to verify time and place of event and their expected arrival time

One week prior:

- Clean facility grounds where the ice cream social will be held
- Map out grounds for event including parking, gate entrance(s), serving stands, table and chair placement, tent locations

One day prior:

- Contact volunteers as a reminder of their assignments
- Set up ice cream stands, chairs and the entertainment stand

Day of:

- Hold the event
- Clean up

Follow up:

- Prepare cost analysis
- Report results of Ice Cream Social to the board
- Send "thank yous" to board members, companies who provided donations, entertainers and volunteers



Record of Donation/Gifts-In-Kind

Name of company/individual: _____

If company, name of contact person: _____

Address: _____

City/State/Zip: _____

Phone: () _____ Tax I.D. or S.S. No.: _____

Donation:

Fair market value: \$ _____

Date donation was received: _____

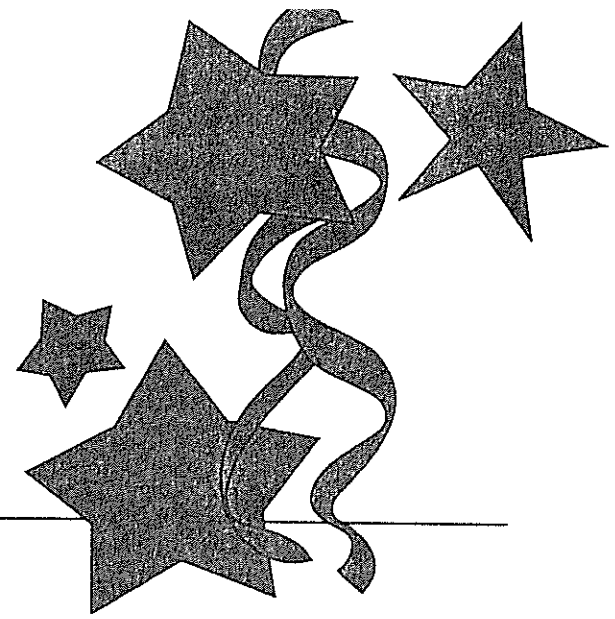
Purpose of donation (or event): _____

Computer account #: _____

Date entered: _____

Complexity: Medium

Special Event #15: Green Nose Day



Description: Board members at this organization buy and resell green clown noses—a take off on England’s Red Nose Day. The noses are sold in the weeks leading up to—and during—the community’s annual St. Patrick’s Day Parade.

Special features/attractions: St. Patrick’s Day in Springfield, Illinois, is a popular holiday, so board members capitalize by selling green noses for a buck and creating public awareness about their organization’s programs and services.

Revenue raised: \$4,000.

Estimated cost of hosting the event: \$1,700 to buy the noses and promote the event.

Net funds from the event: \$2,300.

Expenses covered or underwritten by sponsors/companies: None. Your organization could, however, solicit a corporate sponsor to underwrite the cost of the noses and other promotional material—saving your organization \$1,700.

Time needed to coordinate the event: Three months.

Number of staff involved: Five. Staff members take the green noses to businesses, government offices, schools and stores where they set up displays to promote sales.

Number of volunteers involved: 10 to 15. During the St. Patrick’s Day Parade, volunteers walk behind the organization’s float and sell noses to parade-watchers.

Size of constituency needed to make the event successful: 10,000 people are aware of the special event and green noses.

Number of participants needed to make the event successful: 4,000.

Tips to maximize event effectiveness: Appoint a coordinator to be in charge from start to finish. This person could be a full-time staff member or a volunteer. Contact area businesses capable of promoting and selling the noses internally (to employees) or buy a large quantity up front to distribute to employees.

Nets \$2,300

Pitfalls to avoid: Keep record of the number of noses signed out to volunteers. Make sure all noses and money from the sale of noses is accurate. Don't get in a hurry when selling noses at the parade. Take adequate time to keep track of the cash that is being exchanged, so money isn't lost.

Editor's Note: See Page 61 for the form the administrator uses to help her keep track of the number of noses volunteers take and the amount of money each volunteer returns.

Additional information...

"Our community loves to celebrate St. Patrick's Day," says Mini O'Beirne Crisis Nursery's executive director. "We thought we'd like some of the action too, so we decided to promote and sell green clown noses before and during the festivities—a take off on England's Red Nose Day."

Board members sell the noses, supplied by a

specialty company, in bars, fast-food outlets, restaurants, schools—even state government office buildings. "We're a new organization, and this has become our trademark event," she says. "We pay 17 cents each for the noses and sell them for \$1—an 83% profit!"

To generate additional revenue from the event, the board hosts a kickoff party on St. Patrick's Day Eve. "In the past we painted smiles on some of the noses and sold them for \$25 each," she says. "These special noses are admission 'tickets' to the kickoff celebration."

Editor's Note: You can "nose in" on this great idea too. The noses come from Dallas and Company in Champaign, Illinois. I'll bet any novelty supplier would love to help you blanket your city with green noses!

Contact: Mini O'Beirne Crisis Nursery, 1011 North 7th Street, Springfield, IL 62770; (217)525-6800.

Planning List

Three months prior:

- Meet with board to discuss special event and develop a plan of action
- Check with local government to see if license is needed to sell a product
- Determine how much revenue the fund raiser should raise
- Order noses from a novelty company

Two months prior:

- Contact volunteers to help sell noses during the month of March and during the St. Patrick's Day Parade
- Design poster to promote the event in the community
- Determine how many posters need to be printed
- Get printing bid to produce poster and select printer (or get printing provided as in-kind donation)
- Contact school principals about involving students in selling noses

One month prior:

- Pick up poster from printer and distribute throughout community
- Assign a staff member to hand out noses to volunteers, record funds turned in and noses returned unsold
- Assign volunteers to promote and distribute noses to area businesses
- Make bags for noses, so they're accessible while walking in the parade
- Ask bank to lend money pouches that volunteers can use while making sales during the parade
- Meet with board and volunteers to plan kickoff party time, location, etc.
- Decorate and distribute a special group of noses to be used as admission to the kickoff celebration
- Help volunteers determine whom to "invite" to the party

Three weeks prior:

- Contact restaurant or grocery store for meat and cheese trays or other festive foods for the kickoff party
- Conduct meeting with volunteers to check on progress of nose sales

SPECIAL EVENT #15: Green Nose Day (continued)

Two weeks prior:

- Make signs to be used in parade (include name of organization, name of special event, cost of noses, etc.)
- Conduct meeting with volunteers to check on progress of nose sales

One week prior:

- Conduct meeting with volunteers to check on progress of nose sales

Two days prior:

- Pick up beverages and other decorations for kickoff party
- Decorate party room

Day prior:

- Contact volunteers assigned to walk in parade and give them instructions where to meet, time to meet, etc.
- Pick up meat and cheese trays and other food for kickoff celebration
- Conduct kickoff party

Day of:

- Hand out noses, money pouches and cash to make change to volunteers
- Walk in the parade and sell noses
- Meet with volunteers who sold noses and "check in" all unsold noses and cash

Follow up:

- Prepare cost analysis
- Report results of Green Nose Day to board
- Send "thank you" to board members, volunteers, sponsors, etc.



Green Noses Seller Agreement

Name: _____

Organization: _____

Address: _____

City/State/Zip: _____

Phone: (____) _____

I agree to return any unsold green noses and the money collected from selling green noses to the Mini O'Beirne Crisis Nursery by Friday, March 31, 1995.

Signature

Date

Number of green noses received: _____

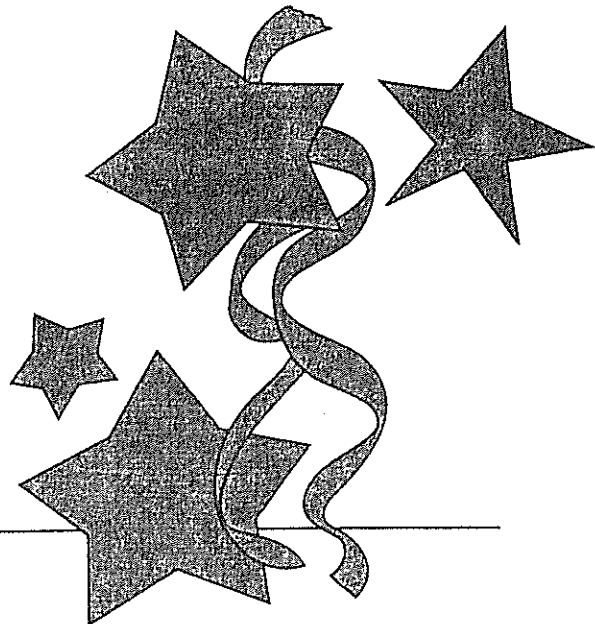
Number of green noses returned: _____

Amount of money returned: \$ _____

Date noses and money returned: _____

Complexity: Medium

Special Event #16: Celebrity Waiter/ Waitress Event



Description: Board members ask corporate CEOs to wait tables at various restaurants in the community. Invitations to the dinner are sent to other business leaders in the community. Funds are raised through the waiters' tips.

Special features/attractions: The waiters and waitresses are well-known people in the community. By inviting other business and community leaders to the restaurant and event, dozens of capable donors are in one place at one time.

Revenue raised: \$17,500 from tips that guests leave their waiters and waitresses (when held at a restaurant able to serve 500).

Estimated cost of hosting the event: \$850 for postage, awards and gag gifts.

Net funds from event: \$16,650.

Expenses covered or underwritten by sponsors/companies: \$550. This organization solicits a corporation to print the event's name and logo on aprons waiters and waitresses wear at the event. The corporate sponsor also pays for the printing of the invitations.

Time needed to coordinate the event: Five months.

Number of staff involved: Three to five, to develop a plan of action, assign tasks to volunteers and make sure actions are being accomplished.

Number of volunteers involved: 30 to 40. Volunteers do everything from serving as waiters and waitresses to asking friends who are corporate or community leaders to attend or be involved.

Size of constituency needed to make the event successful: 2,000.

Number of participants needed to make the event successful: 500 to 600.

Tips to maximize event effectiveness: Ask two to three high-profile, well-connected people in the community to be servers. The balance of the waiters and waitresses can be corporate CEOs or mid-level managers. Train all servers prior to the event to avoid embarrassment.

Nets \$16,650

Pitfalls to avoid: Don't limit the number of invited guests, send as many invitations as possible.

Additional information...

Many organizations hold celebrity waiter events, where people like the local TV meteorologist and mayor serve dinner to participants, usually at an upscale restaurant. The money raised from these events comes from tips the waiters and waitresses receive.

But board members at this organization increased profits from their celebrity waiter event when they recruited a new group of "waiters"—corporate CEOs! The most recent event netted \$16,650!

The high-profile CEOs generate bigger tips than media personalities or other managers or community volunteers, largely due to the people they invite—other leaders in the business community, says St. Louis Crisis

Nursery's administrator.

"Besides the increase in tips, our organization gets an additional bonus: These 'big spenders' are put on our mailing list for other fund raisers, like our annual campaign—and many of them make additional contributions."

Plus, board members set the stage for future corporate contributions when they recruit the CEOs as waiters and waitresses. "They tell these CEOs about our programs and services," explains the administrator.

"Once they understand everything we do for the community—and get them involved in this special event—they come to like us. That puts us in a position to solicit their companies for grants."

Contact: St. Louis Crisis Nursery, 6150 Oakland Avenue, St. Louis, MO 63139; (314)768-3865.

Planning List

Five months prior:

- Meet with board to discuss special event and develop a plan of action
- Set event date, time and location
- Develop a list of potential participants (honorary chair and celebrity waiters)
- Contact a restaurant that can serve a large number of people to host the event
- Meet with board members to determine potential corporate sponsors
- Write and send proposal letter to corporations to support event

Four months prior:

- Send letter to corporate CEOs asking them for their participation
- Complete final potential celebrity waiter list
- Recruit celebrity waiters (have board ask potential celebrity waiters to participate)
- Send follow-up letter to those interested, explain event and their duties
- Have honorary chair sign letters
- Send letter to celebrity waiters with specific response date
- Ask corporations to consider corporate matching funds for tips earned by CEOs
- Make follow-up phone calls to celebrity waiters, PR contacts, etc.

Three months prior:

- Mail "thank-yous" to celebrity waiters for agreeing to participate
- Mail follow-up letter to those who can't participate or who declined
- With celebrity waiters' help, develop a list of potential people to invite to dine at the restaurant
- Ask board to review invitation list
- Write and get printer bids for invitation, response card, receipt cards and thank-you cards (solicit a printer to donate printing services)

Two months prior:

- Assign celebrity waiters to shifts and seating sections
- Deliver invitations to board members to prepare
- Design aprons for celebrity waiters to wear at event
- Get bid to produce aprons (ask company to underwrite this cost)

SPECIAL EVENT #16: Celebrity Waiter/Waitress Event (continued)

One month prior:

- Mail packet of information to celebrity waiters with their shift time and invitations
- Do phone follow up with celebrity waiters to confirm schedules
- Determine and buy awards and gifts:
 - ✓ Celebrity Waiter of the Year award
 - ✓ Gift to honorary chair
 - ✓ Gift to restaurant (plaque)
- Send out news release announcing date, time, location of event and celebrity waiter list

Three weeks prior:

- Mail or hand-deliver invitations to guest list
- Pick up aprons

Two weeks prior:

- Mail reminder letters to celebrity waiters noting shift times and providing names of those who have made reservations in their sections

One week prior:

- Phone celebrity waiters as needed to inform them of reservations made
- Discuss who will collect tips
- Assign staff member to handle media (take photos, work with reports, etc.)

One day prior:

- Fax/call media reminding assignment editors about the event

Day of:

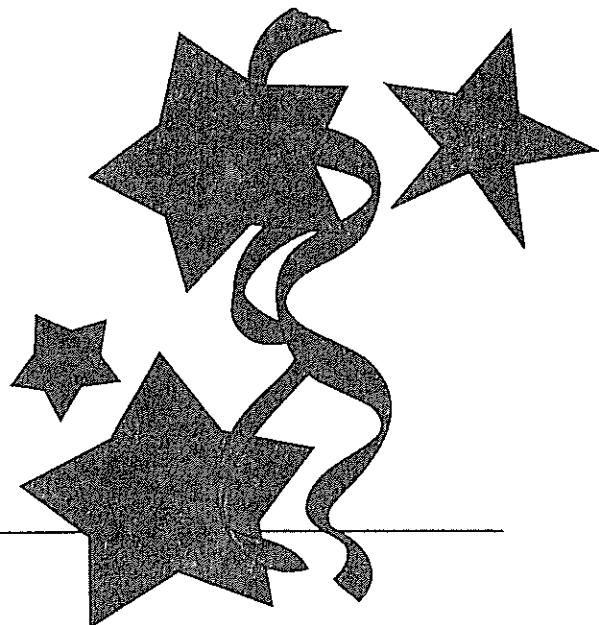
- Set up a location for hors d'oeuvres and beverages for celebrity waiters
- Greet celebrities as they arrive, hand out aprons, review shift times and other instructions

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to celebrity waiters, board members, guests who made contributions, sponsors and restaurant

Complexity: Medium

Special Event #17: Rose Riot



Description: This special event generates funds for the organization through the sale of roses at various sites around the city.

Special features/attractions: Everyone loves flowers. Board members contact businesses and corporations and invite them to purchase roses in bulk for their employees. On the day of their event, single roses are sold at these businesses, the organization and other prime locations throughout the city. The event provides wide community exposure to the organization's programs and services.

Revenue raised: \$11,000 (roses sell for \$1 to \$2 depending on the quantity ordered). Large corporations can buy 500 roses for \$500. Individuals can buy single roses for \$2.

Estimated cost of hosting the event: \$6,000 to buy 10,000 flowers (at cost) and promote the event.

Net funds from event: \$5,000.

Expenses covered or underwritten by sponsors/companies: Florists donate the paper the roses are wrapped in. Volunteers

donate their time and vehicles to transport the roses to designated businesses involved in the event. Public service announcements and donated fliers promote the event. Each company posts information about the rose sale for employees.

Time needed to coordinate the event: Three months.

Number of staff involved: Three. Staff members are assigned to contact volunteers to help deliver roses and sell roses at each location on the day of the event. They also set up cash boxes for each location and keep records of how many roses are sold at the various sites.

Number of volunteers involved: 20. Volunteers meet staff members at the organization early in the morning on the day of the event. Cash boxes and roses are distributed. Volunteers are assigned to specific locations where they sell roses from 9 a.m. to 4:30 p.m.

Size of constituency needed to make the event successful: 10,000.

Nets \$5,000

Number of participants needed to make the event successful: 25 businesses participate and buy roses in bulk.

Tips to maximize event effectiveness: Sell the roses on a Wednesday or Thursday to catch all potential employees (many take Friday off). If possible, find out when payroll day is at the offices you'll be selling roses at, so you catch people when they have cash in their pockets. Get permission to sell roses at state office buildings. Work with a florist who has wholesale connections, so roses can be sold for just above wholesale price.

Pitfalls to avoid: Don't overbook volunteers. Schedule a minimum of two volunteers to sell roses at each location. Avoid hot, humid days for sale of flowers. If weather is hot, roses will need to be packed in ice or kept in cool water. Make sure volunteers have clippers and a pair of gloves to protect themselves against thorns. Don't disrupt or intrude on the work day of employees.

Additional information...

This New Jersey organization's board wanted to maximize its special event efforts and raise more money, so members declared the month of May as their organization's "month" and

scheduled a Rose Riot to raise revenue.

"We sold roses at our organization's facility, businesses, corporations and even on the steps of the state capitol!" says the development director of the Association for Advancement for Mental Health. "Board members put notices in company newsletters and sold roses in employee cafeterias at lunch time. One board member bought 10 dozen roses and sent them to the secretaries who worked at his company!"

The benefits of this effort go beyond the \$11,000 raised, notes the development director. "We've had successful special events in the past, but they've always been targeted to one select group of donors. Our special Rose Riot event reached people who have never given to us before. We had access to our community's biggest companies and gained exposure at the state capitol as well. In addition, we got great news coverage, plus praise from our state association. Now the board is enthusiastically coming up with ideas for next year!"

Contact: Association for Advancement for Mental Health, 145 Witherspoon Street, Princeton, NJ 08540; (609)951-1453.

Planning List

Three months prior:

- Meet with board to discuss Rose Riot event and develop a plan of action
- Decide on date of event
- Develop a list of potential companies to sell roses at
- Contact a florist who has wholesale connections and will cooperate with the organization
- Order the quantity of roses your board wants to sell
- Meet with board members to determine potential corporate sponsors
- Write and send proposal letter to businesses, corporations and state office buildings asking them to let you sell roses on their premises, sponsor or support the event in some way

Two months prior:

- Follow up with companies—get permission to sell roses
- Send date, time and other information regarding rose sale to appropriate contact at each company
- Contact volunteers to staff locations and sell roses the day of the sale

One month prior:

- Develop assignment sheet for volunteers that states when and where they need to be
- Mail assignments to each volunteer
- Contact florist and confirm rose order and arrival date
- Make signs to advertise the event on the day of the sale (use a computer in the office to reduce expense)
- Contact cellular phone company and reserve several phones for volunteers to use on day of sale

Three weeks prior:

- Call each company or business and confirm access to their building (get letters from state offices if necessary)
- Work with each building's maintenance staff to get two tables and two chairs to serve as sales "station"
- Make posters that companies can use internally to advertise the event (use computer to customize posters and cut costs)

SPECIAL EVENT #17: Rose Riot (continued)

One week prior:

- Write and send news release to local media and cable company promoting event
- Provide posters to each business to notify employees of sale, date, etc.

Day prior:

- Fax media advisory reminding assignment editors to cover the rose sale
- Visit each sale site to determine exactly where set up needs to take place

Day of:

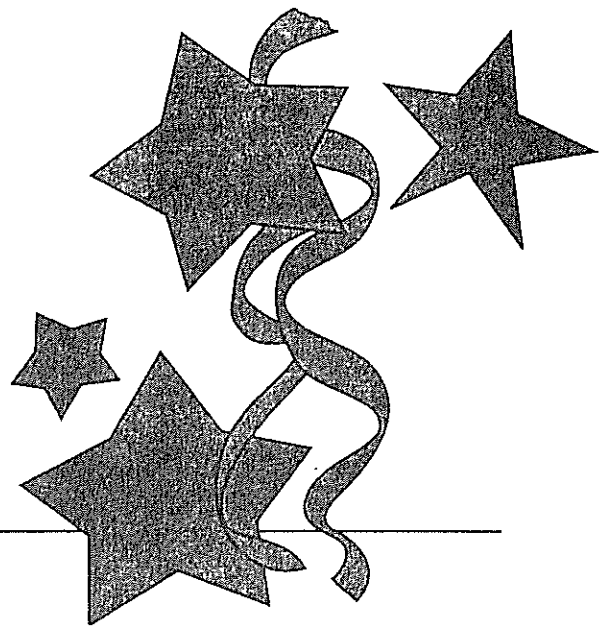
- Pick up roses from florist and assign quantity of flowers to each location
- Distribute roses to those companies that bought large quantities to hand out internally
- Give volunteers roses, signage, cash box to make change, detailed instructions about where to set up and a cellular phone to use if they have questions or problems
- Give security staff a rose—they'll appreciate the gesture and will watch over you throughout the day.

Follow up:

- Prepare cost analysis
- Report results of Rose Riot to board
- Send "thank yous" to companies involved, board members and volunteers, florist, and those who purchased roses in bulk quantity

Complexity: Medium

Special Event #18: Open House



Description: This all-day open house event—held on the grounds of the organization’s facility—is designed as a friend raiser and a fund raiser. The organization emphasizes making friends and creating good public relations. Held each spring, the event targets a specific group of area residents—retired citizens—to educate and develop into donors.

Special features/attractions: Each board member receives five VIP invitations to send or hand-deliver to individuals who are likely to make a sizable donation to the organization. To attract retirees to the event, the organization serves a western-style barbecue dinner, schedules live entertainment throughout the day and holds an antique car show. An old fashioned trolley conducts tours around the campus. A large bake sale, plant sale and raffle boost attendance and keep people interested.

Revenue raised: \$20,000 to \$25,000 from ticket sales and donations made at the event.

Estimated cost of hosting the event: \$20,000 for food, publicity, fees for activities, etc.

Net funds from event: \$5,000.

Expenses covered or underwritten by sponsors/companies: Items donated include: food for the barbecue dinner, plants and bake sale items and 60 raffle items (a mix of caps, T-shirts, etc.).

Time needed to coordinate the event: Six months.

Number of staff involved: One staff member is responsible for coordinating the entire event. On the day of the event, all staff members (150) help run food stands, the bake and plant sale, raffle drawing and tours.

Number of volunteers involved: None. If your organization is short-staffed, however, volunteers could be recruited to give tours of the organization’s facility or help with other activities.

Size of constituency needed to make the event successful: 17,000 area residents receive the organization’s newsletter, which promotes the event. Also extensive publicity,

Nets \$5,000

SPECIAL EVENT #18: Open House (continued)

PSAs and ads on local and regional media reach several hundred thousand people.

Number of participants needed to make the event successful: 5,000.

Tips to maximize event effectiveness:

Define the audience you want to reach. Organize activities that will attract your target audience to the event. Offer a variety of activities, prizes, etc., for the different age groups that make up the audience. Make food your number one priority. Find a reputable caterer that can handle the anticipated number of people attending.

Pitfalls to avoid: Don't forget the details. Your event isn't as important to others as it is to you, so check and double check everything. Get written contracts with businesses providing services, products, raffle items or entertainment.

Additional information...

The development director at the Arizona Boys Ranch says the organization's annual open house is a tremendous friend and fund raiser. During this event, guests register for raffle and door prizes, savor a western-style barbecue and view crafts and antique car displays.

Although the development director and board invite the public, their main goal is to attract individuals who can make major gifts. Here's the twist they use to attract very important prospects (VIPs):

Each board member hand-delivers invitations to five VIPs' homes or offices. Board members personally follow up with their invited guests. Those who decide to attend the event are driven to the facility and given an escorted tour by a board member.

"These are the only invitations to our open house, and guests use them to register for door prizes," says the development director. "We announce the event to the public in local newspapers and through our newsletter—and sell tickets to the barbecue in advance and on the day of the event."

Before giving board members their five invitations, the development director writes each member's name on the back of the envelope. After the event, she uses the invitations to add names to her donor prospect list—and matches these new prospects with the board member who brought them to the open house.

Then the development director uses the names on the list to set up solicitation teams for the organization's annual campaign. "The board member who is matched up with the prospect on my list goes with me when I solicit a donation from this individual," she says. "I've found that board members get a great deal of satisfaction when a prospect becomes a donor—when they were directly responsible."

Contact: Arizona Boys Ranch, Boys Ranch, AZ 85242; (602)987-2019.

Planning List

Six months prior:

- Meet with board to discuss the open house and develop a plan of action
- Decide on date of event
- Set up a committee and appoint a chairperson

Five months prior:

- Secure entertainment
- Get bids from area restaurants and caterers to provide food
- Contact trolley car, antique car clubs and invite participation
- Sell exhibit space to area artists and craft clubs
- Schedule activities and assign locations on campus
- Develop media contact list

Four months prior:

- Prepare public service announcements for radio and TV
- Make contacts with media to obtain advertising and PSA deadlines
- Place advertising in monthly and bimonthly publications
- Write story for organization's newsletter to encourage public participation
- Begin soliciting area businesses for raffle prizes
- Contact area florists/greenhouses to participate in plant sale

Three months prior:

- Contact rental agency for tables, chairs and other necessary equipment
- Confirm attendance from antique car clubs, artists and craftspeople
- Continue seeking raffle prize donations

Two months prior:

- Continue advertising the event in local media
- Verify entertainment artists
- Verify other vendors who will provide activities and games
- Prepare and mail news releases to all media on contact list
- Continue seeking raffle prize donations

SPECIAL EVENT #18: Open House (continued)

One month prior:

- Contact media to verify receipt of news releases and arrange for coverage of the event
- Verify that all activities are assigned locations on campus
- Secure volunteers to assist with events

One week prior:

- Finalize preparations for the barbecue with the caterer, staff and volunteers
- Finalize preparations for the entertainment
- Contact participants to give them locations for their events

One day prior:

- Set up vendor booths, line up car show, etc.
- Set up ticket sale location for publicly invited guests
- Distribute raffle tickets to volunteers to sell during the event
- Review tour plans with volunteers so they know where to take guests and what to say

Day of:

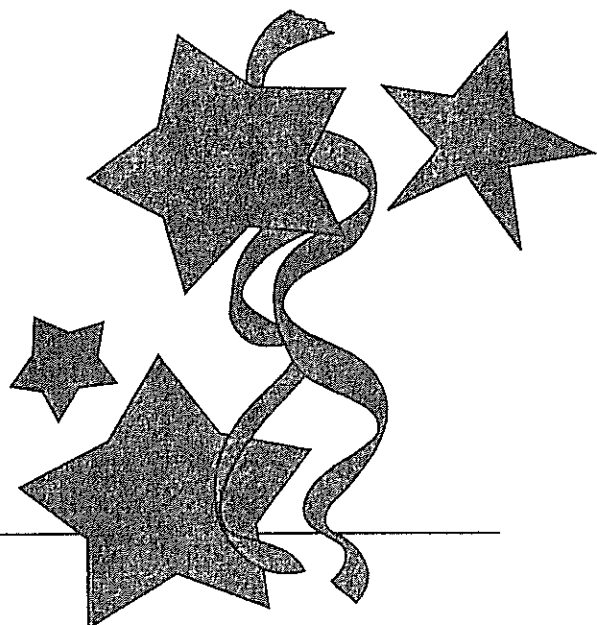
- Sell raffle tickets throughout the event
- Conduct event, tours, barbecue, raffle, etc.

Follow up:

- Prepare cost analysis
- Report results of the Open House event to board
- Send "thank yous" to VIPs, sponsors who provided services and in-kind gifts, board members and volunteers

Complexity: Medium

Special Event #19: Daylily Auction



Description: Daylilies are the featured attraction of this organization's special auction event. Homegrown daylily bulbs are auctioned to invited guests.

Special features/attractions: A board member, who happens to be an avid gardener, opens his personal flower garden for this special auction. Participants get a good look at the lilies grown by the board member and then have the opportunity to buy bulbs during the daylily auction. Refreshments are also served during the auction.

Revenue raised: \$3,000 to \$4,200.

Estimated cost of hosting the event: There is no cost to the organization. The board member who hosts the event takes care of refreshments and promotion expenses.

Net funds from event: \$3,000 to \$4,200.

Expenses covered or underwritten by sponsors/companies: A professional auctioneer donates his services and time to conduct the auction.

Time needed to coordinate the event: Two months.

Number of staff involved: Three. One staff member helps produce a flier that gets advance publicity and promotes the event internally to the organization's staff members. Other staff members attend the event and record and tabulate bids for the auction.

Number of volunteers involved: One. The board member who provides the auction site, daylily bulbs and who coordinates the event.

Size of constituency needed to make the event successful: The organization serves a community of 7,000.

Number of participants needed to make the event successful: 80.

Tips to maximize event effectiveness: Invite the organization's supporters and past donors so that attendees include people who are interested in the organization's mission. Recruit an auctioneer who will work the crowd and encourage them to bid more. Place a sign at the auction site before the event to draw interest and promote participation.

Nets \$3,000

SPECIAL EVENT #19: Daylily Auction (continued)

Pitfalls to avoid: Weather may be the only consideration you need to keep in mind. Develop a contingency plan or alternate date if weather is a problem.

Additional information...

Board members should take stock of their personal resources and determine what they can contribute to the organization. At least that's what one board member at this organization did—helping the organization to raise more than \$30,000 in the 10 years that he has conducted this event.

The board member's hobby—raising 40 varieties of daylilies—has turned into a passion for his organization as well. “We belong to a horticultural society that sells bulbs to members,” he says. “It sparked the idea to conduct our own auction and sell daylily bulbs to benefit our organization.”

The auction raises between \$3,000 and \$4,200 annually! “The organization prints

and distributes fliers in the community,” he says. “Two weeks before the auction, I put up a big sandwich board at the end of my driveway to promote the auction. Then on the day of the event, I open my gardens up, so people can view the varieties of lilies.

“I serve refreshments and use what I call a bloom board for the auction,” he adds. “The board holds blossoms, so people can see what they're bidding on. Bidders pay for bulbs at the auction but wait until fall to pick them up. We've really had a great time with this. It's a good way to promote our organization to people who haven't heard about it.”

Editor's Note: If your board members don't have a green thumb, look at their other talents and hobbies. Painting, quilting, building furniture or ethnic cooking are all potential fund raisers for you to consider.

Contact: Lapeer County Community Mental Health Center, 1570 Suncrest Drive, Lapeer, MI 48446; (801)667-0500.

Planning List

Two months prior:

- Meet with board to discuss members' hobbies and determine a potential fund raising idea that a board member is willing to coordinate
- Decide on date of event
- Develop a list of auctioneers who could provide service as an in-kind donation
- Contact auctioneers

One month prior:

- Design flier promoting the event
- Print flier
- Distribute fliers to area businesses (e.g., greenhouses) and other public locations (banks, art museums, coffee shops)
- Draft letter to mail to current donor list announcing event and encouraging attendance
- Mail letter and R.S.V.P. card

Three weeks prior:

- Develop signs (sandwich board) to promote the event
- Contact rental company for tables and chairs (or borrow from church)

Two weeks prior:

- On a daily basis, until day of event, display signs at event location
- Write and send news release to media announcing event, time, location, date and purpose of auction

One week prior:

- Determine refreshments to be served at event
- Confirm auctioneer's participation and discuss various daylilies so he/she is familiar with the "product"

One day prior:

- Pick up or make refreshments (quantity based on number of expected guests at auction)
- Clean up garden area

SPECIAL EVENT #19: Daylily Auction (continued)

One day prior (continued):

- FAX or hand-deliver media alert reminding assignment editors to send reporters to cover the event

Day of:

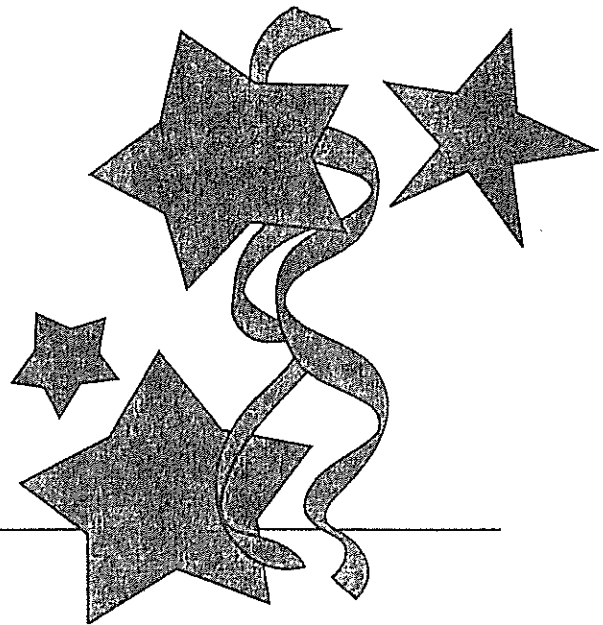
- Set up tables and chairs for guests
- Set up refreshment area
- Set up "staging" area for auctioneer
- Display sample items to be auctioned at event
- Conduct auction, serve refreshments

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to those who purchased items, auctioneer, volunteers

Complexity: Medium

Special Event #20: Elegant Home Tour



Description: A Maryland organization conducts its annual special event at an elegant home. Tickets are \$50, and guests get to attend a barbecue on the lawn of the home, complete with live entertainment.

Special features/attractions: The home that board members chose is very lavish and had never been accessible to the public. Guests were attracted by the opportunity to tour a home that they had never seen before.

Revenue raised: \$12,000 from ticket sales.

Estimated cost of hosting the event: \$4,000. Expenses include producing fliers and posters to promote the event and catering the meal.

Net funds from event: \$8,000.

Expenses covered or underwritten by sponsors/companies: \$2,000. This includes entertainment, beverages, food, etc.

Time needed to coordinate the event: Two months.

Number of staff involved: Four staff members assist volunteers in planning the event,

determining a site, getting permission from the home owner, writing the invitation, preparing the mailing, etc.

Number of volunteers who helped: 25 to 30. Volunteers served as tour guides, parked cars, staffed the gates to the home to make sure only invited guests were permitted in, etc.

Size of constituency needed to make the event successful: 300 to 325 guests are personally invited to attend the tour.

Number of participants needed to make the event successful: 226.

Tips to maximize event effectiveness: Work with the homeowner or Realtor to write a thorough description of the home. Use the description to pique residents' curiosity, so they'll want to attend the event and tour the home. Do lots of advance promotion. For example, take color pictures of the home and use in fliers and posters and focus on the exclusivity of the home and tour.

Nets \$8,000

Pitfalls to avoid: Have a Plan B in the event of bad weather. In this case, the dinner was planned for outside, so the coordinators made arrangements for tents. If possible, the dinner could be held at a separate location, and guests could then be invited to the home for the tour.

Additional information...

“My board members told me about a gorgeous home that had been built but never lived in because the owner had passed away,” says the foundation director at Garrett County Memorial Foundation in Oakland, Maryland. “It was the kind of home the average person could only dream about living in. People were dying to see the inside of it!”

The foundation director says a board member

got permission from the estate to hold an event at the house. “The board sold tickets for \$50 each for a barbecue on the lawn, with live entertainment and tours of the home. It was a resounding success because we played up the fact that, for most people, this was a once-in-a-lifetime opportunity to see this dream house up close!”

Editor’s Note: If your community has a home that people would love to see, contact the owner. I’ll bet he or she would welcome the chance to show it off—and do something to benefit the community too!

Contact: Garrett County Memorial Foundation, 251 North 4th Street, Oakland, MD 21550; (301)334-2155.

Planning List

Two months prior:

- Meet with board to discuss the event and develop a list of potential sites to host the dinner and home tour
- Contact owner of house for permission and decide on date and time
- Arrange for tour guides to meet with homeowner
- Take photos of home for publicity purposes
- Write, with the homeowner's help, a description of the home for news releases to entice participation and boost attendance
- Contact a caterer and discuss menu (limit budget to \$6-\$7 per person)
- Solicit band to donate services at event
- Solicit beverage distributors to provide drinks
- Contact a rental company for tents, tables and chairs (ask if it will donate these items)
- Design and write invitation, tickets, posters, fliers
- Obtain bids for printing materials
- Decide where posters and fliers will be displayed
- Order printing materials

One month prior:

- Distribute posters and fliers throughout the community
- Assign board members and volunteers to sell tickets
- Solicit TV and radio stations to promote the event
- Prepare several news releases and send them to the newspaper at intervals throughout the month
- Develop an alternative, indoor site, to host event in lieu of bad weather

One week prior:

- Check with board members and volunteers to see how ticket sales are going
- Confirm date and time with entertainment
- Confirm date and time with beverage distributors
- Confirm date and time with caterer

Morning/day of:

- Set up tents
- Set up tables and chairs

SPECIAL EVENT #20: Elegant Home Tour (continued)

Morning/day of (continued):

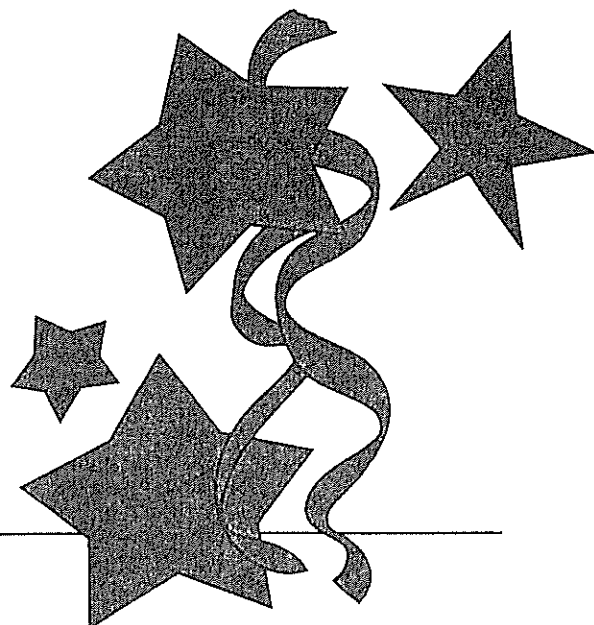
- Assist beverage distributors in setting up
- Offer caterer assistance with set up
- Host event
- Clean up

Follow up:

- Thank the owner of the home for supporting your event
- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to sponsors, volunteers, entertainers, etc.
- Add new donor names to your organization's database

Complexity: Medium

Special Event #21: Stick It To Drugs Campaign



Description: This organization approached a grocery store chain to help with their event. The grocery store worked out a redemption agreement with manufacturers who offer coupons on certain products (ask your local grocery store manager how the process works). Instead of reimbursing the grocer for the amount of the coupon redeemed, coupon savings are donated to the organization.

Special features/attractions: Smiley face stickers are distributed to shoppers, who place them on coupons they want to use on behalf of the organization. Promotion and community education get everyone involved in using the stickers.

Revenue raised: \$8,000.

Estimated cost of hosting the event: None. Start-up costs can be extensive if they aren't underwritten (see below).

Net funds from event: \$8,000.

Expenses covered or underwritten by sponsors/companies: \$5,000. Board members paid for printing the stickers, informational fliers, T-shirts, banners, buttons and

other promotional materials used to educate the community about the event. Also, approach a sign company to make banners that can be used each year.

Time needed to coordinate the event: Four months.

Number of staff involved: Five staff members help plan the event. They develop education/promotional materials, plan the kickoff party and design buttons and banners.

Number of volunteers involved: 25. Volunteers, including board members, are assigned to various stores owned by the grocery store chain. On weekends, during high traffic periods, board members promote the event to store customers, hand out stickers and answer questions about how to redeem coupons on behalf of the organization. Volunteers even clip coupons and hand them out for store customers to use.

Nets \$8,000

Size of constituency needed to make the event successful: The community population where the event was held is 108,000.

Number of participants needed to make the event successful: A grocery store chain participated and promoted the coupon/sticker event at several of its local sites.

Tips to maximize event effectiveness: Educate others who will help promote the event, e.g., radio stations and news media. Also use newspaper articles and your newsletter to inform the public about the event, your mission and how they can use their coupons. Schedule the event so it doesn't compete with other fund raisers. Hold a kickoff party to increase public awareness.

Pitfalls to avoid: Don't forget to educate the grocery store cashiers about what to do when they receive coupons with stickers on them. If cashiers don't know what to do with the coupons marked for your organization, the event won't succeed.

Additional information...

During the 90-day coupon campaign, volunteers and board members passed out "Stick it to Drugs" stickers to the grocery store chain's customers, who could then attach the stickers to the coupons they wanted to redeem on behalf of the organization. Store clerks and cashiers were trained to spot the stickers, separate these coupons—and credit the organization for the face-value of the coupon.

"Board members chipped in to pay for the initial cost of printing the stickers," says the administrator of Alamance Coalition Against Drug Abuse. "With the help of their employ-

ers, some board members helped buy radio and newspaper ads to educate the public about the event and increase community awareness.

"Board members and volunteers also helped out in each of the chain's stores, handing out stickers and even giving away coupons, which they personally clipped, to shoppers who didn't have any coupons to redeem!"

Here are three additional strategies used to make this event a success:

1. A well-known campaign spokesperson—a radio deejay—broadcasted at the grocery stores throughout the event. The state's Miss America candidate also served as campaign spokesperson.
2. T-shirts with the organization's message were worn by cashiers one day a week during the three-month campaign to increase public awareness.
3. The grocery store chain held promotions for the younger age groups—that included clowns, balloons and appearances by local sports personalities. (When kids are attracted to a promotion, their parents follow!)

"Even if this campaign hadn't raised a dime, the PR alone would have been worth every ounce of our time and energy!" says the administrator. "In the future, the event will net more income because people are now educated about how the event works and the cause each coupon supports!"

Contact: Alamance Coalition Against Drug Abuse, 407 West Front Street, Burlington, NC 27215; (910)570-3351.

Planning List

Four months prior:

- Meet with board to discuss the "Stick It To..." campaign idea and develop a plan of action
- Appoint a committee event chairperson and committee members
- Contact grocery store chain to seek involvement and participate in promoting the event
- Use grocery store contacts to work out an agreement with manufacturers to donate face value of coupons

Three months prior:

- Draft copy for brochures explaining the coupon stickers
- Design coupon sticker (see sample on Page 86)
- Contact media when sponsor/grocery store signs up with your organization to support the event
- Begin planning kickoff party

Two months prior:

- Design brochure and get printing bids to print brochure and stickers (seek in-kind printing services)
- Take brochure and sticker to printer
- Line up entertainment for the event
 - ✓ Line dancers
 - ✓ Choral groups
 - ✓ Local entertainment personalities
- Coordinate food for the kickoff (hotdogs, chips, soft drinks, etc.)
- Secure speaker to announce kickoff, and address fund raising goal, mission, etc.

Six weeks prior:

- Pick up brochure and stickers from printer
- Deliver brochures to grocery store for insertion in grocery sacks (also set up brochures in bank lobbies, major department stores, etc., to inform the public about the event)
- Send news release to local media announcing kickoff date and purpose of stickers/fund raising event
- Design and make up buttons for store clerks to wear encouraging customers to use the stickers on their coupons
- Print T-shirts for store clerks to wear once or twice a week to promote the event

SPECIAL EVENT #21: Stick It To Drugs Campaign (continued)

Four weeks prior:

- Contact radio and TV stations and suggest news or feature stories on fund raiser to increase public awareness
- Conduct meeting with store personnel to explain coupon sticker process, sorting, etc.
- Pass out buttons and T-shirts for store clerks to wear
- Work with grocery store advertising manager to note fund raiser in store's weekly shopper or newspaper ads

Two weeks prior:

- Confirm all entertainment for kickoff event
- Confirm food for kickoff
- Touch base with grocery store to answer questions and build positive momentum
- Contact rental agency for small stage and sound system to use at kickoff event
- Assign volunteers to pass out coupon stickers in the grocery store throughout the event

One day prior:

- Pick up sound system
- Pick up food for kickoff event
- Contact volunteers and encourage them to attend and pass out stickers during the kickoff

Day of:

- Fax media alert reminding news editors of kickoff event and encouraging attendance/coverage
- Set up stage and sound system
- Welcome entertainers as they arrive and help them set up
- Set up food stand and get volunteers familiar with food and beverage sales
- Announce event and introduce special guests, sponsors, speakers
- Pass out stickers and brochures to volunteers for public distribution
- Thank everyone for attending the kickoff and participating in the "Stick It To..." campaign

Follow up:

- Prepare cost analysis
- Report results of coupon campaign to board
- Send "thank you" to grocery store chain owner and managers, board members, volunteers and others who helped with the event



"Stick It To Drugs" With Coupon Stickers

BUDDY MICHAELS
WPCM Country 101.1

SPOKESPERSONS FOR
ACADA
(ALAMANCE COALITION
AGAINST DRUG ABUSE)

NICOLE HENRY
Miss Alamance County

1 PEEL OFF

a yellow coupon sticker
from the sticker cards
available at Byrds Food
Stores

Use coupon stickers to help
keep our kids drug-free!



Look for these Yellow cards with
the yellow ACADA
"Coupon Stickers for Drug-Free Kids"

2 STICK THEM

on your manufacturers'
coupons and take to an
Alamance County Byrds
Food Store

By placing an ACADA (Alamance Coalition
Against Drug Abuse) sticker on as many of your
manufacturers' coupons as you wish, you will be
donating the value of your sticker coupon to
ACADA to help keep our kids drug-free. Just
present your stickered coupon at participating
stores in compliance with terms stamped on the
coupon. The amount of your coupon will not be
deducted from your total grocery bill.

3 REDEEM

your stickered coupon(s)
with the product and the
face value will be donated
directly to ACADA

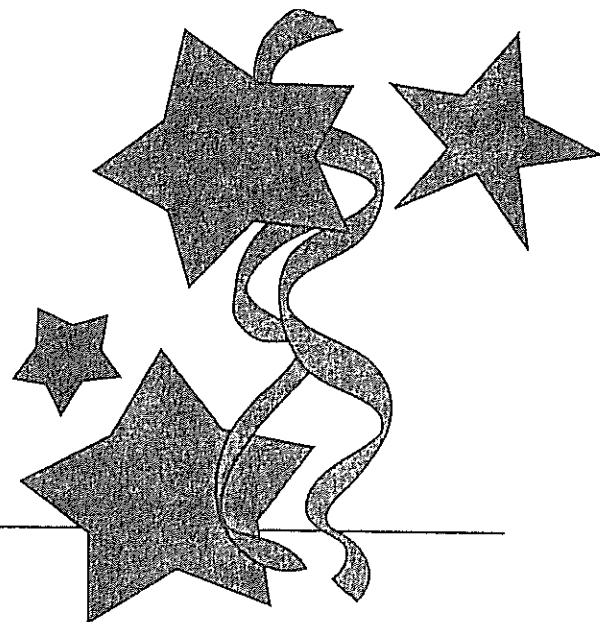


SAVE
50¢

WE NEED YOUR SUPPORT! PLEASE CALL ACADA AT 570-3351 FOR INFO!

Complexity: Medium

Special Event #22: Corporate Bowl-a-Thon



Description: Board members solicit a corporation to sponsor an employee Bowl-a-Thon. Pledges are solicited by participating employees, and all funds raised by the event go to support the organization's programs and services.

Special features/attractions: Company employees and their family members form teams or participate as individuals. Teams consist of three or four players. Each team member or bowler solicits pledges and records them on a sponsor sheet (see Page 91 for sample). Pledges are either a flat donation or based on a per-pin score. A prize and trophy is awarded to the person and team raising the most pledges.

Revenue raised: \$7,300.

Estimated cost of hosting the event: None. The corporation pays for the event.

Net funds from event: \$7,300.

Expenses covered or underwritten by sponsors/companies: \$2,500 paid by the corporation, which purchases prizes, covers shoe rental, bowling alley fees, etc.

Time needed to coordinate the event: Two months.

Number of staff involved: None.

Number of volunteers involved: One. A volunteer from the organization attends an all-employee meeting held at the corporation and speaks about the programs and services offered by the organization. He or she encourages every employee to help the organization by participating in the Bowl-a-Thon.

Size of constituency needed to make the event successful: Select a large company that employs at least 150 to 200 people.

Number of participants needed to make the event successful: 130 employees.

Tips to maximize event effectiveness: Contact a large corporation that believes in your organization's mission. Once the president or CEO of the corporation agrees to sponsor the event, his or her own enthusiasm will spark the employees to participate. Pick

Nets \$7,300

SPECIAL EVENT #22: Corporate Bowl-a-Thon (continued)

a weekend or evening date, so it doesn't interfere with the business day and provide refreshments.

Give employees two options to solicit pledges: **Option A:** Per-pin pledges: For example, assume a bowler gets a pledge of 10 cents per pin. During the Bowl-a-Thon, the bowler scores 110 for the first game and 150 for the second game. The overall score is 260. A donation of 10 cents per pin raises \$26. **Option B:** "Flat" pledge. An individual may give a \$20 pledge regardless of how large or small the bowler's score.

Pitfalls to avoid: Don't forget to communicate thoroughly with all employees who sign up. Memos from the president/CEO will help motivate and encourage participation (see sample memo on Page 92). Stay in contact with the corporation on a regular basis. Be aware of how the event is progressing, and attend the day of the event.

Additional information...

This organization concentrates on getting corporations who believe in its mission to sponsor or underwrite its special events. "We ask companies that support us to host a fund raiser on our behalf," says the organization's director. "This way, the company absorbs all expenses associated with the fund raiser. In addition, the company plans the event from beginning to end, freeing up our organization's staff, so we can focus on providing quality programs and services."

The president of a large company in Gaithersburg, Maryland, assisted the organization with a Bowl-a-Thon. "Thanks to the corporation, the Bowl-a-Thon was a raving

success! The 130 employees who participated in the event raised \$7,000."

The company paid for shoe rental and two games. Teams of three or four bowlers, and individuals sought pledges. On the day of the Bowl-a-Thon, each team member received a T-shirt to wear (paid for by the corporation).

"Several employees arrived at the bowling alley early and decorated lanes with balloons and streamers to give the event a festive mood," says a volunteer. "A huge banner advertising the event was hung outside the building. As employees arrived, they were greeted by the company's executive assistant and the executive director of our organization.

"After the bowl-a-thon, the corporation's CEO emceed a drawing for three prizes—a color TV, a camera and a Sony Walkman®. These prizes, which were purchased by the company, served as a thank you to the employees who supported the event.

"After all the bowling scores were totaled, trophies were presented at another staff meeting for highest score, lowest score, best team score and most money raised. Other awards were presented in the category for kids under 12, including highest score and most money raised.

"This event is wonderful!" the volunteer adds. "There's absolutely no money and very little time demanded of the organization to do the event. The only work I have to do is find a corporation to host the event."

Contact: Hospice Caring, Inc., 707 Conservation Lane, Suite 100, Gaithersburg, MD 20878; (301)869-4673.

Prior to the planning of the event:

- Meet with the board to discuss the event and develop a list of potential corporations that might sponsor a Bowl-a-Thon. (Is there a board member who also manages a large company with 150+ employees?)
- Solicit companies to sponsor the event

Planning List

(give to corporate sponsor)

Two months prior:

- Contact bowling alley to set date and time of event
- Send memo to employees announcing the Bowl-a-Thon
- Conduct a kickoff meeting to explain the organization's mission, how money will be used and the pledge process
- Ask employees to sign up for committees to plan:
 - ✓ T-shirts
 - ✓ Decorations, prizes and awards
 - ✓ Registration
 - ✓ Finance
 - ✓ Publicity
- Design a registration form for employees (see sample on Page 93)
- Design sponsor sheet
- Write press release for newspaper and company's newsletter
- Design score sheet for each team (see sample on Page 94)

One month prior:

- Decorations committee meets to order balloons, banners and streamers
- Order T-shirts
- Order prizes and trophies
- Contact radio and TV stations to publicize the event
- Ask radio station to broadcast live from the event if possible (public awareness could create additional donations)

One week prior:

- Contact bowling alley to confirm day, time, etc.
- Check with employees to see how pledges are coming

SPECIAL EVENT #22: Corporate Bowl-a-Thon (continued)

Day of:

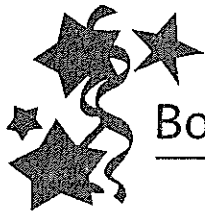
- Decorations committee meets in advance to decorate bowling alley
- Set up a registration table for employees to turn in their collected pledges and enter their names for drawing of prizes
- Collect score sheets from team captains as teams complete their games
- Conduct prize drawing

One week after:

- Complete collection of pledge sheets and money
- Tally bowling scores and determine trophy winners
- Conduct special employee meeting where trophies are presented.
- Thank all employees for their support

Follow up:

- Report results of the event to the board

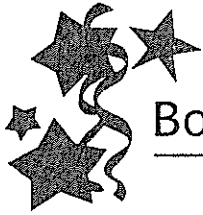


Bowl-a-Thon Sponsor Sheet

Sponsor name	Phone	Pledge per pin	Flat donation	Score Game 1	Score Game 2	Total score	Total donation

Bowler's name: _____ Department: _____

Make checks payable to Hospice Caring.
Please return sponsor sheet and donations to Karol Scher.



Bowl-a-Thon Memo

TO: All Hospice Caring Bowlers
FROM: Valerie Yaggi/President's office
DATE: October 11
SUBJECT: Bowling information

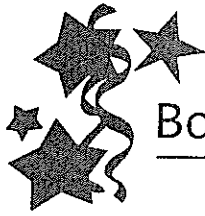
The bowl-a-thon will be held Sunday, October 16, at Bowl America in Gaithersburg. Please arrive no later than 11:45 a.m., and sign in at the registration desk in order to get your lane assignment, shoes and bowling ball so we can begin bowling right at 12:00 noon.

Our president will draw names for prizes such as a color-TV, camera and a Walkman® immediately following the bowl-a-thon. Please stay around for the drawing after you finish bowling.

Trophies and awards will be presented a week or so after the bowl-a-thon, when everyone has turned in their sponsor money. Categories for awards are Highest Score, Lowest Score, Best Team Score and Most Money Raised. There also will be awards given to kids under 12-years-old for Highest Score and Most Money Raised.

Sponsor sheets and money are due no later than Friday, October 28th. Please have all checks made out to Hospice Caring. Receipt cards are available if anyone needs them for tax purposes.

Thank you very much for participating. We are going to have a lot of fun and raise money for a wonderful organization at the same time!



Bowl-a-Thon Registration Form

Date and location: The Bowl-a-thon to raise funds for Hospice Caring will be held at 12:00 noon, Sunday, October 16 at the brand new Bowl America bowling alley, located in Gaithersburg at 1101 Clopper Road. (There is a gigantic television screen available for those Redskin fans who don't want to miss the game, and an arcade for non-bowlers.) Food and snacks can be purchased at the bowling alley.

How it works: Individual bowlers and "teams" are welcome to participate. Teams can be made up of three or four bowlers. Each team member or bowler solicits pledges and records them on the sponsor sheet. Pledges can either be a "flat" donation or based on a per-pin score.

For example, let's assume a bowler has received a pledge of 10-cents per point. During the bowl-a-thon, the bowler scores 110 for the first game and 150 for the second. The overall score is 260 points. A donation of 10-cents per point bowled raises \$26 for Hospice Caring. "Flat" donations or pledges are also encouraged. Someone may wish to give you a \$20 pledge regardless of how large or small your score. Have checks made out to Hospice Caring (tax deductible).

Awards: Fabulous prizes will be awarded during the bowl-a-thon. There will be an award for the person who raises the most money in pledges and other various awards, such as highest score and lowest score, etc.

Registration: Our company will pay the \$5.50 registration fee for each bowler. This includes the price of the two games and shoe rental. Turn in one registration form per team. If you are bowling individually, just turn in a form and you will be placed on a team. Please return the registration form below to Valerie Yaggi no later than Friday, September 23.

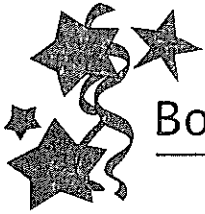
Registration Form

Team (or team captain): _____

Team members: _____

Department: _____

Telephone number at work: () _____ Home: () _____



Bowl-a-Thon Score Sheet

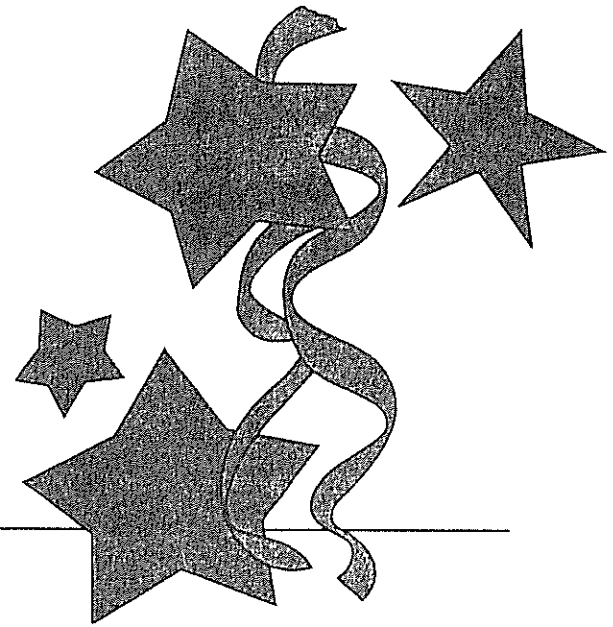
Bowler's name	Game score	Total score
1. _____	Game 1: _____ Game 2: _____	_____
2. _____	Game 1: _____ Game 2: _____	_____
3. _____	Game 1: _____ Game 2: _____	_____
4. _____	Game 1: _____ Game 2: _____	_____
5. _____	Game 1: _____ Game 2: _____	_____

Please return score sheet to Valerie Yaggi when finished bowling.

Thank you for your support of Hospice Caring.

Complexity: Medium

Special Event #23: Light a Child's Life



Description: This evening event is held outside the state capitol. Luminaries—weighted paper bags with small candles—are sold to individuals donating \$50 to support the organization's mission. They are placed on the capitol steps and then lit during a special ceremony. Donated refreshments (cider and donuts) are served.

Special features/attractions: Holes are punched out on the bags in the shape of the organization's logo. When the candle is lit, the logo is clearly visible. A volunteer chorus provides entertainment. The mayor gives a speech and explains that the purpose of the event is to create awareness about children's services.

Revenue raised: \$9,000 from donations and the sale of luminaries.

Estimated cost of hosting the event: \$1,650 for printing invitations, postage, luminary sacks, candles and refreshments.

Net funds from event: \$7,350.

Expenses covered or underwritten by sponsors/companies: A local company contributed the punching of the luminary

bags. Some refreshments and a publicity banner are also donated.

Time needed to coordinate the event: Three months.

Number of staff involved: Three staff members get permission to place luminaries on the steps of the state capitol, find a company that sells the luminaries, organize the mailing list used to invite people to buy a luminary, oversee writing and printing of the letter and supervise the mailing.

Number of volunteers involved: Six. Volunteers stuff envelopes, prepare the mailing and set up the luminaries.

Size of constituency needed to make the event successful: A mailing list with 2,500 names.

Number of participants needed to make the event successful: 200 (this depends, however, on the number and size of contributions, which ranged from \$25 to \$500. Most donations were at the \$50 level).

Nets \$7,350

Tips to maximize event effectiveness: Have your board call the previous year's top donors to thank them for their contributions, let them know what the new goal is and encourage them to give again. (Many will increase their donation with this personal contact.) Board members must get together and do an intense calling session, reaching past donors in two to three hours.

Pitfalls to avoid: Don't forget to get permission from the government building where you want to display the luminaries and conduct the event.

Additional information...

Fund raisers—the more unique the better—are a great way to attract attention to your organization and make its services known in the community.

Board members at this organization needed something out of the ordinary to highlight their organization's services. They settled on an event that pulls in regular donors and makes a strong public statement on the steps of the state capitol. When all is said and done, the event nets more than \$7,300!

Before the event, the board sends out direct mail appeals to its 2,500-member donor base. "We include a paper bag luminary with the letter, which asks the donor to light a candle for us," says a board member from the organization. "In connection with this appeal, we hold a 'Light a Child's Life' event during the holiday season.

"This involves placing luminaries—weighted paper bags with small candles—on the steps of the state capitol. For every \$50 gift, we light a candle during a special ceremony that includes snacks and music provided by a children's choir. What makes these luminaries special is that we punch holes through the bags in the shape of our logo. When the candle is lit, the logo can be seen."

The board member adds that since the event takes place at the state capitol, it attracts lots of media attention. "The publicity is great, but what our board really likes about this fund raiser is that it doesn't take much work or up-front money to hold."

Contact: Family Support Center, Inc., 75 West Center Street, Midvale, UT 84047; (801)255-6881.

Planning List

Three months prior:

- Meet with board to discuss the event, possible locations, etc.
- Appoint committee chairperson to be responsible for specific activities
- Contact the facilities manager at the government building where you want to conduct your event for permission
- Order weighted luminary bags and candles

Two months prior:

- Contact a high school or church choir to perform at the event
- Contact grocer or restaurant for donation of refreshments
- Cut or punch out organization's logo in luminary bags
- Review mailing list, add new names as appropriate
- Print mailing list on computer-generated labels
- Draft letter asking donors to consider a \$50 gift to buy a luminary
- Contact governor or mayor and invite him or her to speak at the event

One month prior:

- Prepare direct mail package with letter, return envelope and luminary
- Send mailing
- Meet with government office to review site of event and discuss details and protocol
- Draft comments for speaker to use at event and mail to press secretary

One week prior:

- Contact grocer or restaurant to confirm refreshments, date, time, etc.
- Confirm choir performance, selections, etc.
- Rent tables and chairs for event, if needed
- Contact rental company for podium, amplifier and microphone
- Send news release to media announcing event purpose, time, location, speaker, etc.

One day prior:

- Count quantity of \$50 donations received from direct mail campaign
- Prepare luminary bags with candles
- Confirm public official's attendance with press secretary

SPECIAL EVENT #23: Light a Child's Life (continued)

Day of:

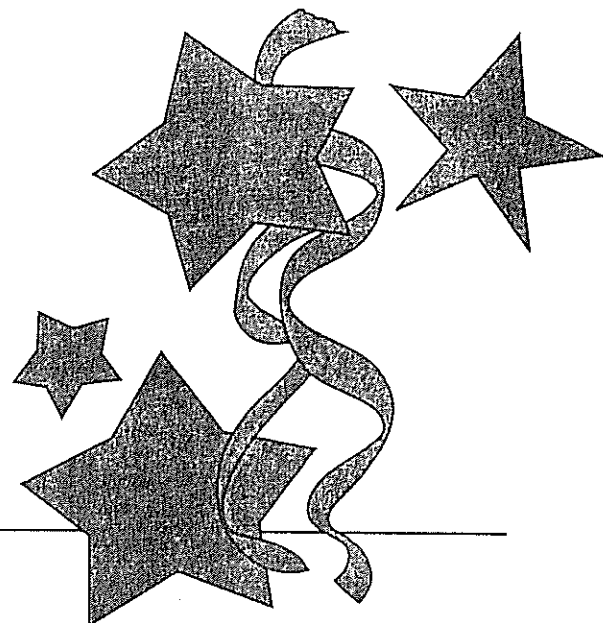
- Fax media alert reminding assignment editors to cover event
- Set up tables, chairs and refreshment area
- Set up podium, microphone, etc.
- Conduct event, light luminaries

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank yous" to speaker, guests, volunteers and everyone who purchased a luminary

Complexity: Medium

Special Event #24: An Evening in Manhattan



Description: A black-tie affair located at an airport hangar in the middle of the open range of Colorado!

Special features/attractions: Board members wanted to conduct a unique event—one never before attempted in their part of the country. The event included dinner, musical entertainment, a silent auction and a dance. A professional chef whipped up an elegant dinner, and tickets were sold at various levels (see below).

Corporate sponsor (table for 8)	\$2,000
Silver sponsor (table for 4)	\$1,000
Gold sponsor (table for 2)	\$500
Individual tickets	\$50

The event sold out one month in advance!

Revenue raised: \$83,000 from corporate and individual ticket sales.

Estimated cost of hosting the event: \$54,000 for invitations, food, entertainment, advertising and equipment.

Net funds from event: \$29,000.

Expenses covered or underwritten by sponsors/companies: None. Event revenues

pay for all expenses (\$54,000). You and your volunteers could, however, get most of the costs covered by having several sponsors underwrite expenses like invitations, silent and live auction items, promotional material, catering costs, etc. Use your connections!

Time needed to coordinate the event: Eleven months.

Number of staff involved: Two. Staff members kept volunteers organized and on track with the planning and scheduling of the event. They were also responsible for locating items for the silent and live auctions, booking caterers and renting tables, chairs, table service and sound equipment, as well as selling tickets to the event.

Number of volunteers involved: 40. Volunteers, including all 16 board members, helped sell tickets, set up and decorate the event location, select the entertainment and pick up silent and live auction items.

Nets \$29,000

Size of constituency needed to make the event successful: 2,000 invitations mailed to the organization's mailing list. (To save on postage costs, mail a postcard and ask potential guests to call if they want to receive an invitation to the event.)

Number of participants needed to make the event successful: 360.

Tips to maximize event effectiveness: Think of a unique theme or event idea that will stir community interest and curiosity. Start planning for the event early! Coordinating the silent auction is a lengthy process, finding items for the auction, etc., takes time and lots of phone calls. Confirm dates with everyone helping or participating in the event, including caterers, rental companies and entertainment. Book a well-known band to serve as entertainment. Name recognition will help increase ticket sales.

Pitfalls to avoid: Don't pick a location that doesn't have a kitchen facility and restrooms. You'll save money if you don't have to rent additional equipment like warming ovens and portable restrooms.

Additional information...

If you suggest holding an elegant, black-tie affair on the range, some board members might say, "Whoa, pardner. It just won't work!" That was the initial reaction of several board members at this Colorado organization when two of their peers presented the idea. But board members said

"Yee Ha!" when they raised \$50,000 from this upscale, no-tumbleweed-included event!

"This board broke new ground when it decided to do something that had never been attempted in our part of the country," says the foundation assistant at the Community Hospital Foundation. "We called the event 'An Evening in Manhattan.'

"We brought in a five-star chef from Denver, decorated the location—an airport hangar—to the hilt and hired a fantastic band to play music from different eras. Band members even changed into period costumes for each type of music they played."

The community's reaction to the event was a total surprise to the board, she continues. "We limited the number of \$50 individual tickets to the event and sold out a month before it was held. We had to turn away some disappointed people."

The unexpected popularity of the event gave board members a boost they hadn't counted on. "They saw they could provide the community with a first-class event and generate good will for our organization among potential donors and volunteers," says the foundation assistant. "The success of this event has energized them to do it next year, and the co-chairs have signed on to lead the event again."

Community Hospital Foundation, 2021 North 12th Street, Grand Junction, CO 81501; (303)242-0920.

Planning List

11 months prior:

- Meet with board to discuss event theme and develop a plan of action
- Secure facility with kitchen for event
- Contact production companies for assistance to secure entertainment

Nine months prior:

- Form committee to select theme and entertainment
- Form committee to solicit auction items
- Select menu items

Six months prior:

- Sign contracts for facilities, entertainment
- Check committee progress on theme, plans for decorations
- Arrange with caterer for final menu
- Check committee progress on auction solicitations
- Line up auctioneer/celebrity to oversee silent auction

Three months prior:

- Confirm menu
- Confirm entertainment
- Review plans for decorations and theme
- Arrange for printing and mailing of postcards to donor list

Two months prior:

- Send out postcards to donor list inviting them to call the office if they wish to receive an invitation
- Arrange for publicity for the event (if needed)
- Arrange for printing of invitations
- Wrap up committee solicitations for silent auction items

One month prior:

- Review menu with chef

SPECIAL EVENT #24: An Evening in Manhattan (continued)

One month prior (continued):

- Select layout for ballroom
- Send out invitations with R.S.V.P. cards to donors
- Finalize programs and have them printed
- Meet with all committees to review plans for the auction, decorations, entertainment
- Recruit volunteers to help at the event
- Confirm entertainment

One week prior:

- Make table assignments
- Verify volunteer help
- Prepare thank-you advertisement to be published the day following the event

Two days prior:

- Pick up tables, chairs and other equipment and set up location
- Decorate location with theme-oriented decorations
- Test kitchen equipment and other electrical appliances to make sure they work

Day of event:

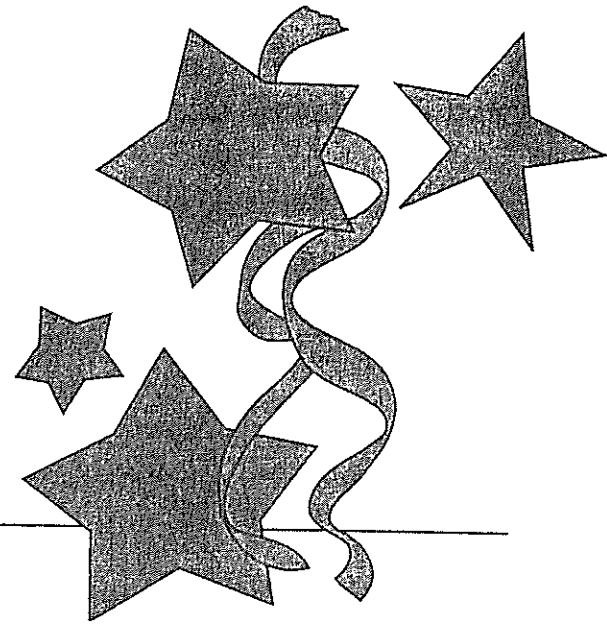
- Help caterer set up as needed
- Place signs for corporate tables and individual place settings
- Display silent and live auction items
- Assist entertainment in set up and with last-minute equipment needs
- Welcome guests
- Have dinner
- Conduct auctions

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to VIPs, sponsors who provided services and donated auction items, board members and volunteers

Complexity: Medium

Special Event #25: Western Jamboree



Description: A western hoedown event held at a nearby ranch that provides an Old West setting.

Special features/attractions: The Western Jamboree includes a prime rib and chicken dinner, silent and live auction, line dancing and country-western music. Tickets are \$25 each, and an open invitation is issued to attract as many people as possible.

Revenue raised: \$15,000 from sale of event tickets and auctions.

Estimated cost of hosting the event: \$6,000.

Net funds from event: \$9,000.

Expenses covered or underwritten by sponsors/companies: Auction items are underwritten or provided by businesses and individuals. Also printing costs to do invitation is picked up by a local company.

Time needed to coordinate the event: Six months.

Number of staff involved: Six. Each staff member is given a specific responsibility.

One person is responsible for invitations, another is responsible for food, etc.

Number of volunteers involved: Two. Volunteers are recruited to coordinate the sale of tickets to the jamboree and increase attendance at the event.

Size of constituency/participants needed to make the event successful: 200.

Tips to maximize event effectiveness: Selling tickets to the event must receive top priority. Assign two board members whose sole responsibility is to encourage ticket sales. Delegate assignments to staff and volunteers and follow up regularly with each individual to make sure the jobs are getting done. Conduct regular meetings to ensure progress on specific tasks.

Pitfalls to avoid: Location means everything for a theme event. Don't select a location that doesn't provide a good atmosphere and foster a fun environment for everyone who attends.

Nets \$9,000

Additional information...

“Tickets to our Western Jamboree, which is held each August, go for \$25 each,” explains an administrator at ARC Fresno. “The event is held at a popular location in town. The facility’s owner rents the building for dances and receptions, and it looks just like a scene from an old western movie.

“We invite as many people as possible,” this administrator explains. “Staff members send an invitation to everyone on our mailing list. In addition, we take advantage of the newspaper and run advertisements to inform and welcome the entire community to attend.”

The dinner menu of prime rib, barbecue chicken, beans and corn helps entice many people to attend the event. To help cover costs associated with the event, a silent and live auction are also held. Items for both auctions are donated by local businesses and individuals.

“It’s an event where friends of our organization and other residents of the community can get away from the city and enjoy the country atmosphere for a few hours—and support our organization as well!”

Contact: ARC Fresno, 5755 East Fountain Way, Fresno, CA 93727; (209)291-0611.

Planning List

Six months prior:

- Meet with board to discuss the Western Jamboree, themes and format
- Appoint a committee chairperson to coordinate activities and plans
- Assign staff members specific responsibilities
- Select potential sites to host the event and contact facility owners
- Set up date and time of the event

Five months prior:

- Contact caterers for bids to provide prime rib, chicken and side dishes
- Assign board members to solicit businesses for silent and live auction items
- Develop a list of potential bands and entertainers to perform at the event
- Contact performers for prices and availability for food and beverage donations
- Book a band or entertainer

Four months prior:

- Continue soliciting businesses for silent and live auction items
- Design invitation letter, event tickets, poster and fliers
- Proof and make corrections to all printed materials
- Contact printers (or local company with a print shop) for bids or in-kind donation to print materials
- Deliver materials to printer
- Contact dance instructors to attend event and give dance lessons to interested participants

Three months prior:

- Continue soliciting businesses for silent and live auction items
- Develop guest list (review in-house mailing list and get board input)
- Visit event location to address setup needs with facility manager
- Include information about event in organization's newsletter

Two months prior:

- Pick up completed printed materials from printer
- Print guest list on computer labels and prepare invitations for mailing
- Solicit giveaway prizes or one large prize for best score, etc.

SPECIAL EVENT #25: Western Jamboree (continued)

Two months prior (continued):

- Complete business solicitations for auction items
- Write guide to auction items and prepare for printing

One month prior:

- Contact newspaper advertising department and develop ads to promote the event (ask for special organization ad rates or in-kind donation of ad space)

Six weeks prior:

- Send out invitations
- Distribute tickets to board members for selling to their personal contacts
- Prepare press release for news media regarding event time, location, etc.
- Print guide to auction items

One month prior:

- Develop list of theme decorations needed to make facility festive
- Purchase or solicit for in-kind decorations
- Run newspaper ad encouraging public attendance

Three weeks prior:

- Run newspaper ad encouraging public attendance

Two weeks prior:

- Make phone calls to invited guests to get confirmation of attendance
- Send news release about event to area news media

One week prior:

- Meet with staff and volunteer committees to review to-do lists and make sure everything is in place
- Pick up all auction items
- Confirm with event facility the date and time of event
- Confirm caterer
- Confirm entertainment

SPECIAL EVENT #25: Western Jamboree (continued)

One week prior (continued):

- Confirm dance instructors
- Finalize guest list count to make sure adequate "supplies" will be on hand
- Provide final head count to caterer

One day prior:

- Decorate the facility and set up stage, dance floor, tables and chairs as needed
- Set up and display auction items for participants to view

Day of:

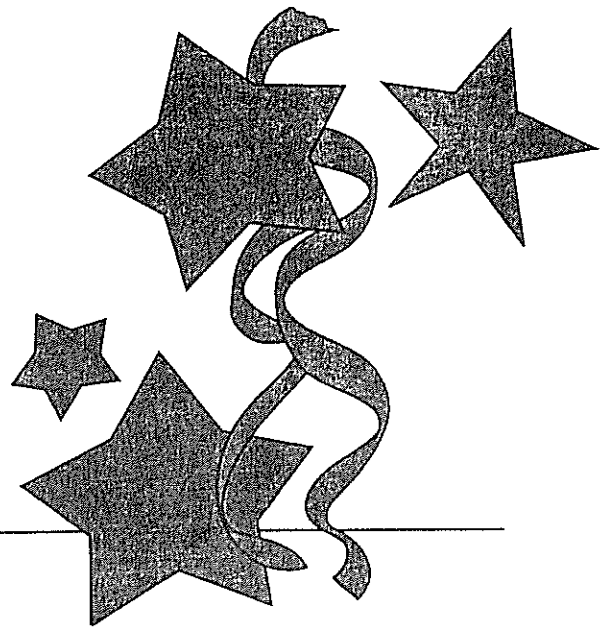
- Help caterer set up food warmers and other items if necessary
- Welcome guests and begin silent auction
- Serve dinner
- Announce winners of silent auction items
- Conduct live auction

Follow up:

- Prepare cost analysis
- Report results of Western Jamboree to board
- Send "thank yous" to volunteers, board members and those who purchased tickets and attended the event

Complexity: Medium

Special Event #26: Penny Shower



Description: A community-wide project to raise pennies for the organization. The special event was used to kickoff this organization's capital campaign. Civic clubs, children's groups and public school students get involved in the collection process.

Special features/attractions: By setting up a large Plexiglas™ container at a shopping mall, this organization attracts public attention to its fund raiser. As pennies are raised by various groups, they're added to the container in the shopping mall. Special entertainment is scheduled (aerobics demonstrations, choral groups, etc.) at the mall each weekend to generate constant community interest.

Revenue raised: \$25,000.

Estimated cost of hosting the event: \$1,000.

Net funds from event: \$24,000.

Expenses covered or underwritten by sponsors/companies: \$3,000. (A printer donated the printing for fliers, the newspaper ran free ads, and the weekend entertainment groups all donated their services.) Also, the construction of the container was donated

jointly by steel and a glass companies.

Time needed to coordinate the event: Three months.

Number of staff involved: 15 to 20. Staff members coordinated entertainment, supervised construction of the penny container, organized civic and youth groups to conduct penny campaigns and got permission from shopping mall's manager to set up the main container in a prominent location.

Number of volunteers involved: 30. Volunteers lead various activity committees. For instance, teachers were recruited to conduct classroom penny drives. Other volunteers included entertainers who performed at the mall.

Tips to maximize event effectiveness: Commitment from your staff and volunteers. The event takes time and lots of education to get your community involved. Plan to keep the container at the mall for two months, and plan activities there each weekend to boost

Nets \$24,000

SPECIAL EVENT #26: Penny Shower (continued)

awareness. End the event on a Friday. Bring coin counting machines to mall and count the pennies on the spot. Ask the National Guard to transport the money to the bank.

Pitfalls to avoid: When designing and building the penny container, don't make the base too broad. It should be narrower at the bottom to give the appearance that there are more pennies than there really are. Also, don't make the event too long. Limit it to an intense effort for two or three months.

Additional information...

"When we wanted to raise money for a new facility, a community survey showed that most people had never heard of our organization," says the administrator of Life Styles, Inc. "Based on what we learned, though, the board decided that targeting small donors was our best bet. The only problem was that we needed lots of 'em!"

To bring in small contributors, the board organized a community-wide project to raise thousands of pennies. "We involved civic clubs, children's groups and the schools," the administrator says. "To raise pennies, these volunteers held a variety of activities. For example, students conducted an 'ugliest teacher' contest.

"A large Plexiglass™ container was built and set it up in a mall—next to an architect's model of our proposed building. The container was the center of attention for many of our fund raising activities.

"As a result of the exposure, everyone in the community discovered who and what our organization is. The penny-raiser provided just the recognition we needed for a successful capital improvement campaign."

Contact: Life Styles, Inc., P.O. Box 1114, Fayetteville, AR 72702; (501)521-3581.

Planning List

Three months prior:

- Meet with board to discuss the event and develop a plan of action
- Decide on date, time and location of event and length of time container will remain at location (consider conducting event for a two-month maximum)
- Talk to mall officials for permission to set up container
- Contact steel company to build framework for the container, and work with a glass company to make the container (the container is six feet square at the base and five feet tall)
- Work with both companies to schedule container assembly

Two months prior:

- Write letter to local school officials, church activity directors and civic club presidents seeking their help and involvement in penny-raiser
- Develop list of potential entertainment to perform at the mall
- Draft letter to entertainers inviting them to perform during event
- Draft and design fliers and posters explaining the event (determine where to post information, e.g., bank lobbies, doctors' offices, grocery stores, etc.)
- Include information about event in the organization's newsletter
- Plan kickoff party to announce penny collection
- Work with board members to develop kickoff breakfast invitation list (invite businesses, schools, civic club leaders, etc.)

One month prior:

- Call local banks to borrow coin counting and bank bagging machines at the end of the event
- Call National Guard to transport money from the mall to the bank
- Place fliers and posters in prominent locations around the city
- Make follow-up calls to entertainers to confirm participation
- Set schedule for entertainers and mail each "act" a copy
- Invite a radio station to broadcast from the mall on "opening day"
- Draft kickoff breakfast invitation letter and RSVP card
- Print invitation letter and prepare mailing

SPECIAL EVENT #26: Penny Shower (continued)

Three weeks prior:

- Send invitations to kickoff breakfast

Two weeks prior:

- Confirm, in writing, container location and setup date with mall manager
- Send, in writing, details about container setup date, time and place to steel/glass companies

One week prior:

- Write release about event and send to news media

One day prior:

- Hold kickoff breakfast to create public awareness about the event
- Assemble Plexiglass[™] container inside the mall

Day of:

- Make sure everything is in place before the mall opens
- Entertainment groups should begin performing as mall opens

Ongoing:

- Continue to confirm appearances with scheduled entertainers before each performance
- Continue working with area schools, youth groups, church groups, etc., conducting activities to raise pennies for the organization

Day before last day of event:

- Send media alert notifying assignment editors that event is ending and pennies will be counted (include date, time and place)

Last day of event:

- Pick up bank change counters and bagging machines
- Call National Guard to remind it of pick up and transfer of pennies
- Count pennies at the mall location

SPECIAL EVENT #26: Penny Shower (continued)

Last day of event (continued):

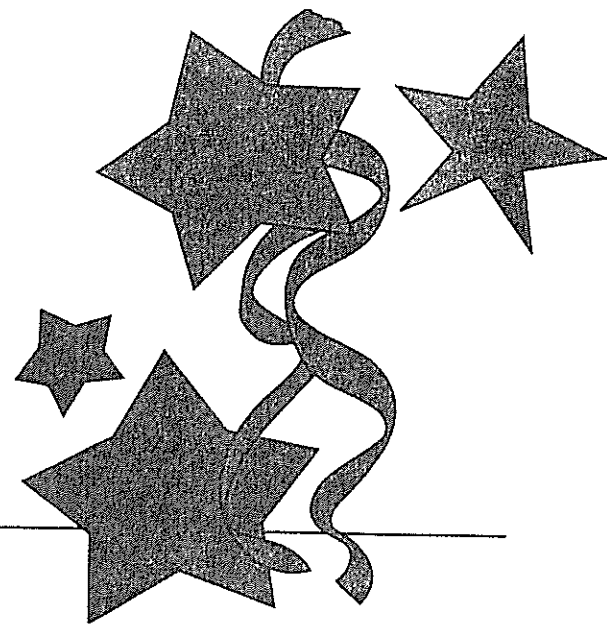
- Transfer all collected pennies to the bank
- FAX news media information regarding total number of pennies raised

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to sponsors who provided services and in-kind gifts, including the mall manager, National Guard, banks, board members, volunteers, entertainers and groups that helped raise pennies

Complexity: Medium

Special Event #27: P.A.R.T.Y.



Description: P.A.R.T.Y. stands for Providing AIDS Relief Through You. Rather than conduct one special event on its own, the organization asks supporters to host parties on the organization's behalf.

Special features/attractions: No direct work or involvement by the organization! Donors are given a party packet prepared by organization staff members. The packet contains invitations, ideas for a party theme, contribution/donation suggestions and strategies to limit expenses.

Donors can host any type of party they choose: a birthday party, wedding reception, graduation, housewarming, etc. Guests either make a contribution to the organization or are "charged" a \$5 to \$100 admission fee, which is then donated to the organization.

Revenue raised: \$3,000 to \$7,000 per party.

Estimated cost of hosting the event: No direct costs to the organization. Donors who host parties pay their own expenses.

Expenses covered or underwritten by sponsors/companies: All expenses are covered by those who host parties.

Time needed to coordinate the event:

Donors receive the party planning kits one to two months in advance. Donors send invitations three weeks before their party.

Number of staff involved: One. The development director is responsible for coordinating supporters to host parties and getting them started. This individual sends donors the party kit and follows up with phone calls to answer questions, offer suggestions to increase attendance and make sure everything is going smoothly.

Number of volunteers involved: Everyone who hosts a party is a "volunteer."

Size of constituency needed to make the event successful: 8,300 clients/supporters served by the organization.

Number of participants needed to make the event successful: Size of each party can vary from 10 to 180 people.

Nets \$3,000

Tips to maximize event effectiveness:

Come up with a clever acronym. This organization uses P.A.R.T.Y. because it has the organization's purpose in the initials. It's also important to develop a handy kit that party hosts will find useful in coordinating their parties. Have a written agreement with donors which states that all money raised will be given to your organization. Include information about the organization's programs and services in each party kit.

Pitfalls to avoid: Request a "guest list" from each individual who holds a party. This enables you to send thank-you notes for contributions and serves as a great way to build your mailing list for future contributions. Since the organization isn't in direct control of the event, be sure to provide adequate training to hosts regarding conduct, decorum, etc.

Additional information...

The acronym P.A.R.T.Y. may stand for the services provided by this organization, but the initials are also used literally. "We ask donors, friends and board members to hold a fund raising party on our organization's behalf," says a board member from the Aids Task Force of Greater Cleveland.

Parties can be held for any reason: a birthday,

graduation, housewarming, even Halloween. "We give each host a special party kit, which includes invitations, possible theme ideas, contribution suggestions and strategies to keep costs down. Several people have hosted parties that raised from \$3,000 to \$7,000. In fact, when I purchased a new home, I had a housewarming party. Instead of guests bringing me gifts, I asked them to contribute \$25 to \$100 to the organization I serve. The party raised more than \$3,300!"

Funds for the organization can be raised using two different methods. Guests may be asked to make a flat contribution of \$5, \$25 or even \$100, depending on their giving ability. Or, all guests who are invited may be required to pay a \$5 or \$10 "admission donation" at the door.

The best aspect of a special event like this is that many parties can be held. This means that a large portion of the community learns about the activities and services your organization provides. In addition, little to no staff time is required to schedule and coordinate the parties. Donors agreeing to hold a party take full responsibility for making it a success.

Contact: AIDS Task Force of Greater Cleveland, 2250 Euclid Avenue, Cleveland, OH 44115; (216)622-7607.

Planning List

Ongoing advance legwork:

- Meet with board members to discuss the event and develop a list of people who would be likely candidates to host a party
- Contact individuals who show an interest in hosting a party
- Develop generic party kit that could be used for all occasions (include generic invitation cards and envelopes, a checklist of party items the host must purchase, retail and wholesale outlets that sell party items like streamers, noise makers, etc.)

Six weeks prior:

- Send individual hosting a party the organization's party kit (see Pages 116 and 117 for a sample copy of the sponsorship letter and party confirmation letter.)

Five weeks prior:

- Follow up with party host, answer questions and offer suggestions

Four weeks prior:

- Contact party host and help with guest list
- Remind host that invitations should be sent three weeks in advance
- Meet with host and present party agreement for his or her signature

Two weeks prior:

- Provide host with brochures and information about the organization for distribution at the party

One week prior:

- Follow-up phone call to host to verify everything is in place

Follow up:

- Prepare cost analysis
- Collect guest list from host/hostess
- Report results of the event to the board
- Send "thank yous" to party host and guests



P.A.R.T.Y. Letter

Dear Friend:

Here's a great way to continue your support of Health Issues Taskforce, and to involve your friends and neighbors in the fight against AIDS.

Become a P.A.R.T.Y. sponsor.

P.A.R.T.Y. (Providing AIDS Relief Through You) is a new fund raising program of the Taskforce designed to reach every Greater Clevelander who cares about helping people with AIDS.

Here's how it works. You decide which kind of event you'd like to host—a dinner party, cocktail party, brunch, backyard barbecue or whatever. It can be holiday-related (Valentine's Day, the Fourth of July) or independent of other celebrations. It can be formal or informal. You decide on the menu, and invite whomever you'd like! You can even decide what to request as a donation from your guests.

The Taskforce will provide you with P.A.R.T.Y. Host Kit, complete with printed invitations (if you don't have your own), printed receipts for guests, and information on Taskforce programs.

All expenses directly related to your P.A.R.T.Y. event are tax deductible as permitted by IRS regulations, and you'll receive a letter from the Taskforce for tax purposes.

We're excited about the fund raising opportunities of P.A.R.T.Y., and we're counting on your support. We also welcome your suggestions for the P.A.R.T.Y. program. Please call us directly at 216/360-9363 to schedule your P.A.R.T.Y. and to receive your host kit. You can also leave a message for us at the Taskforce (216/621-0766), and we'll help you arrange your event.

Let's P.A.R.T.Y. You can have fun AND make a difference.

Sincerely,

P.A.R.T.Y. Coordinators



P.A.R.T.Y. Confirmation

P.A.R.T.Y. date: _____ Time: _____

Host(s): _____

Address: _____

Telephone: (____) _____ Number of guests: _____

Requested donation: \$ _____ Host kit sent (date): _____

Education information requested *: _____

HIT Representative Requested: _____

Representative assigned: _____

* If a representative attends, he/she will bring information to the P.A.R.T.Y. If no representative is requested, the information will be delivered prior to the date of the event. Information about the Taskforce, which may be distributed to guests, is included in the host kit.

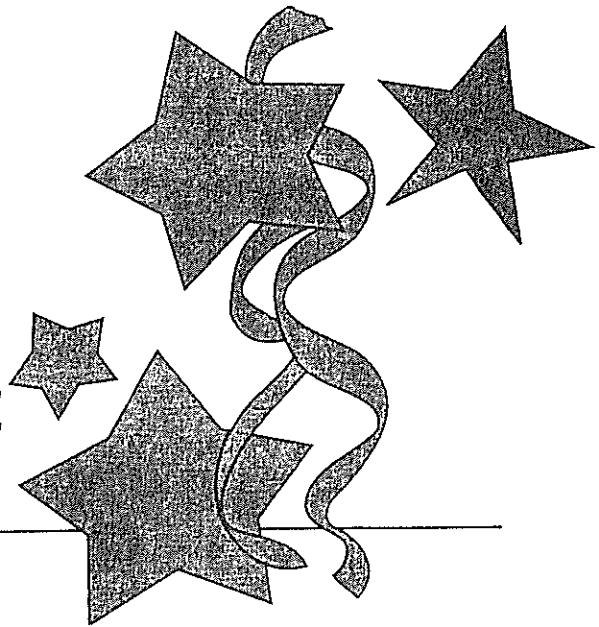
Thank you for your support of Health Issues Taskforce!

Sincerely,

P.A.R.T.Y. Coordinators

Complexity: Medium

Special Event #28: Miniature Golf Event



Description: A miniature golf event held at a miniature golf course that is owned by the municipal park district. Participants pay \$15 for a round of golf, hot dogs, chips and pop. Souvenirs and giveaway prizes are also part of the event.

Special features/attractions: This miniature golf site is the community's favorite. The event is held at night when the course is lighted. It's a family-oriented event, one that both children and adults enjoy.

Revenue raised: \$5,000 from registration fees and contributions from businesses who sponsor holes at the course.

Estimated cost of hosting the event: \$550 to cover food and a photographer who takes pictures that are given as souvenirs to all participants. Brochures, highlighting the organization's programs and services, are also printed.

Net funds from event: \$4,450.

Expenses covered or underwritten by sponsors/companies: A deal is worked out with the park district to allow the organization to use the course at no charge. Other

costs associated with the event are offset by asking local businesses to sponsor individual holes. The cost of sponsorship is a \$50 donation.

Time needed to coordinate the event: Four months.

Number of staff involved: Two. One staff member helps the board coordinate the event. Another dresses as a gold miner—in keeping with the wild west theme of the golf course—and poses with guests for photos.

Number of volunteers involved: 14. They sell tickets to the event, and board members solicit hole sponsorships (up to four businesses per hole). On the evening of the event, volunteers register golfers, serve hot dogs, hand out putters, balls and scorecards, and make sure everything runs smoothly. Board members also staff a booth where they provide information about the organization.

Number of participants needed to make the event successful: 100.

Nets \$4,450

Size of constituency needed to make the event successful: 250 invitations are mailed, and board members recruit their friends to participate. Additional people play after reading about the event in the newspaper.

Tips to maximize event effectiveness:

Convince the golf course owner(s) to give you a special rate or donate the course for the evening. If the owner is willing to close the course to you for a price, see if you can obtain a sponsor. Hold the event on a week-night, toward the end of summer, not during peak business season. Open the course exclusively to those who've purchased tickets to the event, and don't allow other members of the public to golf during the event—unless they pay the \$15 fee.

When soliciting sponsors for course holes, send an invitation letter along with a photo of their business's name printed on a sign on the course. Make it an offer they can't refuse! Print sponsors' names in the event program.

Pitfalls to avoid: Don't make the event more complicated than it needs to be. For example, don't adhere to strict "tee times." If a group wants to golf together and arrives early, let them get on the course and have their fun. People will participate year after year because it's a simple and fun event. They come, golf, eat and leave.

Additional information...

When it comes to golf tournaments, some-

times less is more. Board members at this organization opted for a miniature golf event that combines family fun with public awareness of the organization—and raised \$5,000!

"One board member is a commissioner for a park district that recently built an 18-hole miniature golf course," says the administrator of LiPoni Foundation for Special Recreation. "He persuaded the district that our benefit would be a great way to bring more people in to its new course."

Board members sold tickets for \$15, which entitled participants to a round of golf, hot dogs, chips and pop, plus souvenirs and a giveaway prize. "We lined up sponsors, including our board, for each hole," the administrator says.

"The course has a wild west theme, so a photographer took complimentary photos of each foursome with a staff member dressed as an old-time gold prospector. Board members staffed a booth that provided information about our organization."

Editor's Note: Not all owners are willing to donate game time at their miniature golf courses, so look around. Some golf course owners, however, may want to participate in this special event—and all it takes is one!

Contact: The LiPoni Foundation for Special Recreation, 8950 Gross Point Road, Suite C, Skokie, IL 60077; 708/966-5522.

Planning List

Four months prior:

- Meet with board to discuss the event and develop a list of possible golf course locations to conduct event
- Contact golf course and negotiate fee to use the course for event (if possible get course time donated to the organization)
- Set up date and time of the event

Three months prior:

- Develop a list of potential sponsors for each hole on the course or find sponsors for the entire course
- Assign board members to solicit sponsors to purchase a hole
- Draft letter to area businesses requesting sponsors (signed by board member)
- Develop a list of food companies and grocery stores to solicit for hot dogs, buns, chips, beverages and dessert
- Begin making solicitation calls for food and beverage donations
- Contact and book photographer to take souvenir pictures at the event
- Develop and contact list of potential volunteers

Two months prior:

- Design invitation, poster and fliers
- Proof and make corrections to all printed materials
- Contact printers for bids or in-kind donation for printing
- Deliver materials for printing
- Complete calls for food and beverage items
- Develop guest list (review in-house mailing list and get board input)
- Include information about event in organization's newsletter

One month prior:

- Pick up completed materials from printer
- Print guest list on computer labels and prepare invitations for mailing
- Make calls to area restaurants for a large roaster to cook hot dogs
- Solicit giveaway prizes or one large prize for best score, etc.

SPECIAL EVENT #28: Miniature Golf Event (continued)

Three weeks prior:

- Send out invitations
- Prepare release for news media regarding event time, location, etc.
- Call volunteers to ensure their participation

Two weeks prior:

- Call invited guests to confirm attendance
- Send release about event to area media

One week prior:

- Confirm donations from grocers or food companies and schedule pick up or delivery times
- Confirm with golf course the date and time of event, and ask if you can assist in cleaning the course, etc.
- Confirm photographer
- Finalize guest count to make sure adequate "supplies" will be on hand
- Make up sign for each hole that is sponsored

One day prior:

- Pick up all food and beverage items—don't forget plastic and paper products
- Pick up roaster for hot dogs
- Set up booth (table and chairs with signs) at the golf course site
- Set up "sponsored by" signs at each hole

Day of:

- Start hot dog roaster several hours in advance
- Set up a "buffet" line for guests
- Start event

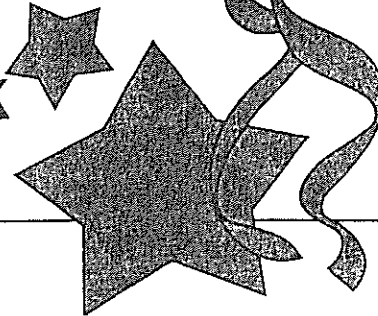
Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to golf course owner, sponsors, donors of in-kind gifts, board members, volunteers and participants

Complexity: Medium

Special Event

Special Event #29: Breakfast in the Park



Description: This organization hosts three breakfasts, throughout the summer. Each breakfast is targeted to the 50-plus age group (the market this organization serves). One event is a special champagne breakfast. About 200 attend each breakfast, paying \$3 for the event. Children's tickets are \$2.

Special features/attractions: The event is a major marketing tool for the organization. The breakfast is for a specific group of potential customers the organization could serve. The breakfasts are held on Saturday mornings in a park pavilion that is fully equipped with a kitchen, restrooms, etc. Residents of the organization's facilities are invited to enjoy breakfast and visit with other guests. It's good for the public to see clients served by the organization and talk with them about what the organization does.

Revenue raised: \$600 to \$800.

Estimated cost of hosting the event: \$300 to \$400 depending on the breakfast menu. Champagne breakfasts cost a little more. Typically, though, costs run up to \$1.50 a plate, and catering is done by the organization's food service.

Net funds from event: \$300 to \$400.

Expenses covered or underwritten by sponsors/companies: None. The organization is a full-service nursing home/independent living facility and underwrites the food and other costs associated with the breakfasts. The event is held to create public awareness about the facility and its mission.

Time needed to coordinate the event: Six weeks.

Number of staff involved: Three. Staff members are responsible for running the event. They set up the tables and chairs in the park, cook the breakfast, serve guests and help nursing home residents with their food, etc.

Number of volunteers involved: 20. Volunteers assist staff members with cooking, serving, cleaning up of the tables and dishes, etc.

Nets \$300

Size of constituency needed to make the event successful: 18,000 or the entire population over age 50 in the community.

Number of participants needed to make the event successful: 250.

Tips to maximize event effectiveness:

Make sure board members attend each breakfast. Members can mingle with guests and discuss the programs and services offered by the organization. Market the event to the 50-plus age group using the special events section of the newspaper. The event is good publicity for the organization, even though turnout is relatively small.

Pitfalls to avoid: Make sure there's a contingency plan for weather, i.e., an indoor location reserved for the same date and time, or set an alternate rain date.

Additional information...

Some special events are intended simply to raise money. If an event is designed to market your organization's services, though, it needs to reach a certain segment of the public—otherwise, you're wasting time and effort. That's how this organization's special events coordinator and board members feel about their fund raisers.

The organization often is the last thing people want to think about—a retirement facility! So board members developed an event that appeals to people who may be future customers—the 50-plus crowd.

The Saturday morning Breakfast in the Park event is targeted directly to this age group—people who also are most likely to be available on a Saturday morning, says the special events coordinator. “Their weekends are usually less hectic because they don't have small children.

“We try to hold three breakfasts in the park during the summer, including one champagne breakfast,” she adds. “Each event attracts about 200 people who pay \$4 each for a relaxing Saturday morning outdoor breakfast.”

The breakfasts don't bring in a lot of revenue—but they are great PR for the organization. “Everyone, including current residents of our facilities who like to get away for breakfast, eats in the pavilion. The event gives us a chance to talk about our facilities and plans for the future with many of our potential clients.”

Contact: Faith Countryside Home, 2420 Poplar, Highland, IL 62249; (618)654-4600.

Planning List

Six weeks prior:

- Meet with board to discuss the event and determine what park or other attractive site the breakfast could be held
- Choose number of breakfasts you want to hold
- Determine the breakfast menu
- Contact the park and book dates for each breakfast

Four weeks prior:

- Order the paper goods that will be needed at the event (napkins, plates, etc.)
- Determine what additional equipment is needed (e.g. roasters, warmers)
- Develop a list of volunteers from staff and board to assist with the event
- Draft a work schedule for volunteers to ensure enough kitchen staff and "help" will be on hand
- Advertise the event in the organization's newsletter
- Design and print fliers using in-house computer equipment

Three weeks prior:

- Order food
- Send release about the upcoming event to news media

Two weeks prior:

- Ask volunteers to distribute fliers in prominent locations (at the park location, bank lobbies, grocery stores, etc.)

10 days prior:

- Deliver information and event details to newspaper; ask to be placed in the Upcoming Events section
- Send a friendly reminder to all volunteers who agreed to help

One week prior:

- Reconfirm time to meet at park and open facility

SPECIAL EVENT #29: Breakfast in the Park (continued)

One day prior:

- Have one staff member deliver paper goods, equipment, food (in coolers and freezer) and tables to the park

Day of event:

- Open shelter house or facility at 6 a.m.
- Start grills (if needed)
- Start coffee (regular and decaffeinated)
- Start preparing any foods that take substantial cooking time (e.g. bulk eggs, sausages)

6:30 a.m.

- Prepare orange juice (can pre-pour in glasses if necessary)
- Confer with kitchen volunteers; ensure all duties are covered

7:00 a.m.

- Set up serving line

7:30 a.m.

- Brief board members and other "frontline" volunteers
- Fill enough insulated pitchers for 8 a.m. crowd

8:00 a.m.

- Begin serving breakfast

10:30 a.m.

- As people begin to depart, make sure volunteers get a chance to eat
- Clean up park and facilities

Follow up:

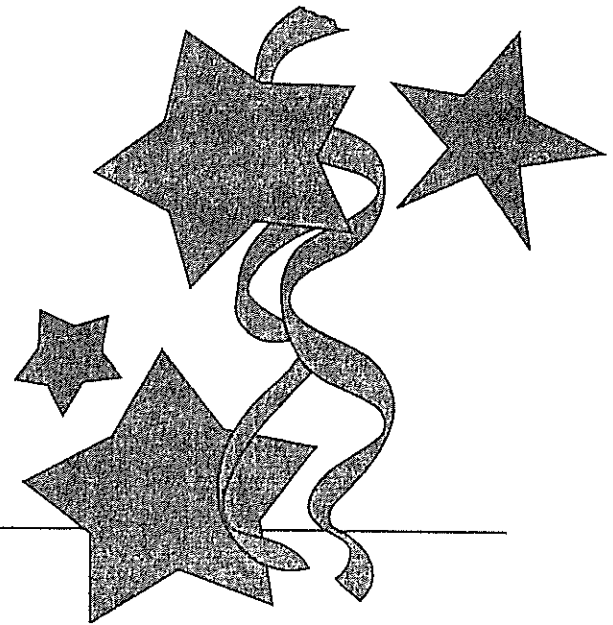
- Prepare cost analysis
- Report results of the event to the board and volunteers

Follow up (continued):

- Send “thank yous” to organizations that provided in-kind donations, all guests and volunteers, and park superintendent
- Hold an evaluation critique meeting
- Add names of new guests to database
- Mark any repeat names who have attended in the past
- Mail feedback survey to those who attended event. The last question on the survey should be: “Would you like to know more about how your donations help fulfill the mission of this organization?” Follow up on “yes” responses.

Complexity: Medium

Special Event #30: Mile of Dollars



Description: The organization challenges area businesses to help it raise a Mile of Dollars—literally (10,000 \$1 bills equal one mile.) In lieu of actually donating \$1 bills businesses can buy red ribbon from the organization for \$2 a foot. The length of ribbon is displayed at a mall.

Special features/attractions: The event targets companies that have not made a donation to the organization. Also, ribbons are sold so inexpensively that everyone can participate. This generates fresh support and involves new businesses and individuals, while creating awareness about the organization's programs and services.

Revenue raised: \$4,000 from the sale of ribbon.

Estimated cost of hosting the event: \$200. The only expense is mailing announcements and invitations to area businesses asking them to buy ribbon.

Net funds from the event: \$3,800.

Expenses covered or underwritten by sponsors/companies: None. This organization budgets for the mailing. However, you

could seek a sponsor to underwrite this cost.

Time needed to coordinate the event: two months.

Number of staff involved: Two. Staffers write and print letters, address and stamp envelopes, and mail the letters inviting business owners to buy ribbon. Staff members also track donations.

Number of volunteers involved: None. While this organization didn't invite volunteers or board members to help, you could ask your board or volunteer group to help with mailing or give presentations to service clubs.

Number of participants needed to make the event successful: 300-plus (ask each business to buy a minimum of 45 to 54 feet of ribbon, which is a \$90 to \$108 contribution).

Size of constituency needed to make the event successful: Unlimited.

Nets \$3,800

Tips to maximize event effectiveness:

Contact businesses and individuals who are likely to be unaware of your organization's mission. Use your city's Chamber of Commerce or other business directory to add businesses to your mailing list. In the letter, explain that six \$1 bills = three feet, \$50 = 25 feet of ribbon, etc. This helps the contributors "picture" their donations.

Pitfalls to avoid: Don't ask companies or businesses that already support your organization to participate in the Mile of Dollars event. Challenge board members and volunteers to make a donation before they ask the community. If board members and volunteers aren't committed to the event, how can they expect the community to be? Don't cut the event short. It may take three months or more to bring in enough \$1 bills to reach goal.

Additional information...

The administrator at Alamance Coalition Against Drug Abuse says she and her board members developed the Mile of Dollars idea. "We figured that if we were fortunate enough to sell 5,280 feet, the event would raise more than \$10,000!

"Our original idea was to actually place the dollar bills on a red ribbon and display it at the mall or another prominent location in the city, so donors could actually see how many dollars equal a mile," the administrator explains. "But in planning the event, we realized it would be difficult to secure

\$10,000 worth of dollar bills.

"So we came up with the idea of simply asking businesses to support our organization's mission—which is keeping kids drug-free. We sent letters to businesses who have not made a contribution to our organization in the past and challenged them to help us raise a mile of dollars by purchasing yards of red ribbon," says the administrator.

"As we received donations, we marked down how many yards of ribbon the organization bought. The event continued for three months. At the end of that time, I ran a PSA and sent our newspaper a release that explained how many yards of ribbon were purchased and how much money was raised."

Editor's Note: There are a number of ways to use the ribbon to show your Mile of Dollars without using actual dollar bills. Draw a dollar bill on your computer and photocopy it for as many dollars as you have received during the event. Attach them to the red ribbon and hang it in a prominent location in the community. For example, this could be in the mall or a school gymnasium. You could even wrap it around your organization's building. Wherever you display the ribbon, it's a great visual fund raiser!

Contact: Alamance Coalition Against Drug Abuse, 407 West Front Street, Burlington, NC 27215; (910)570-3351.

Planning List

Two months prior:

- Meet with board to discuss the event and develop a list of businesses to include on the mailing list
- Set fund raising goal
- Contact Chamber of Commerce to obtain its membership directory
- Scrutinize the list and choose businesses that have not previously donated to your organization
- Add new names to prospect database
- Write solicitation letter

Six weeks prior:

- Contact TV/radio station promotion departments to solicit help in promoting the event
- Develop PSAs for TV and radio with help from each station

One month prior:

- Write news release about the event that explains the goal, details and how to participate
- Submit the news release to newspapers; include in the organization's newsletter
- Print computer-generated solicitation/invitation letters and labels

One week prior:

- Begin preparing mailing
 - ✓ Include letter and reply card in envelope

Day before:

- Mail invitation letter

Day of:

- Announce to media that "special" area businesses should expect to receive the letter asking for their support

SPECIAL EVENT #30: Mile of Dollars (continued)

The following three months:

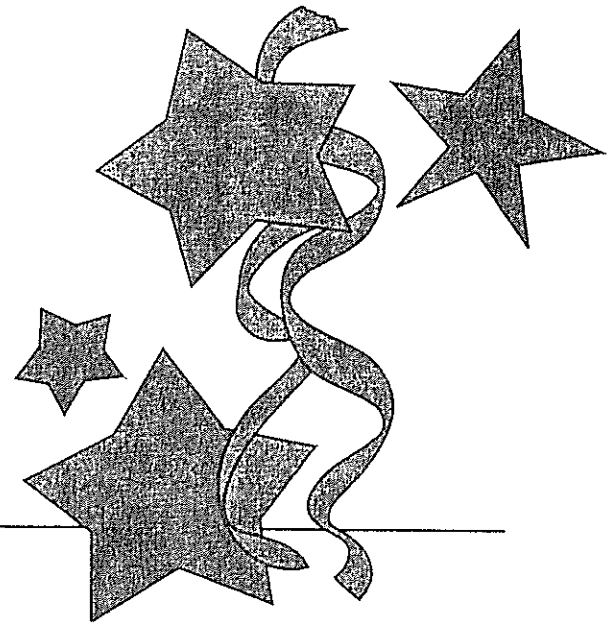
- Record which organizations purchase red ribbon and how much each purchased
- Send thank-you letters to organizations as donations come in
- Contact TV/radio stations to be on site as ribbon is put up
- Display your Mile of Dollars at a central location in the community and watch it grow

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to everyone who made contribution and/or volunteered
- Write news release thanking community for its support

Complexity: Medium

Special Event #31: Steak 'n Burger Dinner for Kids



Description: Board members organize a dinner and sell \$100 individual tickets to community leaders or \$600 tickets for a corporate table. (Ticket prices can vary, depending on your market.) Participants then attend the event and eat with a disadvantaged child. Wondering what the twist is? The kids eat steaks while the adults eat hamburgers.

Special features/attractions: The event gives the children this organization serves a chance to ask prominent businesspeople about their successes—and meet positive role models. They discover how each individual got where he or she is today. Adults eat with the children who benefit from their contributions. Prizes are awarded to board members who sell the most tickets or corporate tables. At the dinner, awards are presented to children who show exemplary qualities.

Revenue raised: \$36,600 from ticket sales and corporate table sales.

Estimated cost of hosting the event: \$3,300.

Net funds from event: \$33,300.

Expenses covered or underwritten by

sponsors/companies: \$4,000. Items donated include the steak, which is provided by a local butcher shop, other food items, the facility where the dinner is held and T-shirts for the kids. Staff from area restaurants donate their time to prepare the food. A sponsor can be lined up specifically to underwrite costs of food or make an in-kind donation.

Time needed to coordinate the event: Six months.

Number of staff involved: One. The executive director helps board members prepare an invitation letter and determine whom to invite. He also organizes the kids who will attend the event.

Number of volunteers involved: 70 to 80. Each of 42 board members is responsible for selling 10 tickets. Board members also sell sponsor tables and serve food at the dinner. Thirty to 40 other volunteers, including parents of the children or friends of board members, help with serving and cleaning up.

Nets \$33,300

Size of constituency needed to make the event successful: 475 invitations to area business community.

Number of participants needed to make the event successful: 439 (147 children and 292 adults).

Tips to maximize event effectiveness: Have a board member with good leadership and organizational skills chair the event. Orchestrate a competition among board members to sell tickets and tables. Award prizes to board members who are most successful. Plan and delegate activities to committee members. Work with the media to promote the event. Schedule a motivational speaker or well-known athlete to give the dinner's keynote address.

Pitfalls to avoid: Don't let board members slack off from their assignment to sell 10 tickets each. Tickets must be sold to make the event successful!

Additional information...

During dinner, the kids sit with business leaders. "Most of the kids have never even seen a steak before," says the executive director of the Boys Club in Augusta. "Watching prominent businesspeople cut the kids' steaks because the kids don't know how

is something you never forget!

"The Steak 'n Burger event allows board members to match disadvantaged children with successful role models—corporate executives and business owners—and gives these donors a chance to get involved in a heartwarming activity. They know their money is going for a good cause. When it's over, we can't wait to start on the next one!"

The whole evening is an inspiration for both kids and adults. "I arrange for a speaker who describes his or her background, what he or she does, and how important school and grades are," says the executive director. "Speakers also emphasize the importance of leading a drug-free life in order to be successful.

"I present five awards to the kids at the dinner," the executive director adds. "The awards include a sportsmanship award, boy and girl of the year awards, service and leadership award and youth of the year award.

"The kids really look forward to the dinner and awards program, and so do the adults!"

Contact: Boys Club of Augusta, 1903 Division Street, Augusta, GA 30904; (706)738-2697.

Planning List

Six months prior:

- Meet with board to discuss the event and develop a list of facilities where the dinner could be hosted
- Set goal for the number of tickets each board member must sell
- Decide the date and time of the dinner (don't schedule it on a date that conflicts with another special event in the community)
- Contact caterer or restaurant for the dinner; discuss event and get prices (if applicable)
- Contact and book guest speaker for the dinner

Five months prior:

- Arrange transportation for the kids to and from the dinner
- Order awards and plaques
- Choose presenters for the awards
- Hire photographer for the evening

Four months prior:

- Contact someone for entertainment
- Design event tickets
- Invite someone to say prayer (e.g., clergy, volunteer, or even one of the children)
- Design fliers and press releases for newspapers
- Make corrections to fliers and press releases
- Decide how many fliers will be printed and where they will be displayed
- Obtain printer bids
- Send materials to printer

Three months prior:

- Meet with board members and disperse tickets
- Write letter to kids asking them to attend
- Contact parents of kids and encourage them to volunteer at the dinner

Two months prior:

- Set up schedule for volunteers—who's doing what, when
- Meet with board to determine how ticket sales are going

SPECIAL EVENT #31: Steak 'n Burger Dinner for Kids (continued)

One month prior:

- Send release to newspaper (include in your newsletter)
- Contact entertainment to verify date and time of dinner
- Meet with board to determine how ticket sales are going

Two weeks prior:

- Contact speaker to verify date and time of dinner
- Contact caterer to verify date and time of dinner
- Make name tags and place cards for tables
- Decide who will be placed at the head table
- Make or buy table decorations (contact a flower shop for assistance and a donation)
- Meet with board to determine how ticket sales are going

One week prior:

- Contact radio and TV stations to publicize the event
- Contact volunteers to help with decorating
- Meet with board to determine how ticket sales are going
- Contact caterer or restaurant to give final head count for dinner

One day prior:

- Decorate the hall
- Confirm guest speaker, entertainment, etc.

Day of:

- Set up table to hand out name tags as guests arrive
- Pick up kids
- Serve the dinner and present awards

Day after:

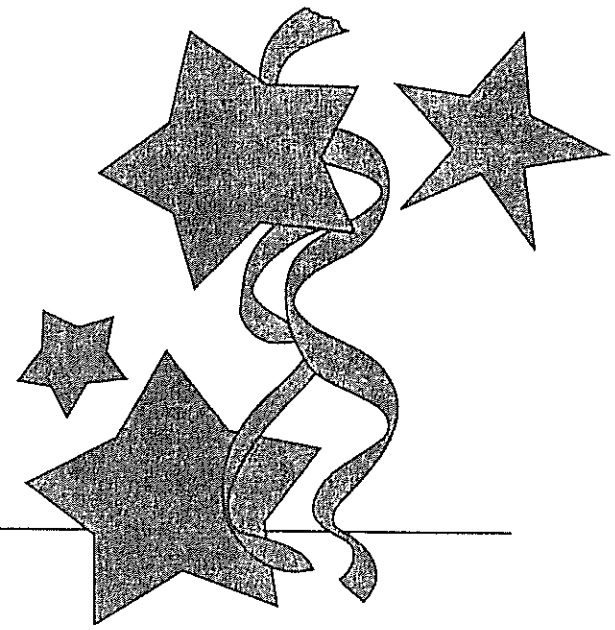
- Meet with planning committee to critique the dinner

Follow up:

- Prepare cost analysis and report results of the event to the board
- Send "thank you" to those who purchased tickets and volunteered their help

Complexity: Medium

Special Event #32: Huge Garage Sale of Children's Items



Description: Board members and volunteers solicit the community for donations of children's clothes, toys, books, games and other items. Then they sell the donated goods at a garage sale. The proceeds are used to enhance the organization's programs and services.

Special features/attractions: During the garage sale, educational displays are set up and memberships to the organization can be purchased. The event builds public awareness about their services.

Revenue raised: \$3,400.

Cost estimate of hosting the event: \$400, which covers the postage costs to mail a solicitation letter to individuals and other organizations which asks for sale items.

Net funds from event: \$3,000.

Expenses covered or underwritten by sponsors/companies: The rental fee was waived for the building where the sale was held. Your organization can conduct the sale at one of your facilities, if it's large enough, or you may work out an arrangement with a church or school.

Time needed to coordinate the event: Six months.

Number of staff involved: Four. Staff members prepare the mailing to potential donors. Staff also help organize and price sale items.

Number of volunteers involved: 12 to 15. Volunteers pick up garage sale items when individuals call the office to donate something. They move items from the storage area to the sale location.

Size of constituency needed to make the event successful: 1,500 people to receive solicitation letter and donate items.

Number of participants needed to make the event successful: 500.

Tips to maximize event effectiveness: Have a dedicated chairperson who will oversee the entire event with minimal guidance. Plan ahead and obtain a lot of publicity by working

Nets \$3,000

SPECIAL EVENT #32: Huge Garage Sale of Children's Items (continued)

closely with the community's media. Set up several "check out" locations at the sale to avoid long lines.

Pitfalls to avoid: Set quality standards for donated items to avoid having "junk" at your garage sale. Request that all items donated be clean and in good condition.

Additional information...

This organization's first community awareness event—a garage sale of children's items—was a smashing success!

"Board members solicited nearly everyone in

the community for donations of toys, books, clothing and other items," explains the administrator of the Child Abuse Prevention Association. "They also helped set up educational displays and sold 'memberships' to our organization during the event.

"We filled a church basement to overflowing with local residents who basically knew nothing about our organization," the administrator adds. "More than 1,500 people came, and we raised \$3,000 in six hours!"

Contact: Child Abuse Prevention Association, 503 East 23rd Street, Independence, MO 64055; (816)252-8388.

Planning List

Six months prior:

- Meet with board to discuss the event and develop a list of locations where the garage sale could be held
- Determine date of sale and finalize location
- Discuss with board how to publicize the event

Five months prior:

- Write letter to donors asking for donations of children's items—clothes, toys, books, etc.
- Set deadline for items to be at the organization (be flexible, you don't want to turn away any last minute, big ticket items)
- Print computer-generated letters requesting items for the sale
- Print computer-generated labels
- Assemble letters and mail

Four months prior:

- Write press release inviting community at-large to donate to the garage sale
- Send release to the newspaper and include in the organization's newsletter
- Contact local radio and TV stations to help advertise or sponsor the event

Three to one month prior:

- Meet with volunteers and elect a team to do pricing
- Receive and/or pick up garage sale items
- Contact volunteers to pick up items that can't be delivered
- When possible, price items as they arrive
- Assign volunteers to help display and price items before the sale
- Contact businesses or churches to borrow tables during the sale
- Solicit area grocery stores or bakeries for cookies, donuts and other food items that you can resell at the garage sale

One week prior:

- Finish pricing all items
- Clean items as needed

SPECIAL EVENT #32: Huge Garage Sale of Children's Items (continued)

One week prior (continued):

- Write thank-you letters to everyone who donated items and prepare to mail them
- Assign volunteers to be "clerks" and handle cash
- Ask a volunteer or two to serve as "security" and help customers find items
- Borrow a large coffee-maker from a church or convention center
- Assign volunteer(s) to sell beverages and baked goods to customers

Two days prior:

- Pick up display tables and clothes racks needed to display sale items
- Set up tables
- Display items neatly, arranging like items together and making sure all price tags are visible
- Remind volunteers who have promised to work at the sale of their commitment
- Send news media alert reminding assignment editors of event and asking them to cover it

Day of:

- Arrive early
- Set up table for coffee, juice, fresh fruit and donuts
- Open doors and sell!

Day after:

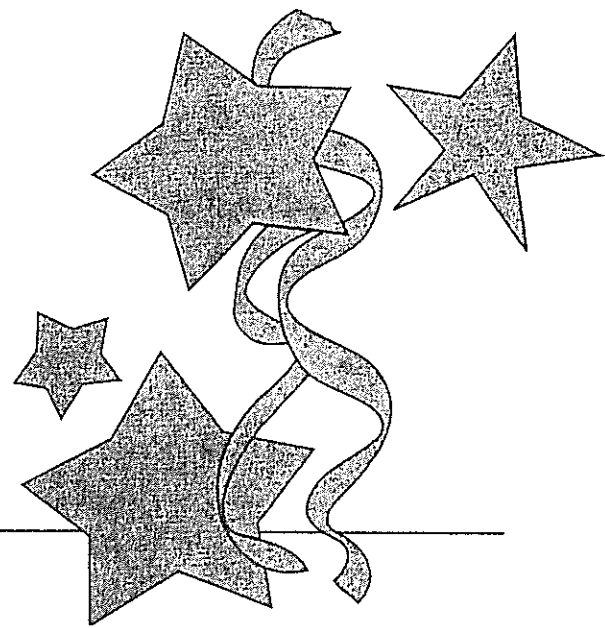
- Send "thank yous" to all those who donated items
- Write press release for newspaper and organization's newsletter thanking all participants for their support
- Send personal thank-you note to volunteers

Follow up:

- Prepare cost analysis
- Report results of the event to the board

Complexity: Medium

Special Event #33: Garden Tour Event



Description: A tour of six to eight privately owned gardens in the community. The organization sells tour packages for \$10, \$12, \$25 and \$35. Each package includes different activities. Less expensive tickets entitle the guest to a self-guided tour. Higher-end tickets offer a special “patron’s garden” tour.

Special features/attractions: For \$35, participants receive a sealed invitation to the Secret Garden in addition to the garden tour. All garden owners receive a “garden rock” that is embossed with a specially designed logo and the year of the tour. At one site, a special Sunflower Shoppe is set up to sell handmade gardening accessories, like hand-painted watering cans.

The organization also sells raffle tickets for a chance to win a \$500 gift certificate at a greenhouse. The sale of raffle tickets (two tickets for \$5 or five tickets for \$10) boosts event revenues. A bookstore hosts a “garden talk” prior to the event. At the talk, coupons are handed out with a promotional flier offering customers a 15% discount off store items if they buy event tickets there.

Revenue raised: \$24,200. This includes

tickets sales of \$14,400, corporate contributions of \$7,300, Sunflower Shoppe sales of \$1,200, \$1,000 from raffle tickets and \$300 from booklet coupons.

Estimated cost of hosting the event: \$2,900, which includes tour bus rental, lunch for participants, Sunflower Shoppe supplies and materials.

Net funds from event: \$21,300.

Expenses covered or underwritten by sponsors/companies: \$3,000 for printing costs. Corporations underwrite parts of the event at different sponsorship levels. Corporate sponsors are acknowledged in the tour booklet. Other businesses are asked to do specific tasks (e.g., produce and print the program, tickets, promotional posters and fliers).

Time needed to coordinate the event: 12 months.

Nets \$21,300

Number of staff involved: Four. Staff members sell tickets, promote the event, help conduct tours and answer participant questions.

Number of volunteers involved: 74. Twelve people serve on the event committee. An additional 10 volunteers help with the programs and answer questions on the day of the tours. A volunteer from the state Extension Service researches the gardens on the tour and writes an explanation of each one's features. A garden club provides 50 volunteers who are assigned to various gardens, where they answer questions and serve as tour guides.

Size of constituency needed to make the event successful: 10,000. 5,000 fliers are mailed to the organization's mailing list, and 5,000 fliers or posters are distributed throughout the community.

Number of participants needed to make the event successful: 900.

Tips to maximize event effectiveness: Have each board member sell tickets. Expand the mailing list by buying lists from service clubs in the community. Include a printed, handwritten note (see sample on Page 146) from the committee chairperson inviting people to join the tour, so everyone feels he or she received a personal invitation.

The note says, "I'm really excited about this year's Secret Garden, which can only be viewed by patron holders. Won't you join us?" Use different colored tickets to distinguish the tours each participant purchased. Reward and recognize the garden owners. The day after the tour, conduct a small party

with refreshments and a private tour of all the gardens exclusively for the garden owners, so they can see each others' gardens.

Pitfalls to avoid: To eliminate confusion, clearly explain the various tour packages. (Most participants choose to do a self-guided tour. The bus tour is for those who give a \$35 contribution. Monitor ticket sales closely so you can reserve more than one bus if necessary.) Set deadlines for bus reservations and patron ticket sales. Keep garden owners' names anonymous unless they want to be named. Assign a committee member with strong interpersonal skills to serve as a liaison to the garden owners. He or she should contact the gardeners regularly to keep them informed about the tour.

Additional information...

Everything comes up roses for this organization. Like many organizations, its board members take advantage of the summer season to hold a garden tour event—but with a twist. They offer a Secret Garden to pique participants' curiosity, boost ticket sales and help net \$21,300.

"The Secret Garden is something we added to our regular garden tour this year to attract participants who are willing to pay a little extra," says the organization's administrator.

"There are several admission levels for the tour. Advance tickets for a self-directed tour are \$10 (\$12 the day of the event). We offer \$25 tickets, which include bus transportation to each garden site and a box lunch for those who prefer a group tour. For \$35, a participant gets a special treat—a sealed invitation to a cocktail party at the Secret Garden—but

SPECIAL EVENT # 33: Garden Tour Event (continued)

only those who buy the more expensive ticket get this," she says.

The garden is a real secret because it can't be seen from the street. "This year's tour theme was urban gardens—and people passing by would never suspect what lies behind the owner of the Secret Garden's home! The backyard opens onto a huge landscaped ravine with a variety of exotic plants and trees."

The administrator says both current and former board members get involved with the event. "Board members sell tickets in advance, show up to run the ticket booth on the day of the event, serve coffee and direct

traffic. And two former board members spend their free time in the summer driving around looking for gardens for next year's tour!"

A former board member scouts out the gardens. People call the volunteer center and say, "My friend's garden is spectacular. I want to submit his or her name to be included on the tour." Names are gathered year-round, and the former board member goes out to view the gardens.

Contact: Volunteer Center of Summit County, 425 West Market Street, Akron, OH 44303; (216)762-8991.

Planning List

12 months prior:

- Meet with board to discuss the event. Ask board/committee members to begin looking for gardens for tour (start this in summer months, one year prior to event date)
- Select potential gardens to include on the tour and a date
- Check with local government to get permit to conduct raffle drawing
- Appoint a committee chairperson and recruit committee members

11 months prior:

- Continue viewing gardens to include on tour
- Develop a list of potential sponsors and underwriters
- Contact potential sponsors and underwriters for financial and promotional help

10 months prior:

- Develop a list of benefits that garden owners will receive if their garden is included on the tour (for example, participants receive a special rock engraved with the date and event name as a keepsake)
- Contact garden owners to ask permission to include their garden on the upcoming tour
- Assign various projects to businesses who've agreed to help promote or sponsor the event (e.g., printing invitations and fliers)

Nine months prior:

- Recruit state Extension Service professional to research each garden and write about each location's special features
- Assign committee member to develop the Sunflower Shoppe (solicit donations of garden accessories to sell at the shop)
- Contact community service clubs to rent or purchase their mailing lists (add to your current list for upcoming invitation mailing)

Eight months prior:

- Work with committee members to determine ticket prices and tour packages (be creative and offer specific benefits for higher-priced tickets)

SPECIAL EVENT #33: Garden Tour Event (continued)

Eight months prior (continued):

- Order gift for garden owners (a garden rake with name, year and logo embossed on the handle, for example)
- Determine the Secret Garden location

Seven months prior:

- Begin writing invitation note to be sent to mailing list
- Draft copy for flier promoting event and work with printer or business that has agreed to produce the flier (see sample on Page 147)
- Determine quantity of fliers needed

Six months prior:

- Assign committee member to be responsible for refreshments and box lunches
- Work with committee member to find donations for lunch and refreshments
- Contact a local company to donate a gardening package with a \$200 to \$500 value that can be raffled off on the day of the event
- Design and print raffle tickets

Five months prior:

- Contact garden owners and remind them of upcoming event, ask if they need assistance preparing special displays, etc.
- Finalize invitation and get printing bids (solicit printing)
- Contact a bookstore or greenhouse to host weekly "garden talks" leading up to the event and to offer discounts if customers purchase tickets at their location

Four months prior:

- Contact bus rental services and get bids for tour buses
- Book bus(es) based on expected tour package sales (reserve an extra bus as a backup)
- Share garden owners' addresses with bus service to plan tour route

Three months prior:

- Begin conducting weekly committee meetings to make sure assignments are progressing
- Plan cocktail reception at Secret Garden location

SPECIAL EVENT #33: Garden Tour Event (continued)

One month prior:

- Send invitations
- Post fliers throughout community
- Write news release for local media announcing upcoming event, purpose, date, time, etc.
- Determine raffle ticket prices and quantity needed to sell to cover cost of items to be raffled
- Begin selling raffle tickets for special drawing (assign each board member a quantity of tickets)

Two weeks prior:

- Contact bus service to confirm date and time of tour
- Confirm with all committee members that assignments are completed (i.e., Sunflower Shoppe, box lunches and refreshments at each garden site, etc.)

One week prior:

- Do drive-through with bus service to make sure tour route is effective
- Visit garden owners to thank them and see their gardens
- Send tickets to participants who bought the Secret Garden package
- Send media assignment editors invitation to participate in special "media tour" of gardens to get additional publicity

Two days prior:

- Conduct special "media tour" of three or four locations to give reporters an inside look at tour and increase last-minute ticket sales (have committee chairperson and a volunteer on hand for interviews)

One day prior:

- Set up ticket sale booth for day of event
- Make up box lunches (assign committee members to help with this)

Day of:

- Fax media alert reminding assignment editors to cover event
- Set up refreshments at each site
- Review final checklist of each garden location to make sure it's ready

SPECIAL EVENT #33: Garden Tour Event (continued)

Day of (continued):

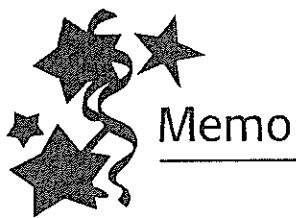
- Load buses with box lunches for those participating in the bus tour
- Conduct tours
- Conduct Secret Garden reception

Day after:

- Conduct special thank-you reception and tour for garden owners
- Present thank-you gifts to all garden owners

Follow up:

- Prepare cost analysis
- Report results of Secret Garden event to board members
- Send "thank yous" to sponsors and underwriters, board members, volunteers and others who helped with event



Memo

We are very excited about this year's special "secret garden," which can only be viewed by patron ticket holders.

This magnificent garden, with its gently curving flower beds leading out to a charming setting, was recently featured in one of our local newspapers.

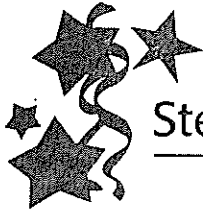
It will be available exclusively for our patrons from 11 a.m. to 4 p.m., and refreshments will be served throughout the day.

We greatly appreciate your support and hope to see you on Saturday, July 15th!

Sincerely,

Patron Chairperson

P.S. To be included in the program, tickets must be purchased by July 6th.



Step Beyond the Garden Gate

8th Annual Volunteer Center Garden Tour

Saturday, July 15

9:00 a.m. to 4:00 p.m.

Experience some of the area's most enchanting private gardens. Walk down the inspirational garden paths and walkways to gaze upon flowers, gather ideas and soothe one's soul. Our Sunflower Shoppe will be filled with delightful, unique gardening gifts and accessories.

Your tour will begin at St. Paul's Episcopal Church, 1361 West Market Street. A gardening expert will present an optional 30-minute tour preview at 9:00 a.m. We do suggest that you start your tour no later than 1:00 p.m.

Three tour options...

Self-guided

- ✓ Tour the gardens at your leisure between 9 a.m. and 4 p.m.
 - ✓ Browse at the Sunflower Shoppe
- \$10 per person in advance, \$12 per person at the door*

Bus

- ✓ Bus tour departs at St. Paul's Episcopal Church at 10 a.m.
 - ✓ Paid reservations required by Friday, July 7th
- \$30 per person in advance*

Self-guided patron

- ✓ Self-guided tour of the gardens at your leisure between 9 a.m. and 4 p.m.
 - ✓ Exclusive access, refreshments and gift at a "secret garden" from 11 a.m. to 4 p.m.
 - ✓ Recognition in the program booklet
- \$35 per person*

Fill out and return...

Name: _____ Address: _____
City/State/Zip code: _____ Phone number: () _____

Number of tickets requested...

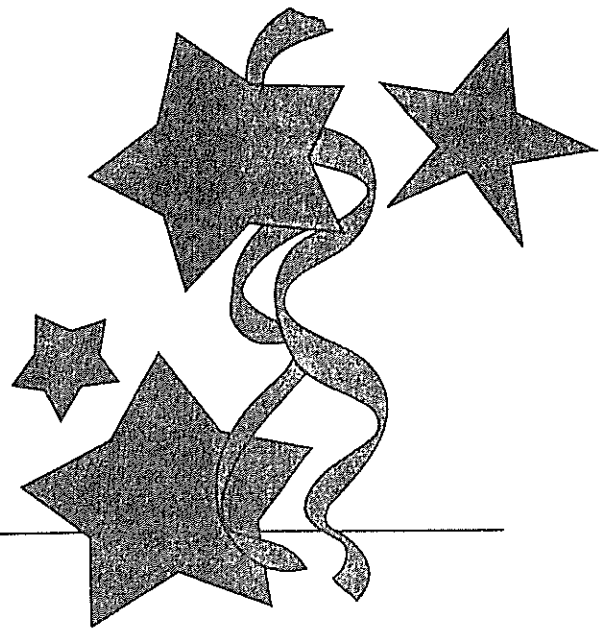
- Self-guided @ \$10 each (in advance) Bus @ \$30 each (deadline: July 7)
- Self-guided patron @ \$35 each (If more than one, please be sure to give us each individual's name to be included in the program booklet.)

Please make check payable to: The Volunteer Center

Include a self-addressed, stamped envelope and mail by Wednesday, July 5th to The Volunteer Center, 425 W. Market Street, Akron, OH 44303; (216)762-8991.

Complexity: Medium

Special Event #34: Tree of Love



Description: This seasonal event pays special tribute to deceased individuals the organization served. A large pine tree is placed near a busy highway and decorated with Christmas lights—with each light honoring one person who has passed away. The public is also invited to buy bulbs at \$10 each. A lighting ceremony is held when all bulbs are sold.

Special features/attractions: A memorial service is held in early December. Remarks are made by special guests, people served by the organization and selected volunteers. While music plays, the names of those honored are read.

Revenue raised: \$9,000.

Estimated cost of hosting the event: \$1,500. Expenses include invitations and envelopes, postage and electrician fees for lighting the tree.

Net funds from event: \$7,500.

Time needed to coordinate the event: Three months.

Number of staff involved: One staff mem-

ber helps volunteers coordinate and plan event details.

Number of volunteers involved: 25 to 30. Volunteers spearhead all the work. They organize the speakers, decide who will write the invitation letter, read the memorials and organize a post-memorial service luncheon.

Number of participants needed to make the event successful: 500 to 600.

Size of constituency needed to make the event successful: 4,500 invitations sent to the in-house mailing list.

Tips to maximize event effectiveness: Have a good committee chair lead the event. Scrutinize the mailing list, making sure it includes everyone who might want to purchase a bulb as a memorial to a loved one.

Pitfalls to avoid: When designing the memorial service program, check and double check the spelling of all honorees' names.

Nets \$7,500

SPECIAL EVENT #34: Tree of Love (continued)

There is no excuse for misspelling someone's name! Make sure the tree lights are wired by a professional electrician. This way, all the bulbs will light, and there will be no electrical problems.

Additional information...

This special event is held every year during the holiday season. The Tree of Love allows families to honor deceased loved ones who received help from the organization.

A letter inviting patrons to buy a Tree of Love bulb in honor of a friend or family member is sent to everyone on the organization's mailing list. Each bulb may be purchased for a \$10 donation. The tree is strategically located next to a busy highway for maximum visibility.

Lighting the tree is the most intricate part of the event. An electrician is hired to wire the tree with lights. Special extension cords

provide electricity to the tree (check with your utility company or city offices for help coordinating the lighting of the tree).

During the first week of December, the organization hosts a memorial service. Musical groups, like a student flute ensemble, are asked to perform, and several special guests speak about their affiliation with the organization. At the end of the program, staff and volunteers read the names of those being remembered on the Tree of Love. The tree is lit and remains lit through New Year's Day.

After the memorial service, everyone is invited for refreshments provided by a service club. It's a touching evening that generates great public relations for the organization and raises \$9,000.

Contact: Hospice Caring, Inc., 707 Conservation Lane, Suite 100, Gaithersburg, MD 20878; (301)869-4673.

Planning List

Three months prior:

- Meet with board to discuss the event and develop a list of potential sites to locate the Tree of Love (near a church, hospital, school or hall where the memorial service and post-service luncheon can be held)
- Contact the church or hall to set up date and time of memorial service
- Get bids from a electricians to wire tree with lights (check with city for this service if tree site is on or near city property)
- Design a brochure that asks residents to make a donation in honor of a deceased friend or family member (see sample on Page 152)
- Order #9 and #10 envelopes to be included with the brochure

Two months prior:

- Write news release for media and organization's newsletter
- Design invitation letter for the memorial service (sample on Page 153)
- Proof invitation and make corrections
- Design fliers to be distributed throughout the city announcing the event
- Decide where fliers will be displayed
- Obtain printer bids to print flier, invitation and brochure
- Order printing materials—invitation letter, brochure, fliers, #10 and #9 envelopes

One month prior:

- Print donor list on computer mailing labels
- Send mailing
- Begin receiving donations (memorials for the Tree of Love)
- Contact music groups to perform at the memorial service
- Contact speakers, clergy to speak at memorial service
- Contact local service club to host the post-service luncheon
- Mail invitations to the ceremony to donors

Two weeks prior:

- Contact electrician to begin putting lights on the tree
- Verify the date and time of the service with the church or hall
- Verify the date and time of service with music groups
- Prepare the memorial service program (sample on Page 154)

SPECIAL EVENT #34: Tree of Love (continued)

Two weeks prior (continued):

- Compile a list of names of those to be remembered
- Proof the program and list of names
- Make corrections; double check the corrections
- Print the program and listing of names

One week prior:

- Assemble the program and list of names to be handed out at the memorial service
- Contact local service clubs with reminder about event

One day prior:

- Hold a "rehearsal" of the program with those involved
- Test lights on the tree

Day of:

- Set up tables for luncheon
- Set out cider and cookies on tables
- Hold the memorial service

Day after:

- Write news release recapping event and submit to area media

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to special guests, volunteers and those who contributed



Tree of Love Brochure

With the holiday season approaching, many people are looking for a way to remember those they love.

Lights on Hospice Caring's annual "Tree of Love" are a beautiful way to honor one who has died, who lives far away, or who is close by and "lights up your life!"

The names of all those honored through a light on the Tree of Love will be listed in Hospice Caring's Handbook as a yearlong tribute.

Your contribution does more than help light the Tree. It goes on to lighten the burden of patients and families in Montgomery County who are facing life-threatening illnesses by making it possible for Hospice Caring, Inc., to provide trained volunteers, bereavement support and other caring services.

The magnificent 50-foot Tree of Love is located on the corner of Route 355 and South Westland Drive in Gaithersburg (at the Good Shepherd Lutheran Church).

Let's make this year's Tree of Love the most brilliant ever! Use the form and reply envelope provided to make your contribution. Even one small remembrance makes the world a little brighter!

For more information, call Hospice Caring, Inc., at 301/869-HOPE.

Help Light The Tree of Love

- Yes! I want to help light the Tree of Love!
- For my \$10 donation, one name
- For my \$20 donation, two names
- For my \$50 donation, five names
- Other _____

Name of donor

Address

City, state, zip

(_____) _____
Phone

Hospice Caring, Inc., will be happy to send an acknowledgment card(s) to notify a loved one of your donation.

- In memory of: _____
- In honor of: _____
- Please notify: _____
- No notification necessary

Name

Address

City, state, zip

Hospice Caring, Inc., will be happy to send an acknowledgment card(s) to notify a loved one of your donation.

- In memory of: _____
- In honor of: _____
- Please notify: _____
- No notification necessary

Name

Address

City, state, zip

Hospice Caring, Inc., will be happy to send an acknowledgment card(s) to notify a loved one of your donation.

- In memory of: _____
- In honor of: _____
- Please notify: _____
- No notification necessary

Name

Address

City, state, zip

(Use additional sheet if necessary.)

For more information, call Hospice Caring at 301/869-HOPE. Mail to: Hospice Caring, Inc., P.O. Box 2220, Gaithersburg, MD 20886. Your donation is tax deductible as allowed by law.



Tree of Love Invitation

*Thank you for your
thoughtful contribution to brighten the
Hospice Caring, Inc.*

Tree of Love

Amount: \$ _____

*The individuals you wished notified have
been sent an acknowledgment card.*

*Please join us at the
Tree Lighting Ceremony and Reading of the Names
Good Shepherd Lutheran Church*

Tuesday

December 6

7 p.m.

Directions: One block north of Shady Grove Road at the intersection of Route 355 and South Westland Drive in the Sanctuary at the Good Shepherd Lutheran Church.



Tree of Love Program

THE LIGHTING OF THE TREE OF LOVE

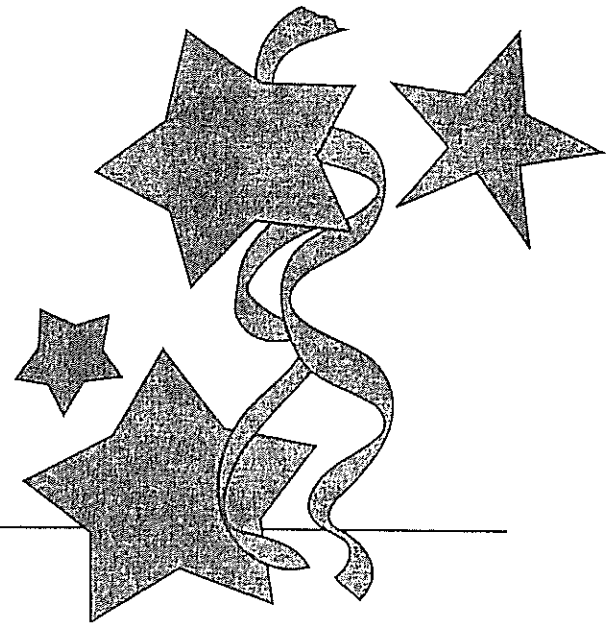
Tuesday, December 6

7 p.m.

GATHERING MUSIC	Flutes Unlimited Student Flute Choir
INVOCATION	Reverend David Keller
WELCOME	Bernie Buteau, President <i>Board of Directors</i> <i>Hospice Caring, Inc.</i>
INTRODUCTIONS	Doris Ecelbarger <i>Bereavement Team</i>
REMARKS	W. Edward Bohrer, Jr., Mayor <i>City of Gaithersburg</i>
AIR FROM SUITE D by Bach	Flutes Unlimited
REMARKS	Phyllis Joyce <i>Bereavement Support Group Participant</i>
READING OF THE MEMORIALS/HONORARIA	Members of the Hospice Caring Bereavement Team
<p>Please join in singing a tribute to Hospice Caring, Inc., words written by Hospice Caring volunteer Albert W. Zanner, Jr., and sung to the music of <i>O Tannenbaum</i>, played by the Flutes Unlimited Student Flute Choir and led by David Keller.</p> <p>Following the song, please join us outside at the front of the building for the lighting of the Hospice Caring Tree of Love.</p>	
LIGHTING OF THE TREE	Phyllis Joyce
BENEDICTION	Reverend David Keller

Complexity: High

Special Event #35: Mud Volleyball Tournament



Description: This organization hosts a mud volleyball tournament to raise money and create public awareness about its programs and services. Teams are recruited from the community and are made up of area businesses, board members and even family members of people the organization serves.

Special features/attractions: The tournament itself and other entertainment go on throughout the day. Magicians, clowns and a children's carnival keep everyone involved. Funds are raised by each team, which pays a \$200 entry fee to participate.

Revenue raised: \$13,000.

Estimated cost of hosting the event: \$2,000. Expect expenses to be higher in the first year as you buy supplies and equipment.

Net funds from event: \$11,000.

Expenses covered or underwritten by sponsors/companies: Items donated include: T-shirts, towels, the volleyball court location/preparation. Beverages and food items are donated and then resold at the event to increase revenue.

Time needed to coordinate the event: 12 months.

Number of staff involved: One. The executive director helps board members and volunteers plan and coordinate the event.

Number of volunteers: 100. Board members and volunteers do everything from contacting businesses to form teams for the tournament to soliciting for prizes and calling vendors to order dumpsters and portable restrooms.

Size of constituency needed to make the event successful: 3,000.

Number of participants needed to make the event successful: 600 (six to 10 players per team).

Tips to maximize event effectiveness: Find the ideal site. Look for a central location that offers 10 acres of flat, grassy and rock-free land. A water source should be available.

Nets \$11,000

SPECIAL EVENT #35: Mud Volleyball (continued)

Ample parking space is also essential. Set up changing areas for men and women and provide a place for teams to shower. Market the event with brochures placed at businesses, YMCAs/YWCAs and other places where volleyball games and tournaments are held.

Consider hosting a post-tournament party at a restaurant or hotel ballroom where prizes can be presented, and team members can talk about the day's events. Have all team members sign waivers of liability in the event of an injury (see Page 161 for a sample release form). Set up an on-site emergency or first-aid station in case of an injury.

Pitfalls to avoid: Don't pick just any available location. Survey it closely for rocks—this includes even small pebbles. If the mud is full of rocks, injuries can happen.

Additional information...

Sports-oriented special events are as American as apple pie. If you, your board members and volunteers want a slice of it, this idea can help. Here are the four basic steps to organize a mud volleyball tournament:

1) Find an empty plot of land in an accessible area with a water source and plenty of parking. (Of course, you'll need permission to "rearrange" it slightly!) Hire a contractor to dig trenches one foot deep for the volleyball courts.

2) Recruit volleyball teams from corporations, businesses, board members and their friends. "This year, we had 45 teams that

each paid a \$200 entry fee," says the development director.

3) Make the mud. "We used a fire hose to water the area, which makes some great mud for the event."

4) Provide field showers. "This was an all-day event," the development director says. "And believe me, people get muddy. They want to shower off so they can enjoy the food and beverage tents."

During the tournament, various entertainers keep participants involved while other teams play volleyball. "Clowns and magicians mingle throughout the crowd, and we conduct a children's carnival to make the event family-oriented," says the development director.

Food and soda are donated, and our volunteers resell things like hot dogs and beverages. These additional proceeds are pure profit for the organization."

After the tournament, prizes are awarded to first- and second-place teams. "Our first-place prize is a team party at a local sports bar. Cameras, T-shirts and sunglasses are also given away," adds the development director.

Once the mud dries, board members go back and reseed the ground—leaving it as they found it.

Contact: Epilepsy Association of Greater Rochester, 3399 Winton Road South, Rochester, NY 14623; (716)334-6400.

Planning List

12 months prior:

- Meet with board to discuss the event and develop a list of potential sites for the volleyball tournament
- Visit several locations where event could take place. Location selected should be near other buildings where participants can change and shower
- Meet with town or city council (if location is on city property) or private landowner to obtain permission to hold the event
- Review liability insurance to see if it covers injury at an event

11 months prior:

- Solicit a business sponsor to underwrite costs associated with conducting the event
- Begin to solicit donors for:
 - beer/beverages
 - food
 - T-shirts (printed with organization's logo and event name)
 - towels (to be used as a giveaway)
 - contractor to prepare volleyball courts
 - water supplier
 - awards

Nine months prior:

- Come up with a list of prizes for tournament winners
- Solicit businesses to donate prizes; obtain prizes throughout the planning process

Eight months prior:

- Write rules of the tournament—be creative (awards for muddiest team, most enthusiastic, etc.)
- Decide how many teams you must include to reach fund raising goal

Seven months prior:

- Contact business that rents portable restrooms and solicit for donation
- Contact police department to get special patrols for the event
- Contact clowns, magicians and other entertainers

SPECIAL EVENT #35: Mud Volleyball Tournament (continued)

Six months prior:

- Organize children's carnival
- Solicit prizes for the carnival
- Begin planning the design of carnival booths
- Contact volunteers to help before and during the carnival

Five months prior:

- Design and order T-shirts for tournament participants (include sponsor(s) names on shirts)

Four months prior:

- Set deadline for team registration
- Write a letter inviting businesses to form or sponsor a team
- Follow up letter with a phone call encouraging participation
- Write press release for newspaper and organization's newsletter that announces the event and invites individuals to form teams
- Obtain printer bids for flier and poster (or use photocopier to save money)
- Proof flier and poster and send to printer
- Contact radio and TV stations to promote the event and solicit teams
- Ask a radio station to serve as a sponsor and conduct a live broadcast during the event

Three months prior:

- Design poster for the event (include activities planned for the day and all the sponsors)
- Decide poster quantity and where to display them
- Obtain printer bids
- Proof poster and send to printer

Two months prior:

- Organize tournament prizes for first-, second- and third-place winners
- Buy or rent volleyball nets
- Contact ambulance/first aid crew to serve at the event
- Pick up posters and display throughout community

SPECIAL EVENT #35: Mud Volleyball Tournament (continued)

One month prior:

- Contact all contributors who have promised to donate food and drinks and give instructions about when and where delivery should be
- Verify date and time for delivery of portable restrooms
- Begin preparing land for the tournament, digging each court one foot deep and using standard volleyball court measurements (60 feet by 30 feet)
- Verify date and time of event with magicians, clowns and entertainment
- Send entertainers a performance schedule
- Order (solicit donations of) candy and balloons for clowns to hand out

Two weeks prior:

- Begin constructing carnival and food booths

One week prior:

- Organize carnival prizes
- Finalize team registration
- Set tournament schedule, team pairs and game times
- Hold a kickoff breakfast with team captains to explain schedule, tips (see sample on Page 162), rules (see sample on Page 163), hand out T-shirts, etc.
- Verify date and time of event with ambulance crew
- Design large board to post outcomes of each game

One day prior:

- Flood the volleyball courts to make mud
- Set up portable restrooms nearby (not too close to courts)
- Clean changing and shower areas (provide soap, shampoo, towels, etc.)
- Set up carnival and food booths

Day of:

- Assign a scorekeeper and referee to each volleyball court (also need a runner to report scores to head scorekeeper)
- Assign one person to update the main scoreboard
- Conduct a brief meeting with tournament participants and instruct them about rules, where to check for scores, when and whom they'll play, etc.
- Conduct tournament

SPECIAL EVENT #35: Mud Volleyball Tournament (continued)

Day of (continued):

- Conduct other activities
- After event, clean up grounds

Day/week after:

- Rebuild the land and plant grass seed
- Send press release to newspaper describing event and the success you had, i.e., number of participants, dollars raised, etc.
- Send "thank you" to individuals who provided the land for the tournament

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to landowner, sponsors, volunteers, entertainers, participants, companies that fielded teams and others who contributed to the event



Mud Volleyball Tournament Liability Release

Please sign and date...

Team captain: _____

Address: _____

Team name: _____

In consideration of acceptance of this entry, I hereby agree to absolve and hold harmless of blame and liability, waiving any and all rights and claims for damages, my heirs, executors and administrators may have against the organization, its employees, officers, trustees, volunteers and others associated with this event, either individually or collectively, resulting from any injury, harm, loss, damage, misadventure or inconvenience suffered or sustained as a result of participating in the Mud Volleyball Tournament and its associated activities.

I give my permission for the free use of my name and/or photograph in any broadcast, telecast or other account of this event. I acknowledge that I have read, understand and accept all the conditions in this waiver.

Signature (Parent's signature, if entrant is under age 18)

Date

Team members' signatures:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____



Mud Volleyball Tournament Special Notes

1. Please invite your friends, family and co-workers to attend. Whether a person plays or not, they're sure to have a great time.
2. Your favorite WMAX 106.7 deejays will be on hand to cheer you on and play some great tunes.
3. Players are strongly encouraged to tape their sneakers on with duct tape. Feel free to wear knee and elbow pads for added comfort.
4. We suggest you wrap your wallet and/or money, identification and keys in a Baggie® to keep them dry.
5. Showers and changing booths will be available. Remember to bring a towel to dry off with.
6. Lots of food and beverages (courtesy of Wegman's and Genessee Brewery) will be available. Remember, the more you eat and drink, the more it benefits the nonprofit. Please remember your identification.
7. Before and after (clean and muddy) team photos will be available for purchase. The photographer will be at the registration table ready to take your team's "before you get muddy" photo.
8. Parking will be available behind the Eye Institute of Rochester at the corner of Westfall Road and Clinton Avenue. Parking is limited so please carpool.
9. All players will receive a complementary gift upon registering.
10. Please be nice to your referee! Thanks, and have a great time!



Mud Volleyball Tournament Rules

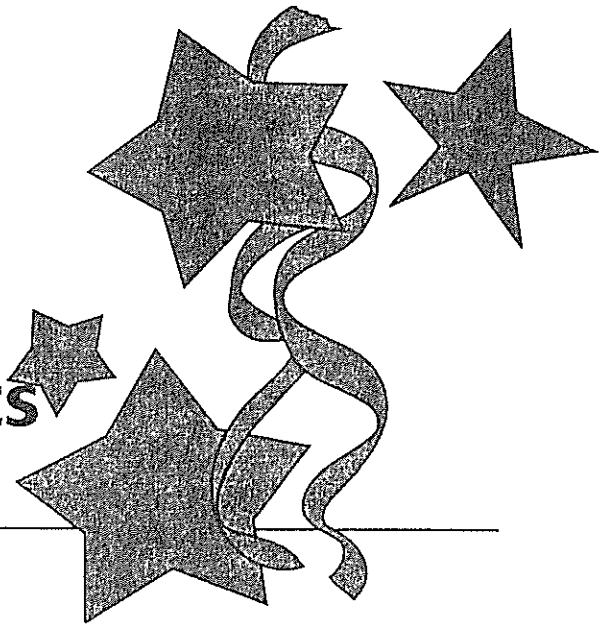
1. Each team must have a designated captain, and at least six, but no more than 10 players.
2. Shoes are required. It is advisable to tape them on with duct tape.
3. At least two members of each sex must be on the court for each team at all times.
4. Each team will play the other teams in its pool two games to 11 points. Teams win by two points or by being the first team to reach 15 points.
5. The ball must be served from behind the mud court by the player on the right back position, and may be hit in any manner with the hand. Prior to service, the ball may not be loaded with mud.
6. Players may not touch the net.
7. A point may be scored only by the side serving.
8. Players of the serving team must rotate clockwise when receiving the ball to serve, and the right back must serve.
9. Carrying, holding or throwing the ball while it is in play is a foul. Play must be distinct batting of the ball.
10. Three hits to a side. A player may not hit the ball twice in succession. A block is not considered a hit.
11. A ball may be played by any part of the body, above the waist, provided it is only touched once.
12. It is a violation to spike with two hands. Only the front line is permitted to spike at the net. Back row must stay behind the 10-foot line.
13. Any player arguing with or abusing an official will be asked to leave the game and immediate vicinity. Failure to leave will cause his/her team to forfeit that game. A player ejected from a match will not be allowed to participate in any further matches.

14. Rules are subject to referee's interpretation. Referee's decisions are final. There are no protests.
15. Teams are allowed one 30-second time out per game.
16. No spiking on the serve or blocking a serve.
17. Substituting will only be allowed from the serving position, except in case of injury.
18. The court shall consist of net and genuine mud, 60 feet by 30 feet.
19. All semifinals and final games will be refereed by tournament officials.
20. All teams are asked to designate a referee and scorekeeper within their group. A schedule of referees and scorekeepers will be provided. As a result, all teams must be familiar with the rules of the game as outlined. Team members are responsible for making inquiries regarding any rules that are not fully understood.

Please be at your assigned courts 15 minutes before your starting time. This will help to keep things moving.

Complexity: High

Special Event #36: High Heels, High Hats and High Times



Description: A Halloween party complete with ghoulish decorations and costumes makes this event thrilling for everyone involved. Admission to the costume party is \$20.

Special features/attractions: Wild costumes are the main attraction. People are encouraged to be creative. Two women got a fish tank and painted themselves to look like fish. They put themselves in a tank, complete with water! Another person came as a Christmas tree decorated with blinking lights! A \$500 first-place prize keeps people thinking and trying to outdo each other. Dinner and live entertainment keep the evening moving.

Revenue raised: \$24,400.

Estimated cost of hosting the event: \$9,400 covers the facility rental, caterer, permits, printing, postage, security, posters, decorations, musical entertainment, maintenance, advertising and entertainment.

Net funds from event: \$15,000.

Expenses covered or underwritten by sponsors/companies: \$8,500. As this event became popular, sponsorships were sought

and obtained. Companies sign up to donate beverages. The hotel or event location can also donate a room. To help offset expenses, sell sponsorship tables to the party for \$500.

Time needed to coordinate the event: Six months.

Number of staff involved: One. A staff member answers questions and gives committee volunteers ideas, suggestions and keeps them on track.

Number of volunteers involved: 50 to 75. Board members and volunteers do most of the work. They sell tickets, line up sponsorships, take care of publicity and decorate the facility.

Size of constituency needed to make the event successful: 1,000.

Number of participants needed to make the event successful: 700 to 800.

Nets \$15,000

SPECIAL EVENT #36: High Heels, High Hats and High Times (continued)

Tips to maximize event effectiveness:

Coordinate advertising to spread the word about the event. Stress the costume contest and offer a substantial prize (\$500) for the Grand Prize winner. To increase attendance, hold the party at a well-known location with great entertainment.

Pitfalls to avoid: Look for a location that everyone is familiar with—for example, a vacant building downtown or in a strip mall. Rent should be inexpensive, and the site will help increase attendance.

Additional information...

“This event is a party in the truest sense of the word, with wild Halloween decorations and outrageous costumes as the main attraction,” says a board member of Friends for Life, HIV Resources.

“We hire a band, serve chips and peanuts and set up a cash bar, which helps us make even more money from the event. Guests pay a \$20 admission to wear and see costumes and

enjoy the atmosphere. Our most recent party drew 600 people!”

The organization assists people with HIV and AIDS with medical expenses, rental assistance, counseling and other support areas. “Because of our organization’s mission, we get a large turnout for our event.”

Board members recruit creative volunteers to help them decorate for the party. “Last year’s party theme was ‘Hades,’” says the board member. “We decorated with a solid-black backdrop and twinkle lights. There were wood cutouts on the stage that looked like burning fires. A hearse and a graveyard added to the ghoulish scene.”

The first place prize for best costume is \$500 cash. Other prizes include dinner at an upscale restaurant and theater tickets for two, as well as admission to next year’s party.

Contact: Friends for Life, HIV Resources, 321 South Bellevue, Memphis, TN 38104; (901)726-1690.

Planning List

Six months prior:

- Meet with board to discuss the event and come up with a plan of action
- Assign a committee chairperson and appoint committee members
- Develop a list of potential sites for the event and begin making contacts

Five months prior:

- Determine party theme
- Design invitation and tickets
- Decide on site
- Contact caterers to get bids for food service at event
- Book caterer

Four months prior:

- Take invitation and tickets to printer
- Develop a list of decorations needed for party theme
- Begin soliciting businesses for decorations
- Contact musical entertainers for bids
- Update in-house mailing list and print on computer labels
- Contact businesses to donate food, beverages or to buy sponsorship "tables"

Three months prior:

- Pick up invitations from printer and proof for errors
- Prepare invitation for mailing
- Determine prizes for best dressed (costumed) guests
- Book a musical group to provide entertainment

Two months prior:

- Mail invitations
- Begin contacting news media to discuss coverage of event
- Determine security needs and contact firm if necessary
- Obtain permits for alcohol sales, if necessary

SPECIAL EVENT #36: High Heels, High Hats and High Times (continued)

One month prior:

- Continue working with media to publicize the event
- Invite a radio station to do a live remote
- Contact rental company for stage and sound equipment, table and chairs (if needed)

Two weeks prior:

- Give final head count to caterer
- Pick up all decorations for event and construct props if necessary
- Confirm date and time with musical entertainment
- Share unique feature story ideas with news editors

One day prior:

- Decorate event facility and set up props
- Designate area where prizes will be presented; set up sound equipment
- Set up welcome area
- Contact assignment editors to remind them of event and encourage media coverage
- Pick up all prizes

Day of:

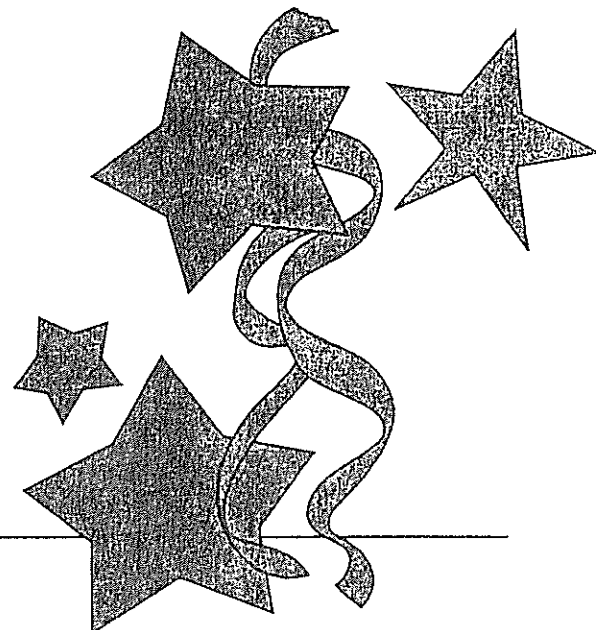
- Assist caterer as needed
- Complete set up of tables, chairs, decorations, etc.
- Appoint volunteers to help band set up, answer questions, etc.
- Conduct event
- Clean up

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank you" to sponsors, volunteers, entertainers and those who contributed

Complexity: High

Special Event #37: Secret Gala



Description: This event includes a \$50 dinner hosted by board members and silent and live auctions. The gala is held at a different location every year.

Special features/attractions: To pique the public's interest, the theme and location are kept secret until just before the event.

Revenue raised: \$49,000. The first year, the silent and live auctions weren't held, and the dinner raised \$17,000. Now, with the auctions, revenues are significantly higher.

Estimated cost of hosting the event: \$3,000. Most of the expenses are covered by in-kind donations. The only expenses the organization incurs are entertainment (a band) and food.

Net funds from event: \$46,000.

Expenses covered or underwritten by sponsors/companies: Board members contact corporations to host or sponsor the event. The corporations pay for most expenses.

Time needed to coordinate the event: Six months.

Number of staff involved: Three. Staff members spend most of their time assisting committees with event planning.

Number of volunteers involved: 20 to 25. Eight committees plan the event from invitation design to publicity.

Number of participants needed to make the event successful: 160 to 300.

Size of constituency needed to make the event successful: 3,000 people receive invitations.

Tips to maximize event effectiveness: Find sponsors who will donate a site to host the event—for example, an airport hanger, car dealership, research/development center. Obtain other in-kind donations to offset costs. Come up with a theme that will interest many people, e.g., 1930s Hollywood, Speakeasy, etc. Coordinate silent and live auctions to add to revenues and to increase attendance.

Nets \$46,000

SPECIAL EVENT #37: Secret Gala (continued)

Pitfalls to avoid: Always overestimate the number of people who will attend the event. It's better to have more food on hand than to run out.

Additional information...

It's hard to keep a secret—especially when you're all worked up about an exciting, new fund raising project! But board members at the John Michael Kohler Arts Center in Wisconsin discovered that keeping “mum” about the location of their special event leaves their invited guests dying to know more about it! In fact, they say each time they use this strategy, the event sells out!

“Our first Secret Gala—a sleigh ride, dinner and dance—was held at a country club whose clubhouse is an old lodge made from logs,” says the organization's special projects coordinator. “The event's locale was kept secret until the very last minute. Only the planning committee knew where it was!”

The event is publicized months in advance (sans location, of course!) in the

organization's newsletter. (Check with your newspaper and other local media to get even more publicity about the event.)

Board members take table reservations, but only when invitations to the event arrive in the mail is the site disclosed!

“We did something a little different for our most recent event, which was held in an airplane hangar and featured antique planes,” explains the special projects coordinator. “We mailed postcards with a quote from Orville Wright, ‘Success assured. Keep quiet.’ We added that if people could identify the source of the quote, they'd know where the event would be held. We used the same quote on the invitations that were mailed later. Secrecy, plus the knowledge that the event will be held at an out-of-the-ordinary location makes our Secret Gala the place to go!”

Contact: John Michael Kohler Arts Center, P.O. Box 489, Sheboygan, WI 53081-0489; (414)458-6144.

Planning List

Six months prior:

- Meet with board to discuss the event, possible locations, themes, ticket prices, date, etc.
- Appoint committee chairpersons to be responsible for specific activities

Five months prior:

- Solicit area businesses to underwrite costs
- Contact owners of potential event locations and get approval to conduct event on the property (draft written agreement if necessary)
- Book location
- Contact restaurant or caterer and discuss menu and price
- Book restaurant or caterer
- Develop a list of auction items for silent and live auction

Four months prior:

- Assign committee members to solicit businesses for auction items
- Advertise the upcoming event in the organization's newsletter
- Contact and book entertainer

Three months prior:

- Continue soliciting businesses for auction items
- Design and draft event tickets and invitation (without giving away the secret location)
- Get printing bids (or ask for in-kind printing donation)
- Print tickets and invitation
- Update donor list to be used for mailing invitations

Two months prior:

- Continue soliciting auction items
- Pick up tickets and invitations and prepare for mailing
- Hand out tickets to committee and board members for personal sales
- Print donor/invitation list on computer mailing labels or assign committee members to hand-address invitations
- Write and send press release announcing upcoming event and how to order tickets

SPECIAL EVENT #37: Secret Gala (continued)

Six weeks prior:

- Finalize auction item solicitation
- Send invitations
- Rent tables, chairs, podium, sound system and other equipment as needed
- Write summaries of each silent auction item and set minimum bids
- Confirm entertainer and ask about equipment needs

Four weeks prior:

- Print silent auction booklet including instructions and item summaries

Three weeks prior:

- Make follow-up calls to those who have not R.S.V.P.ed to encourage attendance

Two weeks prior:

- Give final head count to restaurant or caterer
- Order decorations for event theme:
- Give committee members assignments for the day of the event. For example:
 - ✓ Registration table
 - ✓ Greeter
 - ✓ Auction assistant
- Contact florist for table center pieces, which can also be sold at the auction
- Pick up all remaining auction items
- Draft postcard or letter announcing secret event location and directions on how to get there

One week prior:

- Mail secret location announcement
- Confirm caterer's estimated time of arrival
- Pick up decorations
- Add last-minute flier of auction items and insert in silent auction booklet

One day prior:

- Pick up tables, chairs, etc., and set up event location
- Decorate location
- Arrange auction items for viewing and setup podium area for live auction

SPECIAL EVENT #37: Secret Gala (continued)

One day prior (continued):

- Prepare name tags for all guests

Day of:

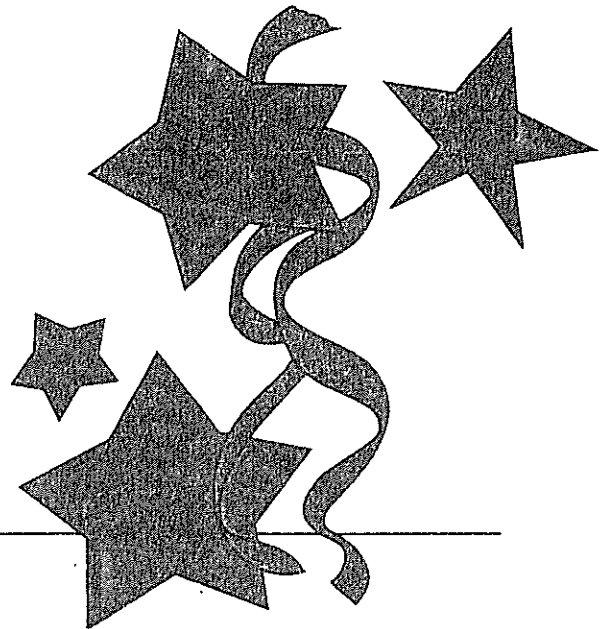
- Set up a registration and welcome table
- Set up an information table about the organization's programs and services (offer brochures and pamphlets)
- Assist caterer as needed
- Set donation envelopes at each place setting
- Greet guests as they arrive, and hand out name tags and silent auction booklets explaining items for sale and minimum bids
- Conduct dinner and auction events

Follow up:

- Prepare cost analysis
- Report results of event to board members
- Send "thank you" notes to sponsors, guests, board and committee members, volunteers, caterer, entertainers and others who helped with event

Complexity: High

Special Event #38: Fourth of July Fireworks Cruise



Description: This organization hires a charter boat and invites guests to enjoy an evening on the river, dinner and a spectacular view of the city's fireworks display.

Special features/attractions: Board members sell \$50 tickets for an evening cruise, which includes lunch and dinner. Door prizes, like football/baseball tickets and a weekend at a downtown hotel, are given away throughout the evening. A Chinese auction is also held (guests purchase double-roll tickets for \$1 and place tickets in the boxes by the prize they would like to win. A drawing is held to select winners). The auction added \$1,000 in revenue to the event. At dusk, the boat is anchored, and cruise guests watch the fireworks.

Revenue raised: \$6,000.

Cost estimate of hosting the event: \$2,870 for the boat, appetizers, beverages, decorations and photocopying of fliers and advertising to promote the event.

Net funds from event: \$3,130.

Expenses covered or underwritten by sponsors/companies: \$1,500. Contact

businesses and local sports teams for door prizes. Your organization could solicit the charter boat company to donate its services or provide the boat at cost. In addition, a caterer or restaurant could be asked to provide food and beverages in exchange for publicity.

Time needed to coordinate the event: Twelve months.

Number of staff involved: Six. Staff members wrote and mailed news releases to publicize the event. They also designed the flier using a computer system and photocopied it in-house.

Number of volunteers involved: Six. These board members formed the special events committee that assisted in making arrangements for the event, lining up door prizes, food and individuals to purchase tickets.

Size of constituency needed to make the event successful: The flier announcing the event is sent to 3,500 names on the

Nets \$3,130

SPECIAL EVENT #38: Fourth of July Fireworks Cruise (continued)

organization's mailing list. An additional 200 letters are sent to past participants.

Number of participants needed to make the event successful: 120 (or maximum capacity of the charter boat).

Tips to maximize event effectiveness: Do it right the first time, and let the event sell itself year after year. Budget enough to provide participants a quality dinner. Make sure plenty of door prizes are on hand so everyone has a chance to win. To keep the atmosphere festive, include music on the cruise.

Pitfalls to avoid: Since this is an outdoor event, weather can be a factor. Reserve an alternate location where guests can still view the fireworks (e.g., the top floor of a building). Make sure to check with insurance carrier for liability coverage regarding possible boating accidents, injuries or drownings.

Additional information...

This organization's Fourth of July event

bursts into a shower of dollars each year—raising \$3,130. The board sponsors an evening that gives participants a front-row seat at their community's annual fireworks display.

"Our city is at the confluence of three rivers, and our special event is a cruise up one of the rivers on the Fourth of July," says the organization's administrator. "Board members sell tickets for \$50 that give guests a day-long cruise, box lunch and gourmet dinner. In the evening, the boat is anchored where the rivers join, and guests watch the city's spectacular fireworks display."

The administrator says people rave about the event because it provides an excellent view of the fireworks and eliminates traffic hassles. "We accommodate 120 people on the boat, and most of them want to know if we plan to do the event next year."

Contact: Mom's House, Inc., of Pittsburgh, 600 Fordham Avenue, Pittsburgh, PA 15226; (412)531-6667.

Planning List

12 months prior:

- Check organization fund raising calendar to ensure this event will not interfere with others
- Check with city to verify date and location of fireworks display
- Reserve charter boat with tentative count of how many to expect (visit boat to see layout)
- Appoint a chairperson and committee members as needed
- If boat is not "covered" (equipped for rain) develop an alternate plan to entertain guests in the event of bad weather

Six to 10 months prior:

- Meet with board to review planning progress, ticket prices, etc.
- Ask for bids and sample menus from caterers (maintain holiday theme)

Five months prior:

- Begin publicizing event (see news release, Page 179)
 - ✓ Write, design and print fliers (in-house) announcing event (use eye-catching graphics)
 - ✓ Distribute fliers at other fund-raisers, meetings, etc.
- Write PSAs
- Include event time, location and date in newspaper community calendar
- Assign committee to solicit area businesses and sports teams for door prizes and auction items

Three months prior:

- Contact city, boat and caterer to ensure that plans are progressing
- Print fliers with invitations, and prepare them for distribution (see form, Page 180)
- Ask committee members to post fliers throughout the community
- Design and print admission tickets for the event
- Distribute tickets to board members for sale
- Announce event and ticket sale to news media
- Continue soliciting door prizes

Two months prior:

- Review cruise route with charter company—make sure boat will anchor on time

SPECIAL EVENT #38: Fourth of July Fireworks Cruise (continued)

Two months prior (continued):

- Continue selling tickets to event

One month prior:

- Finalize catering arrangements and menu

Two weeks prior:

- Get tickets for event
- Write confirmation letter and draw map to send with letter
- Send confirmation and tickets to guests; provide boarding information, dress suggestions, alternative plan if weather is a problem, etc. (see form letter Page 181)
- Update records of who has paid, running head count, special needs, etc.

One week prior:

- Contact previous year's attendees who haven't bought tickets and remind them of event
- Gather decorations, auction tickets, music tapes, masking tape, pens, scissors, markers, pins, etc.
- Make volunteer and staff assignments for day of event:
 - ✓ Hanging decorations
 - ✓ Meeting caterer at the dock
 - ✓ Selling tickets
 - ✓ Playing music
 - ✓ Distributing the lunch and dinner
 - ✓ Checking with boat's captain for head count and safety concerns
 - ✓ Cleaning
 - ✓ Returning items to caterer
- Plan and make appetizer trays to take on board
- Give head count to caterer four days prior (allow 5% overage)
- Call boat company with head count (verify time of boarding)
- Write checks to boat company and caterer
- Make containers and signs for Chinese auction

Day prior:

- Contact caterer to confirm plans and estimated time of arrival, etc.
- Contact charter boat company and confirm time for boarding

SPECIAL EVENT #38: Fourth of July Fireworks Cruise (continued)

Day prior (continued):

- Load door prizes on boat and do walk-through to check for cleanliness, adequate space, etc.

Day of:

- Set up flow pattern for meal pickup
- Meet guests at charter boat company (mix, smile, have fun)
- Board boat, eat lunch and dinner, give away door prizes, watch fireworks
- Check with boat captain periodically during event
- Return to shore

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank you" to guests, board and committee members, caterer, boat company, donors, etc.
- Keep a list of all attendees



Fireworks Cruise and Celebration Press Release

FOR IMMEDIATE RELEASE

June 7

CONTACT: Mary Winter or Kathy Klocek
Phone: 412/531-MOMS (6667)

Mom's House Fireworks Cruise and Celebration

Mom's House will celebrate the Fourth of July with a bang aboard the Freedom Belle for an evening cruise on the Allegheny River. Enjoy a boxed gourmet dinner, easy-listening music and the company of special friends. As the grand finale of the night, view a magnificent array of fireworks from your "front row" seats on the deck.

Mom's House, Pittsburgh's premier nonprofit childcare organization, has been caring for the children of single student parents since 1984 at the Brookline location, and since 1989 in Swissvale. Through a comprehensive support program at Mom's House, low-income, single parents and their children have a chance to become self-sufficient members of the community by completing their educations and establishing careers.

Boarding time for the event is 7:30 p.m. at Herr's Island (across from the 31st Street Bridge). The cost of the voyage is \$50 per person. Come out and enjoy a night with friends, fireworks and fun, and help the students and children at the same time. All proceeds will benefit our two centers. For more information, or to make reservations, please call 412/531-6667.



Fireworks Cruise and Celebration Invitation

Join us for a leisurely evening cruise on the Allegheny River, through the Highland Park Locks, toward Pittsburgh. Arrive at the Point in time to view spectacular Fourth of July fireworks from your "front row" seats on the deck. Enjoy a light boxed gourmet dinner, easy listening music and the company of special friends...

Tuesday, July 4
from
7:30 p.m. to 11:00 p.m.

Vessel: Freedom Belle
Itinerary: Board at Belle Dock on River Road in Blawnox at 7:30 p.m.
Cost: \$50 per person—includes voyage, dinner, music, fireworks and, best of all, your contribution to Mom's House

We want to join the fun! Reserve a spot for:

Name: _____

Address: _____

City/State/Zip: _____

Number attending: _____ Amount enclosed: \$ _____

Mail to: Mom's House
600 Fordham Avenue
Pittsburgh, PA 15226

Please get your reservation in by Friday, June 30



Fireworks Cruise Confirmation Letter

Ahoy there! Enclosed are your tickets for our voyage on July 4 for Mom's House Fireworks Cruise.

Remember:	7:30 p.m.	Boarding begins
	8:00 p.m.	Departure
	9:00 p.m.	Light gourmet box supper served
	11:00 p.m.	Disembark

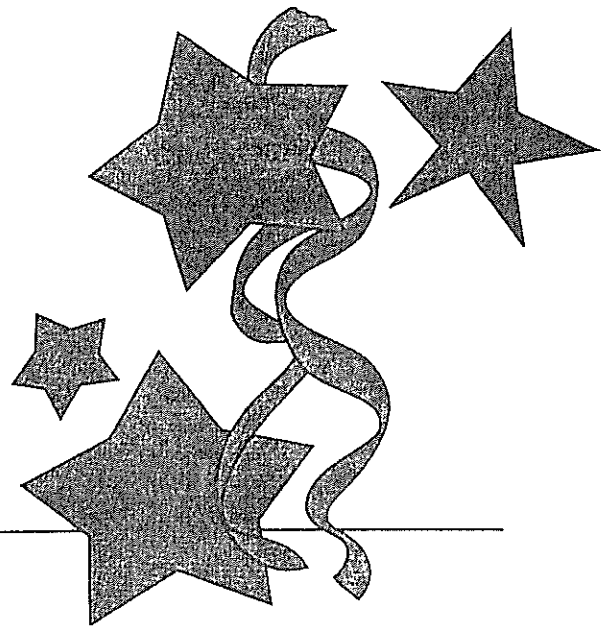
We are looking forward to sailing with you!

See you aboard!

Directions: From Pittsburgh, take 28 North to exit #9 (Blawnox). Go through Blawnox (1 mile) on Freeport Road. When the speed zone changes from 25 m.p.h. to 40 m.p.h., look for River Road on the right (near second 40 m.p.h. sign). Turn right onto River Road (small street before traffic light). Cross railroad tracks. Follow River Road to Belle Harbor on the right. Park along the road above the dock road, then walk down to the dock. The Freedom Belle, a blue and white, double-decked catamaran will be at the end of the dock.

Complexity: High

Special Event #39: Relay for Life



Description: This is an eight-hour run/walk event. Teams of 10 to 12 pay a \$100 registration fee, gather pledges and walk throughout the day.

Special features/attractions: Board members solicit businesses to field teams and pay the \$100 registration fee. The event is held on the running track of a high school football stadium. Individuals register for a drawing (60-plus prizes are donated). T-shirts, snacks and lunch are provided. Prizes, valued at \$25 to \$150, are awarded to the team with the most pledges raised, the individual with the most pledges raised, most enthusiastic team, most laps walked/run, etc.

Revenue raised: \$16,500, from team registration fees, corporate sponsorships and pledges gathered by participants.

Estimated cost of hosting the event: \$3,000.

Net funds from event: \$13,500.

Expenses covered or underwritten by sponsors/companies: \$3,000. Board members solicit businesses (banks, manufacturers, grocers, etc.) to sponsor the event. Sponsors

each contribute \$1,000 to underwrite expenses of food and beverages, T-shirts, printing promotional materials and paying for radio ads.

Time needed to coordinate the event: Six months.

Number of staff involved: Two. Staff members form a special events committee and set meeting schedule, monitor committee activities and progress, team up with board members to solicit corporate sponsors and make phone calls to area businesses for free prizes, donations of food, etc.

Number of volunteers involved: 12. Volunteers, mainly board members, serve on the event committee and help solicit businesses for corporate sponsorship, food, snacks, beverages, giveaway items and other donations. In addition, board members help with specific assignments. For example, a board member employed at the local newspaper got

Nets \$13,500

SPECIAL EVENT #39: Relay for Life (continued)

the publisher to donate ad space announcing the event. This board member also placed announcements in Sunday editions of the paper.

Size of constituency needed to make the event successful: Mailing sent to 200 businesses. Each committee member required to recruit three teams.

Number of participants needed to make the event successful: 25 teams of 10.

Tips to maximize event effectiveness:

Establish an event committee and meeting schedule and stick to it. Volunteers must meet regularly to report progress and make each other accountable for their assignments. Conduct a team captain motivational meeting to explain event rules and increase pledge amounts. Provide entertainment at the event to keep people interested and draw attention.

Pitfalls to avoid: Have a contingency plan in the event of bad weather. Don't forget to set up tents where walkers can rest and get out of the sun. Provide a first-aid station, even if it's just a volunteer with a first aid kit. Place water coolers at several locations around the track. Don't pay a rental fee for a public school track or stadium. Most public schools waive the facility fee for activities sponsored by not-for-profit organizations.

Additional information...

There are hundreds of variations of run/walk events that organizations can conduct, but the key to the success of the Relay for Life is the "team concept."

Board members serving on the committee for

this special event were responsible for recruiting three teams to participate in the Relay. Each team is required to pay a \$100 registration fee, giving the organization \$3,600 up front to cover expenses. Board members then supply their teams with pledge packets and information regarding the organization's programs and services.

On a weekly basis, if possible, board members follow up with their teams to see how members are doing with collecting pledges and to answer questions. This close, personal contact with the teams leads to large donations. For example, one team captain collected more than \$2,300 in pledges. Another team collected pledges totaling nearly 25% of the event's gross revenue!

Corporate sponsorships are another major factor. When soliciting sponsors, start early. List all perks that come with sponsorship, e.g., promotion in PSAs and advertising, opportunity to display products and services at the event and citywide recognition on posters. Send an initial letter to 100 to 200 potential corporate sponsors. Follow up with phone calls and personal visits to the five or 10 companies that show the most interest.

Encourage teams to collect pledges they've solicited. Also require that all pledges be turned in prior to or on the day of the event. By asking team members to collect pledges, your organization only has to mail pledge notices to those who didn't pay their money up front—saving on postage costs.

Contact: American Cancer Society,
Woodbury Unit, 418 Pierce Street, Sioux
City, IA 51101; (712)233-1148.

Planning List

Six months prior:

- Select committee chairperson and recruit committee members
- Schedule first meeting of the committee (have a prepared agenda for the meeting addressing responsibilities, site locations, lunch ideas, publicity ideas, team recruitment, etc.)
- At first committee meeting, schedule weekly meetings to get committee started
- It's time to:
 - ✓ Set committee job responsibilities
 - ✓ Target companies and others for team recruitment
 - ✓ Target companies for sponsorship
 - ✓ Prepare budget
 - ✓ Set goals
 - ✓ Set dates and times (for event, captains' meeting and kickoff)
- Select and confirm site for the event

Five months prior:

- Establish and review rules of event
- Develop brochure (hold for sponsorship information) and other printed materials (logos, PSAs, posters and banners)
- Locate business to supply and print T-shirts
- Confirm sponsorship(s)
- Issue a news release announcing upcoming event, committee chairperson and sponsors to-date (also include information about how to register a team)

Four months prior:

- Develop a captain's packet (include event information, liability waiver and pledge sheets)
- Solicit a radio station to promote the event (ask radio personalities to do a live remote on the day of the event)
- Assign to committee members businesses and individuals to contact to recruit teams
- Begin soliciting area businesses for giveaway/door prizes

Three months prior:

- Make logistical arrangements
- Speak to groups, clubs and organizations to raise money and recruit teams

SPECIAL EVENT #39: Relay for Life (continued)

Three months prior (continued):

- Continue to recruit teams
- Begin soliciting food and beverage items for event luncheon
- Order posters and brochures

Two months prior:

- Hold captains' meeting and distribute materials (encourage team captains to discuss the materials and fund raising techniques with team members)
- Encourage team themes for signs and tents (if allowed)
- Print an event newsletter (handout or mail to team captains for their teams, distribute to everyone, e.g., corporate sponsors, businesses, etc.)
- Recruit entertainment (e.g., a band to start the day)
- Recruit a local celebrity to participate in the event kickoff
- Begin publicity campaign (news releases, TV appearances, etc.)
- Order awards for individuals and teams for most pledges raised, etc.
- Order T-shirts (include sponsor names and logos on back of shirts)

One month prior:

- Send second event newsletter (include information about the kickoff)
- Continue committee work in all areas (food, publicity, entertainment, team recruitment, etc.)
- Prepare event evaluation questionnaire
- Conduct walk-through of event site

Three weeks prior to day of event:

- Media blitz—send feature story ideas about teams walking, individuals, purpose of event, etc.
- Pick up keys to event site or arrange for someone to open gates
- Use computer to print necessary signs for the event site (restrooms, registration table, food area, etc.)
- Pick up all food items donated by grocers, beverage distributors, etc.
- Set up picnic area for refreshments
- Set up display booth about the organization
- Set up registration center (post signs)

SPECIAL EVENT #39: Relay for Life (continued)

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send “thank yous” to sponsors, teams, event committee chairperson, board members, volunteers and others who provided in-kind donations or helped with event
- Send event evaluation to all who participated (see sample on Page 187)
- Send thank-you advertisement to newspaper—get ad space donated—(see sample on Page 188)



Relay for Life Evaluation

To help us plan next year's Relay for Life, please complete this evaluation form.

Name: _____

1. On a scale from 1 (poor) to 5 (excellent) please rate the following:

Location of the event: 1 2 3 4 5

Suggestions: _____

Door prizes: 1 2 3 4 5

Suggestions: _____

Grand prizes: 1 2 3 4 5

Suggestions: _____

Food snacks available: 1 2 3 4 5

Suggestions: _____

Overall organization: 1 2 3 4 5

Suggestions: _____

2. Would you be willing to participate again next year? Yes No

3. Would you like to serve as a volunteer on the planning committee next year?

Yes No

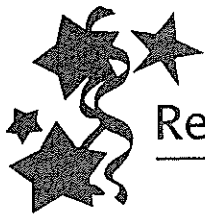
4. How did you learn about the Relay for Life?

Newspaper Brochure/poster Radio

Place of employment Other: _____

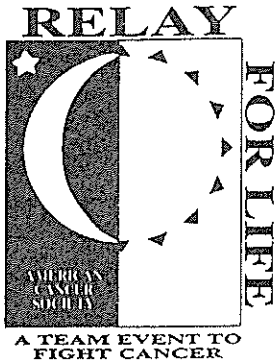
5. Please list any suggestions for teams for next year:

6. Please list any other suggestions you have to improve the Relay for Life next year:



Relay for Life Thank-You Advertisement

Thanks for your help!



The Woodbury Unit of the American Cancer Society would like to thank the following businesses and participants who contributed to the Relay for Life, which raised more than \$16,000 for the education, prevention and detection of cancer in our community. We're "on track" in the fight against cancer!

Thanks to our sponsors: JetSun Aviation Centre, IAMS Company and Security National Bank.

Thanks to the following businesses for donating funds, prizes and in-kind goods:

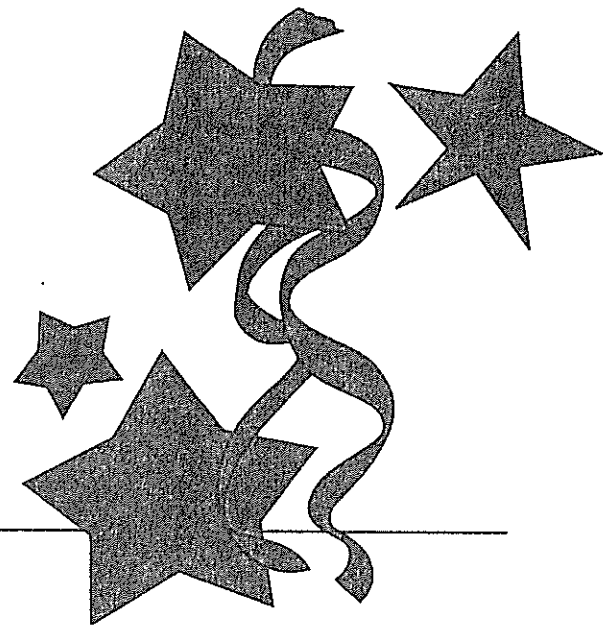
Interbake Foods	Dairy Queen	Blimpie Subs
Gateway 2000	Perkins Family Restaurant	The First Edition
Gunderson's	Target	KG 95
Marina Inn	Pizza Hut	John Morrell
Sioux Honey Association	Minerva's	Metz Baking Company
Boulevard Food Stores	The Sioux City Journal	McDonald's
Sioux City Hilton	Wells Blue Bunny	SuperValue

Participants in the Relay for Life walked and ran to raise funds in honor of and in memory of the following cancer patients:

Ruth Wells	Arlene Jacobsma	Pauline Burns
Fran McClary	June Olson	Rodney Woods
Edythe Peters	Irene Lowe	Carolyn Rexroot
Ngairé White	Joan Bennett	Leona Eberle
Jim Black	Marilyn McCarthy	Paul Queery
Darlene Parker	Harriet Christiansen	Kathy Dibble
Marjorie Dooley	Barb Peterson	Jeff Wurzer
Ardy Zimmerman	Jan Bartholomew	Leslie Enockson
Bill Fox	Shelley Howard	Miles Tomerraasen
Kaye Schoenfelder	Laura Staroski	John Zeiger
John T. "Jack" O'Brien	Sue Huienik	Woody Woodford

Complexity: High

Special Event #40: Under the Big Top



Description: This event is held in conjunction with a traveling circus. A portion of event tickets are purchased and then resold to the business community at sponsor rates.

Special features/attractions: Ticket packages range from \$500 to \$10,000, and are sold to sponsors who wish to support the organization's mission (see sample of Sponsorship Packages on Page 194). A pre-circus Champagne and Sawdust Party is held for all sponsors and features circus food items, circus performers and several children the organization serves.

Revenue raised: \$170,000, from sponsorship of ticket packages.

Estimated cost of hosting the event: \$90,000. \$65,000 to buy tickets from the circus and \$25,000 to cover printing, postage, supplies and the Champagne and Sawdust Party.

Net funds from event: \$80,000.

Expenses covered or underwritten by sponsors/companies: TV and radio stations donate PSAs to promote the event. Other

companies cover costs of the pre-circus party.

Time needed to coordinate the event: 12 months.

Number of staff involved: One. The marketing director keeps volunteers motivated and is responsible for generating the letter to corporations, accessing the donor mailing list and producing other items that need to be printed.

Number of volunteers involved: 30. Ten people serve on the sponsorship committee, and another 20 volunteers serve on the regular committee. Several subcommittees work with the main committee, like the Champagne and Sawdust group, poster committee, art committee, Friends Under the Big Top, etc.

Size of constituency needed to make the event successful: 5,500 personalized letters were sent to businesses and corporations soliciting ticket sales.

Nets \$80,000

Number of participants needed to make the event successful: 400 businesses purchase or sponsor tickets for the circus.

Tips to maximize event effectiveness:

Develop a special standing committee, called Friends Under the Big Top, that meets year round. This group takes on the event, with minimal staff support. Draw up a sponsorship contract with each business that agrees to buy a ticket package to make the purchase "official."

Pitfalls to avoid: Don't put one person in charge of everything that needs to be done. Set up a large committee of volunteers so there are plenty of people to help with assignments. (Staff should not be solely responsible for everything, either.)

Additional information...

When a local resident tipped off board members that the Ringling Brothers Circus shares gate receipts with enterprising charitable organizations, they jumped—and walked away with thousands!

"If we bought the bottom ring of seats at the civic center, where the circus was performing, we could turn around and sell sponsorship ticket packages to businesses," says the organization's marketing director.

The package costs ranged from \$500 to \$10,000. For example, \$500 gives the sponsor any ticket combination he or she

chooses—five \$100 patron tickets, 20 \$25 tickets or 50 \$10 tickets. The top-level \$10,000 sponsor would receive priority seating for members of his or her company, along with a large number of general admission tickets.

On the night of the circus, the board held a pre-performance Champagne and Sawdust Party across the street from the civic center for sponsors. "We served all kinds of circus-type food—hot dogs, hamburgers, popcorn, cotton candy and chips, plus champagne, beer and soft drinks," says the marketing director. "Several circus performers in full costume mingled with sponsors, many of whom had brought their children or grandchildren!"

As part of the board's marketing efforts, the board held an art contest for children the organization serves. "Kids' interpretations of the circus were on display at the party. Plus, 14 kids who won awards were on hand to receive their prizes."

Editor's Note: Lest you think this three-ring benefit opportunity is out of reach, the marketing director says Ringling Brothers and Barnum and Bailey execs like to see this type of arrangement wherever their circuses appear. Check it out—high-flying dollars could be in your future!

Contact: Boys and Girls Club of Greater Dallas, P.O. Box 710399, Dallas, TX 75871-0399, (214)821-2950.

Planning List

12 months prior:

- Meet with board to discuss the event, sponsorship packages and develop a plan of action
- Contact circus scheduled to appear in your community and request tickets
- Assign various subcommittees to coordinate each aspect of the event
 - ✓ Sponsorship committee
 - ✓ Pre-circus party committee
 - ✓ Poster committee
 - ✓ Art committee
 - ✓ Invitation committee

11 months prior:

- Write up an official sponsorship contract (ask attorney to review) for all ticket buyers to complete and sign (see Page 195)
- Meet with each subcommittee and draft list of activities that need to be accomplished
- Develop a list of businesses that can be called on to buy sponsorship packages

10 months prior:

- Develop a fact sheet explaining the event, purpose, etc.
- Produce sponsorship package descriptions to send with letter
- Produce contract forms to send with mailing
- Develop a list of benefits each sponsorship level receives
- Meet with sponsorship committee and assign specific businesses to follow up with

Nine months prior:

- Draft and mail a letter to businesses soliciting sponsorships
- Begin contacting businesses that may purchase a sponsorship package

Eight months prior:

- Continue soliciting businesses to buy sponsorship packages

Seven months prior:

- Continue soliciting businesses to buy sponsorship packages

SPECIAL EVENT #40: Under the Big Top (continued)

Six months prior:

- Mail sponsorship letter/package soliciting sponsorships from businesses (include return envelope and phone number individuals can call for more information)

Five months prior:

- Begin planning pre-circus party (refreshments, entertainment, etc.)
- Draft rules for children's art contest

Four months prior:

- Conduct art contest with school children or children your organization serves
 - ✓ Send invitations to participate to area art teachers
 - ✓ Set deadline for art projects to be returned
 - ✓ Determine prizes for top three entries (winner's artwork is used on pre-circus party invitation)

Three months prior:

- Judge art contest and name winners
- Develop invitation to pre-circus party and get printer bids
- Contact circus to confirm reserved seats and ticket delivery time

Two months prior:

- Review printed invitation for errors
- Print sponsorship mailing list on computer labels
- Ready invitations for mailing

Six weeks prior:

- Send invitation to pre-circus party with R.S.V.P. card
- Contact news media regarding sponsors, event, time, location, etc.

Two weeks prior:

- Distribute tickets purchased by sponsors

SPECIAL EVENT #40: Under the Big Top (continued)

Day of:

- Conduct pre-circus party with major sponsors
- Attend circus

Follow up:

- Prepare cost analysis
- Report results of event to board members
- Send "thank yous" to sponsors, committee members, businesses that donated in-kind gifts for pre-circus party, students who participated in art contest, etc.



"Under the Big Top" Sponsorship Packages

Golden Ringmaster Sponsor \$5,000

- ◆ 175 tickets to "Under the Big Top," reserved general admission
- ◆ 25 priority "Ringmaster Circle" seats
- ◆ 12 VIP parking passes
- ◆ Invitation to "Champagne & Sawdust Party" for 25 people preceding the circus, featuring food, beverages, clowns, etc.
- ◆ Recognition as a Golden Ringmaster Sponsor at "Champagne & Sawdust Party"
- ◆ Name recognition on a banner in the arena during the performance
- ◆ Listing in special Boys & Girls Clubs program for benefit performance
- ◆ A special circus souvenir

Silver Ringmaster Sponsor \$2,500

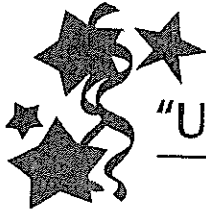
- ◆ 110 tickets to "Under the Big Top" reserved general admission
- ◆ 15 priority "Ringmaster Circle" seats
- ◆ 4 VIP parking passes
- ◆ Invitation to "Champagne & Sawdust Party" for 15 people preceding the circus, featuring food, beverages, clowns, etc.
- ◆ Listing in special Boys & Girls Clubs program for benefit performance
- ◆ A special circus souvenir

High Wire Sponsor \$1,000

- ◆ 75 tickets to "Under the Big Top" reserved general admission
- ◆ 8 priority "Ringmaster Circle" seats
- ◆ 2 VIP parking passes
- ◆ Invitation to "Champagne & Sawdust Party" for eight people preceding the circus, featuring food, beverages, clowns, etc.
- ◆ Listing in special Boys & Girls Clubs program for benefit performance

Lion Tamer Sponsor \$500

- ◆ 5 "Ringmaster Circle" seats
- ◆ 5 "Champagne & Sawdust" invitations
- ◆ 1 VIP parking pass
- OR
- ◆ 25 reserved general admission tickets



"Under the Big Top" Sponsorship Contract

Sponsorship Contract Boys & Girls Clubs of Greater Dallas August 3

- Golden Ringmaster Sponsor (\$5,000)
- Silver Ringmaster Sponsor (\$2,500)
- High Wire Sponsor (\$1,000)
- Lion Tamer Sponsor (\$500)

Please print or type the following information:

Name of individual or firm: _____

Address: _____

Phone: (____) _____ Fax: (____) _____

Enclosed is a check for: \$ _____

Please charge to: MasterCard VISA

Account number: _____ Exp. date: _____

Name on credit card (please print): _____

Note: Please fill in the name of individual or firm exactly as it should appear in the circus program, including capitals and abbreviations.

Ticket instructions:

We would like to use all of our tickets. Please mail to the following contact person:

Name: _____ Address: _____

Phone: (____) _____ Fax: (____) _____

We would like _____ tickets and will donate _____ tickets to the Boys & Girls Clubs.

We would like to donate all of our tickets to the Boys & Girls Clubs

We would like to donate _____ tickets to the following charity: _____

Lion Tamer Sponsors, please indicate if you want: 5 Ringmaster Circle tickets
or 25 general admission tickets.

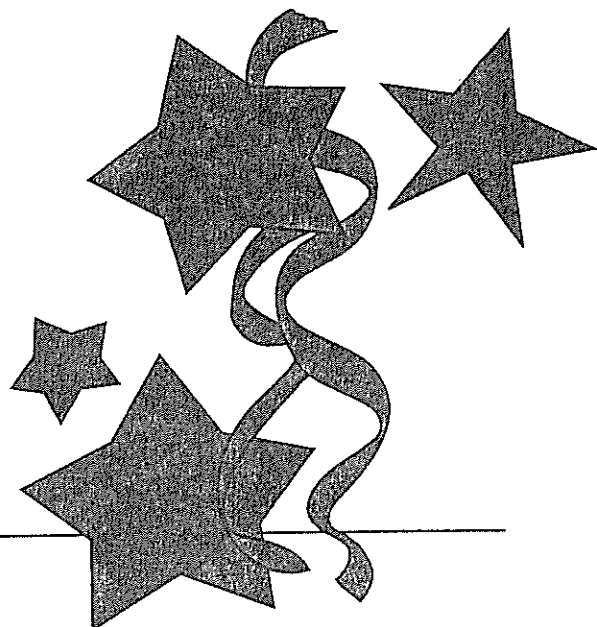
Signature/phone number: _____ Date: _____

Make all checks payable to Boys & Girls Clubs of Greater Dallas, Inc.,
P.O. Box 710399, Dallas, TX 75371-0399, Attention: Leanne Kendrick
For further information, call 214/821-2950

Please note: For full deductibility, IRS regulations require that benefits (tickets) must be rejected, not just unused. Otherwise, tax deductible to the extent allowed by law.

Complexity: High

Special Event #41: Antique Show for All Ages



Description: This organization averaged \$100,000-plus a year with its antique event, but board members realized they weren't reaching a large segment of the antique-buying public—younger adults.

Special features/attractions: Board members invite dealers from throughout the area and give the dealers first-class treatment. The location of the show is another feature. It's held in an old building with ornate furnishings, which lends to showing the antiques in their period environment. Collectibles from 1900 to 1960 attract the younger set. A preview party hosted the night before the antique show also attracts attention to the event. Tickets to the show are \$10 each.

Revenue raised: \$200,000 from ticket sales, auction proceeds and vendor and booth rental fees.

Estimated cost of hosting the event: \$60,000 for food, beverages, advertising and security staff.

Net funds from event: \$140,000.

Expenses covered or underwritten by sponsors/companies: \$30,000. A business

sponsors the preview party to the tune of \$25,000. The party creates interest in the auction. A direct mail campaign raises an additional \$5,000 to help pay for the event.

Time needed to coordinate the event: 12 months.

Number of staff: 40. Staff members help with the physical setup and take-down of the show. They also help with custodial and food service assignments.

Number of volunteers who help: 250. The show is volunteer-driven—they treat the show as their own. Volunteers go to antique shows, meet antique dealers and invite those with quality antiques to the event.

Size of constituency needed to make the event successful: 8,000 to 10,000.

Number of participants needed to make the event successful: 26,500 people receive either personal invitations or respond through publicity.

Nets \$140,000

Tips to maximize event effectiveness: Treat antique dealers as special guests. Dealers tell volunteers that this is the best show they attend all year. That keeps them coming back, which means increased interest in the event. Pay a public relations or advertising firm to help get the word out about the event. A simple press release before the event isn't enough to get the adequate number of people coming through the gate. The PR professionals can do special promotions, like getting movie theaters to run "trailers" before showing a feature film. Work with a TV station to do live broadcasts from the event site.

Pitfalls to avoid: Make sure you coordinate reliable security to guard the antiques overnight and during the event—hire a security service if necessary. Dealers need to be reassured that their antiques will be safe.

Additional information...

"This event is a tradition for our organization," says the administrator of the Winnetka Community House. "We've done it for 26 years and have averaged more than \$100,000 each time we held it.

"Most recently, we realized that we didn't reach a certain segment of the antique-buying

public—upwardly mobile younger adults. To expand the show to reach this target audience, we found several antique dealers who specialized in collectibles from 1900 to 1960, which are of more interest to younger people. Now our antique show interests just about every age group of the antique-buying public!"

Antique dealers who want to attend the show rent booth space for \$500 to \$1,500—depending on the size of booth. The show features a \$10 admission and is heavily advertised in regional newspapers. "Our pitch is that we offer the best in quality antiques—and our ads played up our show's outstanding, 26-year reputation for doing this," says the administrator. "By getting the specialized antique dealers to serve the younger market, we hope to attract even more attendees.

"Last year, we netted \$115,000, along with an additional \$25,000 that went directly to our capital campaign fund," he says. "The new and improved antique show is a great compliment to our traditional one and will be for years to come!"

Contact: Winnetka Community House, 620 Lincoln Avenue, Winnetka, IL 60093; (708)446-0537.

Planning List

12 months prior:

- Meet with board to discuss the event and develop a plan of action
- Discuss possible locations, dates, times, etc.

11 to 10 months prior:

- Assign volunteers to visit antique shows in the area
- Develop a list of potential antique dealers to attend the show
- Write a letter inviting dealers to attend

Nine months prior:

- Follow up letter to antique dealers with personal phone calls inviting them to attend (promise a good turnout)

Seven months prior:

- Design food booths for show
- Make sure restroom and kitchen facilities are available at the show site; if restroom facilities are not available, rent portable ones

Six months prior:

- Contact beverage distributors (seek in-kind donation or special rates)
- Contact caterer for preview party and discuss menu
- Obtain bids from caterer
- Contact church or service groups and invite them to rent food booths

Five months prior:

- Send letter to antique dealers notifying them of the show
- Design invitations, press releases, fliers, posters
- Decide where posters and fliers will be distributed (need count)
- Obtain printer bids for printed materials

SPECIAL EVENT #41: Antique Show for All Ages (continued)

Four months prior:

- Arrange for overnight security at the show
- Apply for liquor license (optional)
- Finalize invitation design, press releases, fliers and posters
- Proof invitations, press releases, fliers and posters
- Send to printer

Three months prior:

- Develop list of staff to attend and work at the event
- Make plans for preview party
 - ✓ Contact caterer
- Contact committees to discuss setup times and establish other timelines to be followed
- Contact city for special garbage pickup the day after the event
- Arrange for parking attendants to be at location the day the dealers bring their antiques

One month prior:

- Construct food booths
- Contact chair and table rental company

Two weeks prior:

- Begin setting up tables, electrical outlets, etc.; check lighting
- Clean the building if necessary
- Contact dealers to verify date and time they can set up
- Contact caterer for preview party to verify date and time

One week prior:

- Contact vendors for food and beverages to confirm and set delivery time

Two days prior:

- Set up parking barricades
- Set up table and food booths
- Decorate the inside of the building if needed

SPECIAL EVENT #41: Antique Show for All Ages (continued)

One day prior:

- Dealers set up antique displays
- Directional signs go up if needed
- Have food and drinks on hand for dealers

Day of Preview Party:

- Caterer sets up food tables
- Host preview party

Day of antique show:

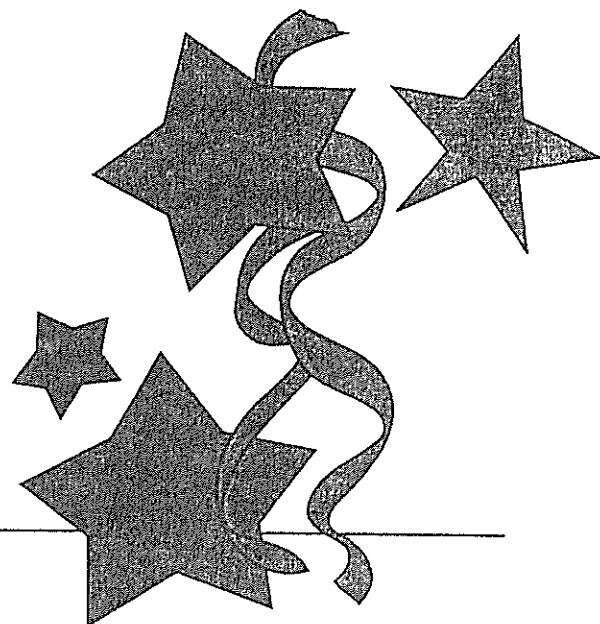
- Have parking attendants on site
- Open doors at 9:00 a.m.
- Close doors at 9:00 p.m.
- Security guard on patrol 9:00 p.m. to 9:00 a.m. the following day

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank you" notes to antique show participants, vendors, board members, volunteers and others who helped with event

Complexity: High

Special Event #42: A Truly Novel Affair



Description: To raise funds for their organization, board members invited authors living in the Northwest to an exclusive book signing at the local library. Invited guests paid \$25 for a ticket to talk to authors and view books that were for sale.

Special features/attractions: The event gave guests an opportunity to meet 20 area authors. Invited authors represented a variety of genres—true crime, fiction, mystery, nonfiction, children’s books—something for everyone. Food and beverages were also provided. The purpose of the event was to raise funds to buy needed equipment. Volunteers clipped out pictures of the equipment and invited participants to “purchase” a piece of equipment with a donation.

Revenue raised: \$12,250. Admission to the event was \$25 for adults and \$5 for children. Books were also available for sale and signature, and ranged in price from \$6 to \$32.

Estimated cost of hosting the event: \$1,250 for postage, bookmarks, invitations, flowers and credit card transaction fees.

Net funds from event: \$11,000.

Expenses covered or underwritten by sponsors/companies: \$2,000. Food, wine, table cloths and balloons were all donated. The books were provided on a consignment basis from distributors.

Time needed to coordinate the event: Six months.

Number of staff involved: Two. The organization’s public relations person is in charge of publicity and works with the media to get news coverage about the authors and the event. Staffers also prepare the invitation list and mailing, organize the food and beverages and give volunteers their assignments.

Number of volunteers who help: 25. Volunteers are responsible for setting up and tearing down the event. They also help serve the food, welcome guests and conduct the book sales.

Size of constituency needed to make the event successful: 5,050.

Nets \$11,000

Number of participants needed to make the event successful: 250.

Tips to maximize event effectiveness: Get lots of advance publicity. If possible, secure an author with national recognition. Work through authors' press agents to get their involvement. Set up authors with a personal host or hostess to talk with them and help them with book signing.

Pitfalls to avoid: Sign up an adequate number of volunteers to help. Make sure to invite authors who write in different literary genres. This diversity helps attract all types of people to the event. Keep the admission low so that parents will bring their children to meet authors of children's books.

Additional information...

"We're a public library, so board members decided to capitalize on our services in a way that would grab people's attention," explains the development director at Pierce County Library Foundation. "We featured 20 regional authors at our book-signing event."

The library foundation bought copies of the authors' books at a discount and resold them at the fund raiser. To increase the event's

revenue, she and board members clipped out pictures of furniture and other items that funds raised from the event would help purchase. Then they asked people to "buy" these items. "We told donors that if they chose to purchase a specific item, their names would be on a small plaque mounted to the piece they bought."

Tickets to the fund raiser were \$25 for adults and \$5 for children. Besides meeting their favorite authors, participants were served snacks and beverages.

During the event, a host or hostess was assigned to each author. This person greeted the author at the door and was available for him or her throughout the day. Children were invited to be hosts for children's authors.

"After the event, the foundation library hosted a potluck supper for the authors, board members and volunteers," says the development director. "The authors enjoyed the opportunity to talk with one another and the foundation members. The dinner was a reward for everyone's hard work."

Contact: Pierce County Library Foundation, 3005 112th Street East, Tacoma, WA 98446; (206)536-6500.

Planning List

Six months prior:

- Meet with board members to discuss the event and develop a plan of action
- Establish a mission statement for the event
- Develop a list of authors to invite to the event (the staff at your local library can be especially helpful with this)
- Decide whom to invite

Five months prior:

- Write a letter inviting the authors
- Call authors to get a personal reply after they receive invitations

Four months prior:

- Send a confirmation letter to authors

Three months prior:

- Ask authors for a list of their current books
- Take these lists to a book distributor and establish a good relationship with a representative
- Determine which titles and how many of each to buy
- Negotiate a discount (then sell the books for cover value at the event to generate additional revenue)
- Arrange for help to load, unload and transport the books to the event
- Carefully lay out the event (decide how you will handle the display and sale of the books)

Two months prior:

- Invite staff to host an author at the event (make sure hosts have read at least one work by the author)

One month prior:

- Send a second letter to authors confirming details
- Invite the community—include businesses, lawmakers, civic club members, bookstores, campuses
- Publicize the event as much as possible
 - ✓ Distribute fliers and solicit free advertising from newspapers

SPECIAL EVENT #42: A Truly Novel Affair (continued)

One month prior (continued):

- Arrange for a restaurant to cater food and beverages to the event
- Solicit a laundry to donate tablecloths
- Solicit a florist to decorate the event site with flowers and balloons

Two weeks prior:

- Create a needs/wish list indicating what event proceeds will be used for (have copies of the list on hand at the event and share with guests)
- Assign staff or board members to talk with guests and answer questions at the event
- Develop/order a commemorative item to give to participants to serve as a reminder of your organization and its cause (a bookmark is one example)
- Appoint someone to be in charge of ticket sales

One day prior:

- Set up location—tables, chairs, decorations, etc.
- Set up area for post-event potluck supper

Day of:

- Restaurants set up food and beverage area
- Host and hostesses greet authors at the door
- Open event to the public
- To boost book sales, display each author's books at his or her individual autographing area, with a central cashier to handle transactions

Evening of event:

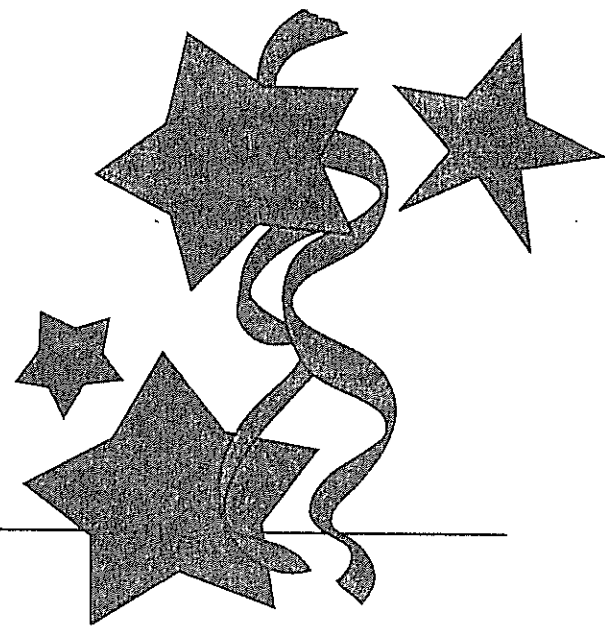
- Close event to the public and host dinner
- Thank authors for attending
- Clean up

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank you" notes to authors, board members, volunteers and others who helped with event

Complexity: High

Special Event #43: '70s Night Fever



Description: A dinner and dance event with a '70s theme. Games like fussball and pool are added to the theme, which is geared to attract donors in their 30s and 40s.

Special features/attractions: This organization's version of the '70s disco scene draws younger donors who prefer to pay an inexpensive (\$25) admission price to the event, rather than participate in the organization's tennis/golf tournament. This age group relates to the time period, and raffle prizes like lava lamps and '70s board games help raise \$15,000 for the organization. The organization's goal is to show those who attend that charitable giving can be rewarding. As they move up the career ladder, perhaps they'll begin making more significant contributions!

Revenue raised: \$20,000.

Estimated cost of hosting the event: \$5,000 for printing, entertainment, food, postage and facility rental.

Net funds from event: \$15,000.

Expenses covered or underwritten by sponsors/companies: \$3,400. A company

writes a check to help offset costs like renting the facility where the party is held and prizes that are awarded to those best dressed in '70s attire. Another organization provides a \$900 food donation.

Time needed to coordinate the event: Five months.

Number of staff involved: Three. Staff members help board members by coordinating and planning the event. They serve as support to the board.

Number of volunteers who help: Nine board members. They do most of the work, finding the location, researching the 1970s, locating prizes and getting donations to make the event successful.

Number of participants needed to make the event successful: 150.

Size of constituency needed to make the event successful: 1,500 people receive invitations to the event, which is also publicized in the greater Chicago area.

Nets \$15,000

Tips to maximize event effectiveness: The key to a period event like this is to create an authentic mood and atmosphere. This is done by setting up pool and futsal tables for the “game room,” encouraging guests to dress up in '70s attire to compete for prizes and finding just the right raffle prizes to give away. The event creates some great publicity for the organization, so send plenty of news releases to the media.

Pitfalls to avoid: Analyze your mailing list to make sure that all invited guests are in the appropriate age group and can identify with the time period. Board members can be helpful in identifying who should be invited to the '70s Night Fever celebration.

Additional information...

“We geared this event to up-and-coming young people who can't afford tickets to our annual tennis/golf tournament,” says the special events coordinator at Thresholds. “Our goal is to show this age group that charitable support can be fun and rewarding. Then when they move up the career ladder, we hope they'll participate on a larger scale.”

The party was held in a warehouse owned by a prop company. Everything was in place for a good time—including a game room with pool tables and futsal.

Participants, many in '70s attire picked up at thrift shops or raided from their parents' closets, paid \$25 a ticket to boogie the night away. “We also held a raffle (\$10 a ticket, three for \$25), with the grand prize being a trip for two to Kodiak, Alaska,” says the special events staff member. “Raffle tickets, which included dinners and '70s board games packages, brought in \$5,000 of the total the event raised.”

The special events coordinator tells me that board members carefully researched the decade to create the right “period piece.” “One board member picked up a book about the '70s from the library. We used it as a reference to choose the music and the questions for a trivia contest. The book even inspired us to include the ultimate symbol of the '70s—lava lamps—as prizes!”

Contact: Thresholds, 2700 North Lakeview, Chicago, IL 60614; (312)472-4581.

Planning List

Five months prior:

- Meet with board to discuss the event and develop a plan of action
- Decide on date and time of the event
- Contact musician's union and develop a list of bands that play '70s music
- Research the bands and contact the band you want to hire
- Rent the local civic center, or a facility large enough to accommodate your expected attendance, (or have rental fee donated to the organization) for the event

Four months prior:

- Solicit prizes to be given away in raffle drawing
- Solicit sponsorships from businesses and corporations
- Design fliers, posters, raffle tickets and admission tickets to dance
- Decide where fliers and posters will be posted
- Obtain bids for printed materials
- Proof all material needed to be printed
- Make corrections
- Send to printer

Three months prior:

- Meet with board members and decide on decorations
- Meet with caterer and decide on dinner menu
- Contact volunteers to help decorate the event facility

Two months prior:

- Contact radio station to see if it will promote the event and broadcast live from the site on the evening of the event
- Write a news release for local media announcing event, sponsors, etc.
- Deliver news release to assignment editors and discuss possibility of additional news coverage or a feature article on the event
- Analyze donor mailing list and develop a guest list for the event

One month prior:

- Send invitation letter to guest list inviting them to the event

SPECIAL EVENT #43: '70s Night Fever (continued)

One month prior (continued)

- Verify date and time of event with caterer
- Verify date and time of event with the band
- Contact facility for event and verify date and time

One week prior:

- Begin cleaning the hall if needed
- Check on decorations and see if everything is ready to decorate
- Organize raffle items
- Discuss with volunteers how the raffle will be held
- Discuss with volunteers how to promote the raffle ticket sales as guests arrive

One day prior:

- Determine layout of facility for tables and chairs, dance floor, stage for band, "game room" area, etc.
- Decorate the hall

Day of:

- Help caterer set up
- Help band set up if needed
- Move in pool tables and other games for game room
- Hold the event

After event:

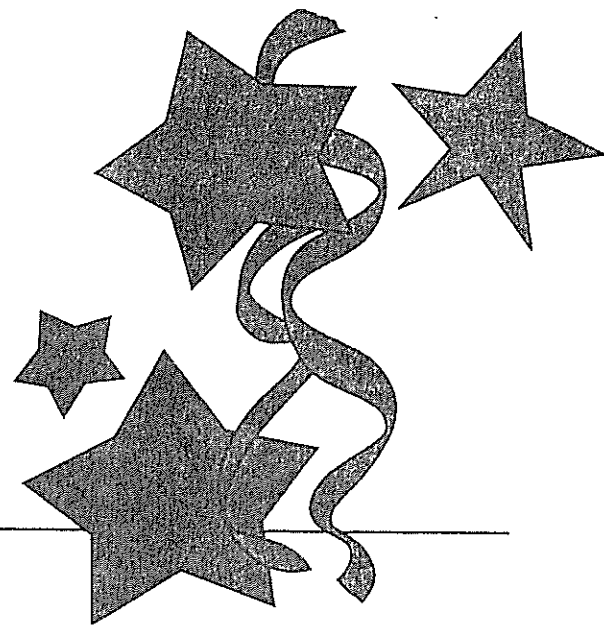
- Clean up facility if necessary

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank yous" to guests, board members, volunteers and others who helped with event

Complexity: High

Special Event #44: Dancing in the Streets



Description: This all-day street dance event draws 6,000 people and offers a “block party” theme. Vendors rent booths to sell items like caps, T-shirts and other memorabilia. Drawings are also held throughout the day to keep people involved.

Special features/attractions: The event runs from 1 p.m. to 10 p.m. Live entertainment and disc jockeys (12 acts in all) keep the crowd dancing in the streets, purchasing food and beverages and contributing to the cause. Information booths are set up at several locations to inform the public about the organization’s programs and services. Those who attend pay a \$5 admission fee, and the food and beverage booths bring in the rest of the revenue.

Revenue raised: \$70,000 from booth rentals, T-shirt sales, event tickets and raffle ticket sales.

Estimated cost of hosting the event: \$25,000. Expenses include security, insurance, T-shirts and screen printing for T-shirts, portable restrooms, sound equipment and stage, tables, chairs and liquor permit, etc.

Net funds from event: \$45,000.

Expenses covered or underwritten by sponsors/companies: \$16,800. Several companies or organizations sponsor the event, including two beverage distributors, a magazine company and a service club. All sponsorships help underwrite the costs mentioned above.

Time needed to coordinate the event: Six months.

Number of staff involved: One. The development director helps volunteers plan and coordinate the event. Help is offered in contacting entertainers, getting city permits to close streets for the dance, etc.

Number of volunteers who help: 12 to 20 volunteers help organize the event. They do everything from publicizing the event to ordering sufficient portable restrooms to accommodate attendees. During the event, more than 200 volunteers sell raffle tickets, take money at the gate, work vendor stands, etc.

Nets \$45,000

Size of constituency needed to make the event successful: 2,000,000 (the city of Cleveland).

Number of participants needed to make the event successful: 6,000.

Tips to maximize event effectiveness:

Make it an all-cash event. With this format, all the money is up front (no billing for pledges after the fact). Because of the amount of cash you're dealing with, however, you need someone to be in charge of collecting money. In addition, it's important to hire adequate security. Having a radio station promote the event before and on the day of the event is important for boosting attendance. Get the support of the city behind the event.

Pitfalls to avoid: Don't forget to check your organization's liability insurance policy. You'll want to be sure it covers injuries at an outdoor event. Find out from your insurance company what kinds of things you might be liable for and then plan to avoid those types of accidents. Develop a contingency plan to handle "what ifs" like rain, an entertainer who doesn't show, etc.

Additional information...

This block party, to which the entire city population is invited, takes place on a main thoroughfare in the downtown area. The street is blocked off for the dance, which features live entertainment, disc jockeys who play popular records, refreshments and

vendor stands that sell memorabilia.

Here are some strategies your organization should follow to make the event a success...

◆ **Require volunteers to pay a \$5 entrance fee.** If you let 200 volunteers in free, you lose \$1,000 in revenue.

◆ **Limit what vendors can sell.** Charge each vendor a \$60 booth rental fee and stipulate that vendors can't sell any items that your organization plans to sell. For example, if you intend to purchase and print T-shirts with the event's logo, don't allow vendors to sell T-shirts.

◆ **Hold drawings throughout the day.** Regularly remind those who attend that they might win a prize. This keeps attendance up and people will spend more money at the food and beverage booths.

"We built our own little 'town' for the event," says the board president at the AIDS Task Force of Greater Cleveland. "Last year, our Western theme included a general store, a mechanical bull and booths with information about our services, partitioned off by bales of hay. We had live entertainment and sold food from a 'chuck wagon.' Board members also sold tickets and raffle chances and worked our concession stands."

Contact: AIDS Task Force of Greater Cleveland, 2250 Euclid Avenue, Cleveland, OH 44115; (216)622-7607.

Planning List

Six months prior:

- Meet with board to discuss and develop a plan of action for the event
- Decide where the street dance should be held
- Determine a date and time for the event
- Appoint an event committee chairperson and recruit committee members
- Contact city to obtain permit to close street and hold event
- Contact insurance company to check on liability insurance. What is the organization liable for?
- Develop a list of potential entertainers
- Make a list of vendors who may be willing to set up booths
- Ask board member to develop a list of potential sponsors

Five months prior:

- Contact the bands and entertainers
- Contact vendors
- Solicit items for raffle—need a mixture of items big and small
- Contact restaurant owners and invite them to rent space for food booths
- Contact security company or police department to schedule them for the event (get a professional's input on gate locations, etc.)
- Contact a radio station to promote the event and broadcast at the event
- Solicit businesses and corporations for sponsorships

Four months prior:

- Design fliers, posters, raffle tickets and admission tickets to the event
- Decide where fliers and posters will be displayed
- Obtain bids for printed materials
- Proof all printed materials
- Make corrections
- Send to printer

Three months prior:

- Obtain liquor license from city council
- Contact beverage distributors for donations or special rates
- Design vendor booths

SPECIAL EVENT #44: Dancing in the Streets (continued)

Three months prior (continued):

- Contract with a carpenter to build booths

Two months prior:

- Contact rental firm for portable restrooms, stage equipment, sound equipment, tables and chairs

One month prior:

- Set schedule for bands and entertainers—mail schedule to all performers
- Verify with vendors the date and time of event
- Contact restaurants setting up food booths to verify date and time
- Draft release to all news media announcing event, acts, date, time, etc.

Two weeks prior:

- Contact city offices to schedule road blocks, gates and fencing necessary for the dance
- Contact security to verify participation at the event
- Contact radio and TV stations to advertise the event
- Hang posters and fliers in designated areas

One week prior:

- Work with news media doing interviews to promote the event

One day prior:

- Clean up area where dance will be held
- Secure the area where money will be taken and counted during the day
- Ask security guards to be in charge of cash boxes at each vendor booth and transport large bills to main cash box hourly

Day of:

- Oversee setting up road blocks and fencing
- Set up vendor booths, ticket stands, food booths
- Help vendors locate their booths and set up
- Hold block party
- After event, clean up

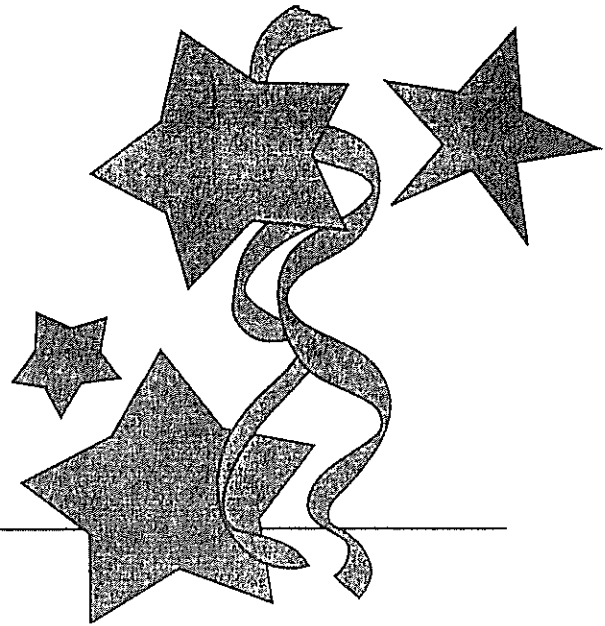
SPECIAL EVENT #44: Dancing in the Streets (continued)

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank yous" to volunteers, entertainers, city council and mayor, police department and others who helped with event

Complexity: High

Special Event #45: Sam's Birthday Hoedown



Description: This event honors the life of an important donor who had made significant contributions to the organization. A special dinner party is held on a day on or near the donor's birthday and a memorial ad book is presented to the family. Guests are invited to purchase tickets to attend the dinner event.

Special features/attractions: The event was initially held one year after the donor had died. It was an opportunity for family members and those who had made a donation to the organization to remember him together. The event also featured an ad book and calendar as an extra revenue producer. For a small donation, those who give to a memorial fund set up in the donor's name can include a special message in the ad book.

Revenue raised: \$27,500 from sales of the ad book/calendar and tickets for the birthday party/hoedown.

Cost estimate to host the event: \$2,900. These costs include food for the event, entertainment for the hoedown, decorations and invitations/postage.

Net funds from event: \$24,600.

Expenses covered or underwritten by sponsors/companies: None. The organization trains adults in food service, so they prepare the food for the party in-house. The organization purchases the food and the people it serves prepares it. The proceeds from the memorial calendar/ad book which sold for \$5 each, and admission fee, cover the rest of the expenses.

Time needed to coordinate the event: Six months.

Number of staff involved: Nine. Two staff members serve on the volunteer planning committee. Additional staff help organize the event, coordinate the ad book/calendar and plan the birthday celebration, so it runs smoothly.

Number of volunteers involved: 20. A volunteer planning committee of two staff members and six volunteers meet regularly for six months before the event to plan and coordinate family members. An auxiliary group of seven people from the organization

Nets \$24,600

meet regularly for three months to plan the actual party/hoedown. A group of 15 volunteers meet twice to collate the ad book and mail invitations to the party. On the day of the event, a group of 15 people volunteer to decorate and tend to last minute details.

Number of participants needed to make the event successful: 225.

Size of constituency needed to make the event successful: 3,400. 700 receive personal invitations, and 2,700 people are invited to participate in the ad book.

Tips to maximize event effectiveness:

Check with the family you want to honor, to see if they have any objections and ask for their participation. Give the family the opportunity to organize and plan the event as much as or as little as they want. Invite family members to speak at the dinner.

Pitfalls to avoid: Watch costs on producing the ad book/calendar. You could easily spend a lot of money printing. Get as many people as you can to donate a memorial message to help cover production costs.

Additional information...

"We made a list of all the people who gave a memorial in the deceased's name, and asked them to buy a special message for the ad book and calendar," says the development director of the San Fernando Valley Association for the Retarded. "We put photos of each donor, along with his or her tribute, in a spiral-bound

book with a soft blue cover.

Then the development director approached the late donor's family about a party to introduce the book, on or near the Saturday nearest his birthday. "The family members said their father enjoyed informal, spur-of-the-moment parties, so we came up with a Western hoedown theme that reflected the donor's entertainment style," he says.

The board sent out invitations modeled after those the donor often used. "He would dash off an invitation in longhand and then reproduce it on the copy machine," the development director says. "So we had a printer do handwritten invitations on lined yellow paper. One guest told me later that he felt as if the invitation had come from Sam himself!"

Tickets were \$17 in advance and \$20 at the door. During the dinner, attended by 225, the book was presented to the family as a keepsake. "The former donor's son also made a few remarks about his father's dedication to our mission—and presented a \$5,000 gift from the family."

But the development director and his board members were in for some more unexpected giving. People who came to the party brought their checkbooks and gave an additional \$7,000!

Contact: San Fernando Valley Association for the Retarded, 15725 Parchenia Avenue, North Hills, CA 91343; (818)894-9301.

Planning List

Six months prior:

- Meet with board to discuss the event and develop a plan of action
- Determine a person that your organization could honor and seek approval from family members
- Decide on date, time and where to hold event, e.g., hotel, convention center, etc.
- Recruit volunteer planning committee chairperson
- Assign two staff members to assist planning committee
- Begin meeting with volunteer planning committee to plan event/ad book
- Create and approve the event/ad book timeline
- Present and receive approval on event/ad book from the board and family
- File needed permits to solicit for funds
- Prepare materials for ad solicitations
- Solicit for ads (gather photos of each donor as ads are purchased)

Five months prior:

- Hold volunteer planning committee meeting and update
- Determine ticket costs for the event and dinner
- Continue to solicit for ads and photos
- Develop a list of potential entertainment for event

Four months prior:

- Hold volunteer planning committee meeting and update
- Continue to solicit for ads and photos
- Audition entertainers and book a group
- Contact caterer to provide food for the event; discuss menu and costs

Three months prior:

- Hold volunteer planning committee meeting and update
- Hold auxiliary meeting and begin planning actual event
- Continue to solicit for ads
- Begin pre-production work on ad book
- Design invitations
- Get printing bids on ad book and invitations (seek in-kind printing services)

SPECIAL EVENT #45: Sam's Birthday Hoedown (continued)

Two months prior:

- Hold volunteer planning committee meeting and update
- Hold auxiliary meeting and begin planning actual event
- Ad book deadline closes
- Ad book pre-production work finishes
- Ad book goes to production
- Print donor list on computer mailing labels and prepare to mail invitations

One month prior:

- Hold volunteer planning committee meeting and update
- Hold auxiliary meeting and begin planning actual event
- Ad book post production work begins (collating, etc.)
- Event details finalized
- Mail invitations
- Contact rental company to rent stage equipment for entertainment, tables and chairs for event, if necessary
- Order necessary decorations for the event

Two weeks prior:

- Pick up ad book from printer
- Contact caterer with final headcount of anticipated guests
- Line up speakers to remember the honored donor
- Prepare nametags for guests who have R.S.V.P.ed to event

One week prior:

- Assign volunteers to various posts for event; i.e., greeters, register, etc.
- Pick up decorations

One day prior:

- Decorate event location
- Pick up tables and chairs and other equipment from rental company
- Set up welcome/registration table with nametags, pens, etc.
- Set up information table with your organization's brochures, etc.

SPECIAL EVENT #45: Sam's Birthday Hoedown (continued)

Day of:

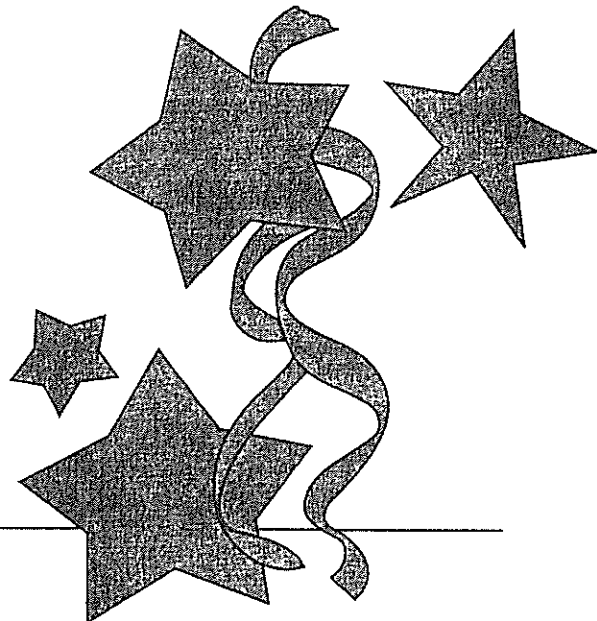
- Pass out party favors as guests arrive
- Conduct event; have fun

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank yous" to volunteers, entertainer, auxiliary members and others who helped with event

Complexity: High

Special Event #46: Summer Social



Description: The Summer Social is a luncheon held on the grounds of a charming Victorian mansion. Restaurants donate food, local wineries hand out free samples of new wines, and small shops hold a style show for attendees.

Special features/attractions: A recently remodeled Victorian mansion, which also is a bed and breakfast, served as the draw. People were curious to see the home, so the organization offered tours to those who attended the Summer Social. Tickets sold for \$15 and included the fashion show and lunch. Raffle tickets were also sold for \$5 each.

Revenue raised: \$3,400.

Estimated cost of hosting the event: \$750 covers costs like renting tents and sending the invitation for the event.

Net funds from event: \$2,650.

Expenses covered or underwritten by sponsors/companies: \$500 donated by one sponsor to help defray expenses.

Time needed to coordinate the event: Five months.

Number of staff involved: Two. Staff members helped organize the social. They did much of the legwork and kept the event committee on schedule.

Number of volunteers involved: 30 to 40. Volunteers planned and coordinated event activities. They modeled for the style show, served food, ran errands, set up for the event and cleaned up afterwards.

Size of constituency needed to make the event successful: 5,000.

Number of participants needed to make the event successful: 100.

Tips to maximize event effectiveness: Form a committee to lead the charge, and then break down each task for subcommittees so no one is overworked. To market the event, place point-of-purchase advertisements at businesses' cash registers.

Pitfalls to avoid: Be sure ample parking is available. Arrange for VIP parking when

Nets \$2,650

SPECIAL EVENT #46: Summer Social (continued)

possible, so those attending don't have to walk far. Don't include too many activities into one event, or it will lose its focus.

Additional information...

The event was designed not only to raise money and public awareness but to showcase the products of local businesses.

"Restaurants donated food, and small shops put on the style show," explains the development director of Livingston Wyoming Arc. "An added attraction was a tour of the Victorian mansion, which had recently been remodeled into a bed and breakfast."

Board members organized a raffle, mailed invitations to the organization's membership list—and sold tickets for \$15. "One of our advertising strategies is to place 'point-of-purchase boards' near cash registers at businesses involved in this project.

"The boards, made in our print shop, were glossy, four-color promotional ads on heavy cardboard. They really worked in getting our message out to the community."

Contact: Livingston Wyoming Arc, 18 Main Street, Mount Morris, NY 14510; (716)658-2828.

Planning List

Five months prior:

- Meet with board to discuss the event and develop a plan of action
- Discuss possible homes in the area where the event could take place (think about parking)
- Decide on a home
- Contact the homeowner and inquire about using home for your event
- Set up date and time of event

Four months prior:

- Solicit restaurants to provide food at the event
- Solicit wineries (or merchants) to provide wine samples
- Solicit clothing stores to provide clothes for style show
- Contact volunteers and staff members to model

Three months prior:

- Design invitations, press release, posters and fliers
- Obtain bids for printing items
- Proof all printing material
- Make corrections and send to printer
- Solicit businesses to sponsor raffle items like airline tickets
- Contact a businessman or woman to emcee the style show
- Ask clothing stores to write a brief description of each outfit to be modeled

Two months prior:

- Contact company to rent tents, tables and chairs (donated if possible)
- Match models with the clothes they'll be wearing in the style show

One month prior:

- Ask home owner if he or she would like to conduct tours or train a volunteer to lead the tours
- Put up fliers and posters about the event

SPECIAL EVENT #46: Summer Social (continued)

One week prior:

- Hold a dress rehearsal for style show

One day prior:

- Mow and trim house's lawn—unless the homeowner has done so already

Day of:

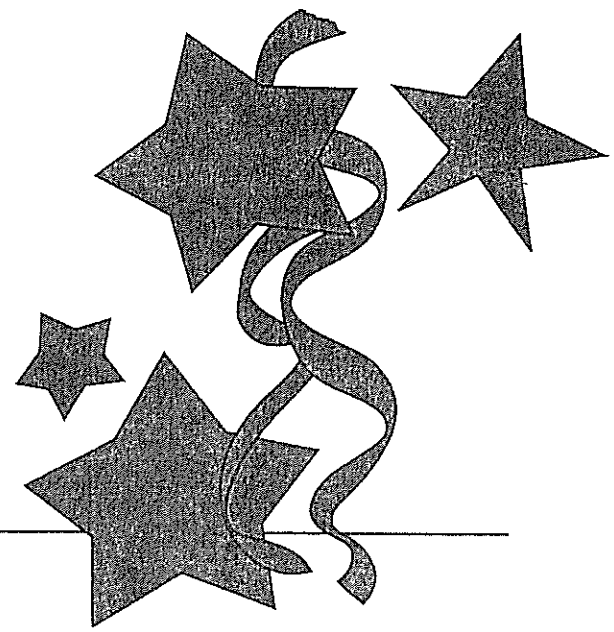
- Set up tents
- Set up tables and chairs
- Meet with raffle and style show volunteers
- Hold event
- Clean up

Follow up:

- Prepare cost analysis
- Report results of event to board
- Send "thank yous" to board members, volunteers, guests who attend the event, etc.

Complexity: High

Special Event #47: Night Flight



Description: An evening, sit-down dinner for \$35 to \$50 per ticket, complete with music in a unique setting.

Special features/attractions: In recent years, the event has had many different themes. The dinner in an airport hangar and another at an old warehouse received rave reviews.

Revenue raised: \$65,000 to \$180,000 from ticket sales, sponsorships, etc.

Estimated cost of hosting the event: 25% of gross revenues. For an event that grosses \$75,000, expect to spend a minimum of \$18,750 on food, facility rental, theme-oriented decorations, etc.

Net funds from event: \$56,250 (for event that grosses \$75,000).

Expenses covered or underwritten by sponsors/companies: \$10,000. Printing, floral decorations and paper products. Also, committee members pay a committee "membership" fee, which helps offset costs.

Time needed to coordinate the event: Five months.

Number of staff involved: 11. Staff members do secretarial work, write sponsor letters, track ticket orders and reservations, and make sure that when checks for tickets arrive, they're given to the bookkeeper. A staff member handles all publicity and promotion. Other staff members take care of logistics and serve as hosts or hostesses.

Number of volunteers involved: 25. Volunteers work as a committee and help get costs underwritten. They also design invitations and use their contacts to increase ticket sales.

Size of constituency needed to make the event successful: 1,200 invitations mailed. The entire community eligible to attend.

Number of participants needed to make the event successful: 300 to 500.

Tips to maximize event effectiveness: Be creative and think of a theme like flying (dinner in an airport hangar) or a cruise ship (dinner at the shipyard)—something unique

Nets \$56,250

SPECIAL EVENT #47: Night Flight (continued)

to your community. Get a local celebrity or well-known person to lend his or her name to the event. Establish a name for the event and keep it, so people will identify with the event. Do your best to get publicity in newspapers and social magazines.

Pitfalls to avoid: Make sure your event doesn't compete with another fund raiser or event. The worst thing is not getting enough publicity. Also, don't set ticket prices too low. If a dinner event is fun and unique, people will spend \$50 or more to attend.

Additional information...

This organization's fund raiser averages \$80,000 annually. "A few years ago, we needed a fresh idea for an evening event that would really grab the attention of our community," says the organization's administrator. "So we held a party based on an aviation

theme in a rented airport hanger. For decorations, we brought in antique planes and vintage memorabilia—and held a sit-down dinner followed by live music."

Each year the board uses the Night Flight name, but changes the theme. "We once held an Orient Express Night in an elegant railroad club car that was once owned by Cary Grant and Barbara Hutton," she says.

"We got the loan of the railroad car from its current owner—and participants rode on the train to the site of the event—an old warehouse downtown. It was a huge success, and people were actually lined up alongside the tracks to wave at us as we went by!"

Contact: Callanwolde Fine Arts Center, 980 Briarcliff Road N.E., Atlanta, GA 30306; (404)872-5338.

Planning List

Five months prior:

- Meet with board to brainstorm event ideas (be creative and pick a theme that will make potential guests curious)
- Work with board to develop guest list (encourage board members to invite their contacts)
- Develop list of sites where event could be held
- Contact owner of facility and get permission to host event there
- Contact restaurants or caterers and get bids for dinner
- Select a bid and choose dinner menu
- Contact sponsors to underwrite expenses (invitations, food, etc.)

Four months prior:

- Finalize guest list
- Assign board members specific individuals (their acquaintances) to send invitations to
- Write invitation using theme of event
- Contact printers for bids on invitations and R.S.V.P. card

Three months prior:

- Print invitation/R.S.V.P.
- Receive printed invitations from printer (check for accuracy)
- Make necessary additions to invitation list
- Develop dinner program (guest speakers, entertainment, etc.)
 - ✓ Find a local celebrity or official who will attend and allow use of his or her name to publicize event and increase attendance

Two months prior:

- Conduct a special meeting with board members to hand-address invitations
- Mail invitations (board members can opt to hand-deliver invitations as well)
- Design a flier or poster to display in community announcing event, time, location, purpose, etc.

One month prior:

- Have board members make follow-up calls to those on their guest list whom they haven't heard from yet

SPECIAL EVENT #47: Night Flight (continued)

One month prior (continued):

- Distribute flier or poster in community
- Contact news media about event, time, location and theme, celebrity guests, etc.
- Contact rental company to rent tables and chairs (stage equipment for entertainment or band if necessary)

Three weeks prior:

- Prepare name tags for guests and board members

Two weeks prior:

- Contact caterer to confirm date, time, menu, etc.
- Complete board member follow-up calls and get final attendance count

One week prior:

- Organize materials for the event (presentation material, organization brochures or other information)
- Confirm guest speaker and other presenters and entertainment are ready; review their presentation materials

Two days prior:

- Visit dinner location, draw up table arrangement, podium placement, etc., and give to caterer and staff for setup purposes
- Pick up tables, chairs, stage equipment etc., and set up

Day of event:

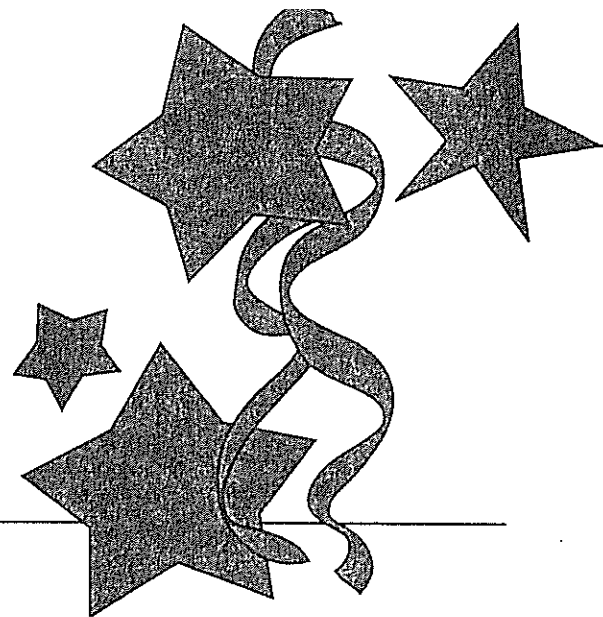
- Check with catering staff about dinner and confirm serving time
- Organize name tags and assign volunteers to greet guests and hand out tags
- Check podium and test microphone to make sure it works
- Conduct dinner and program

Follow up:

- Prepare cost analysis
- Report results of dinner event to board members
- Send "thank you" to board members, guests who attended, sponsors and caterer

Complexity: High

Special Event #48: Evening as a Child



Description: Board members at this organization tie their special event directly to their mission—helping children and families. The event features children’s games and activities. Participants—including CEOs of major corporations—pay \$75 to ride tricycles and play with other toys.

Special features/attractions: Adults experience what it’s like to be a child again. Human bowling, golf, basketball, finger painting and a Velcro® wall highlight this organization’s event. The facility where the event is held is set up like a giant playground. A raffle for a trip to New York, a small silent auction and a jelly bean count add to net profits.

Revenue raised: \$70,000

Estimated cost of hosting the event: \$17,000. The biggest expense is food and performers—clowns, face painters, jugglers, etc. Rental fees for games and other equipment can be costly if you aren’t able to get them donated.

Net funds from event: \$53,000.

Expenses covered or underwritten by

sponsors/companies: \$15,000-plus. Corporate sponsorships are sold at various levels. This organization had one \$10,000 sponsor, one \$5,000 sponsor and five additional sponsors at lower levels. Businesses also donate silent auction and prize items.

Time needed to coordinate the event: 12 months.

Number of staff involved: 25. Staff assist in selling raffle tickets, setting up, tearing down, registration, taking money and working at booths.

Number of volunteers involved: 50. They help solicit prizes and items for auction. They also assist on the day of the event with setting up and taking down games, staffing booths, etc.

Size of constituency needed to make the event successful: 2,000 invitations are mailed to names on the organization’s mailing list.

Nets \$53,000

Number of participants needed to make the event successful: 400 to 450.

Tips to maximize event effectiveness: Set a budget for the event and stay within it. Assign a committee chairperson to monitor expenditures and make sure all items are covered in the budget. Use an event planner to manage and coordinate the activities. Start work early to find corporate sponsors to offset costs. A range of sponsorship levels means that just about any size of business can contribute to the event.

Pitfalls to avoid: Keep safety in mind. Don't set up games or activities where participants could be injured. Contact your insurance carrier to make sure your event and participants are covered in the event of injury.

Additional information...

"Our board said it was time to take a risk after seven years of doing the same thing," says the director of community relations at Morrison

Center Child and Family Services in Portland, Oregon. "We came up with the 'adults as kids' idea—we wanted to tie the event in with our mission of serving children."

The board converted a hotel ballroom into one big "playpen." The sit-down dinner consisted of kids' favorite staples—peanut butter and jelly hors d'oeuvres, macaroni and cheese, hamburgers, tator tots and chocolate cupcakes. Guests were asked to dress in "play clothes"—like jogging pants and sneakers.

The board designed 18 different activities that guests could "toy with" after dinner. "We had a soda fountain, a drive-in movie, pinball machines and finger painting, to name just a few," the director adds. "We asked people to fill out evaluation sheets at the event and got great ideas for next year!"

Contact: Morrison Center Child and Family Services, 830 N.E. Holladay, Suite 125 Portland, OR 97232; (503)233-4356.

Planning List

Twelve months prior:

- Meet with board planning committee to debrief on previous event; discuss what worked and what didn't (this committee meets monthly throughout the year)
- Decide on a location for the event and book the location

Ten months prior:

- Identify potential businesses and corporations for sponsor solicitation
- Develop solicitation materials, including solicitation letter, event fact sheet, sponsor registration sheet and event press clippings from previous year
- Write feature story on recent event for organization's newsletter

Nine months prior:

- Begin to solicit corporate sponsors
- Brainstorm silent auction packages; begin to identify potential in-kind contributors for silent auction and giveaway items

Eight months prior:

- Follow up with corporate sponsors by phone or in one-on-one meetings

Seven months prior:

- Meet with event planner
- Begin planning activities and performers
- Begin soliciting in-kind contributors for silent auction items

Six months prior:

- Identify potential volunteers from community
- Begin contacting these volunteers

Five months prior:

- Meet with graphic designer to discuss design of postcards, invitations and T-shirts
- Begin soliciting companies to donate printing of postcards, invitations and T-shirts

SPECIAL EVENT #48: Evening as a Child (continued)

Four months prior:

- Follow up with all corporate sponsors and in-kind contributors

Three months prior:

- Design and produce “teaser” or reminder—“Save the Date” postcards
- Design and produce invitations
- Decide on decorations for the event

Two months prior:

- Mail the Save the Date postcards
- Design commemorative T-shirts
- Write news release for media inviting residents to attend the event
- Design a letter of invitation for VIP guests
- Secure staff volunteers to work at the event

Six weeks prior:

- Stuff and mail invitations

One month prior:

- Meet with location or hotel to select menu and go over event logistics
- Identify and meet with emcee for event
- Meet with inspirational speaker to discuss his or her speech
- Purchase table toys, decorations and additional necessary supplies
- Contact event sponsors to identify their guests (sponsors receive 10 to 20 tickets as part of their sponsorship)
- Write feature story in the organization’s newsletter
- Produce commemorative T-shirts

One week prior:

- Write and mail news release regarding event to TV, radio and newspaper contacts
- Develop silent auction bid sheets
- Design and produce event guide, to include schedule of events, sponsors and listing of silent auction packages
- Write final scripts for event emcees and any speakers (board chair, agency president, etc.)

SPECIAL EVENT #48: Evening as a Child (continued)

One week prior (continued):

- Confirm final guest lists of corporate sponsors
- Confirm date and time with performers and vendors renting activity equipment
- Confirm final volunteer list
- Obtain all financial-related items: credit card machines and slips, cash boxes, petty cash, receipt pads, checks for performers and vendors to be paid day of event

Two days prior:

- Hand-paint or print event signs
- Complete final registration sheets, including table assignments
- Turn in final head count to hotel
- Fax media advisory to TV, radio and newspaper assignment editors as a reminder of the event

Day of:

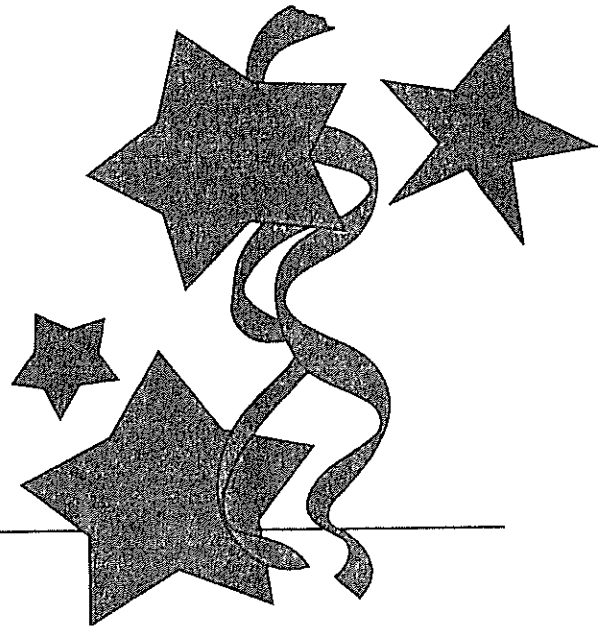
- Set up (this will take all day)
- Pay all vendors and performers
- Brief all volunteers
- Greet guests as they arrive
- Work directly with emcee on timing, awarding prizes, etc.
- Hold dinner and activities
- Clean up
- Count money; put in safe deposit box

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to sponsors, guests, volunteers, entertainers, etc.

Complexity: High

Special Event #49: Comedy Auction



Description: This organization hosts an auction where a local comedian serves as the auctioneer. Items like a 1949 Buick or 1972 Chevy Impala convertible are auctioned, along with several other unique items. The auction is held at a board member's home.

Special features/attractions: The comedian/auctioneer entertains throughout the auction. Everyone stays until the end of the event—which obviously increases the bidding.

Revenue raised: \$95,000 to \$150,000.

Cost estimate of hosting the event: \$25,000 to \$30,000. Expenses include comedian/auctioneer fee, printing invitations, food, decorations, a cocktail reception and dinner.

Net funds from event: \$70,000 to \$120,000.

Expenses covered or underwritten by sponsors/companies: Part of the auctioneer's fee is underwritten, tents are rented at a discount and beverages, tables, chairs and garbage removal are provided at a reduced rate.

Time needed to coordinate the event: Seven months.

Number of staff involved: One. The staff member helps committee members delegate assignments, makes arrangements for the auction and solicits auction items.

Number of volunteers involved: 30 to 35. Volunteers plan the entire event. They're responsible for obtaining items for the auction, planning the reception and dinner and developing a theme.

Size of constituency needed to make the event successful: 50,000.

Number of participants needed to make the event successful: 400.

Tips to maximize event effectiveness: Start planning the event early. Be flexible with your volunteers and the time they're able to provide—accommodate them. Conduct a volunteer party to thank them in advance for their help in planning the event.

Pitfalls to avoid: Since tickets to the event are sold beforehand, don't allow walk-ins—

Nets \$70,000

Special Event #49: Comedy Auction (continued)

especially if the event is sold out. It's impossible to plan for "extra" people who come at the last minute.

Additional information...

The special events coordinator at New Milford Hospital (New Milford, CT) says this auction event increased profits from \$90,000 to \$150,000 in one year. The reasons: a seven-year-old event with a track record, great prizes and entertainment in the form of an auctioneer who specializes in comedy.

"For years, we've held the auction at a board member's home," she says. "This is a quality event, with cocktails and a sit-down dinner, that has the ambiance of an extravagant outdoor wedding."

The special events coordinator and board members look for impressive auction items to attract guests to the event. "One year, we auctioned off a 1949 Buick. This year, a 1972 Chevy Impala convertible will go on the auction block."

Comic Brian Jaffe served as the event's auctioneer this past year. His "performance" boosted profits considerably. "We always did well with this event, but the comic increased our revenues. People usually go home after they buy. At this auction, however, they had so much fun, they stayed to the end.

"The comic kept participants laughing and emptying their pockets," says the special events coordinator. "When we tallied up

totals, they'd say, 'I can't believe I spent that much!'"

At Jaffe's suggestion, two new auction styles, the Key Club and the Fishermen Auction were used. "For the Key Club, we offered a package called the Couch Potato—a television, VCR, five videos and specialty popcorn. We wrapped it with chains and padlocked it. Then we sold keys for \$20 each at the beginning of the evening.

"After dinner, the auctioneer sells the leftover keys for \$100 each. At the end of the evening, people can try their keys in the locks on the package. The lucky person with the key that opens the lock wins the package!"

In the Fishermen Auction, participants buy \$5 and \$10 tickets as bids on several packages. "We gift-wrap shoe boxes and cut a slot in the top. People drop their ticket stubs into the box for the package they'd like to win."

The packages included a European facial, 200 gallons of heating oil and a weekend at an historic inn. "The Fishermen Auction was a successful part of the evening because it gave people who can't bid on expensive items a chance to participate and win."

Note: The comic, Brian Jaffe, can be reached at: 435 Samsonville Road, Kerhonkson, NY 12446, (914)626-4200.

Contact: New Milford Hospital, 21 Elm Street, New Milford, CT 06776; (203)355-2611.

Planning List

Seven months prior:

- Meet with board to discuss the event and develop a list of potential sites to host it (consider a hotel, convention center or a board member's back yard, depending on the number of guests expected)
- Decide where event will take place; contact owner of location for permission

Six months prior:

- Write letter to businesses and corporations asking for auction items; include acquisition form (see sample on Page 236)
- Contact caterer to discuss menu
- Contact auctioneer
- Contact rental firm for tents (if event is outside), tables, chairs, etc.
- Make arrangements for restroom facilities
- Contact band or deejay to play music before and during dinner

Five months prior:

- Assign volunteer committee to call businesses and corporations that received a letter and personally ask for auction items
- Meet with committee members to develop a "wish list" of auction items (a list of items that people may want—like round-trip airline tickets)
- Ask board members to underwrite the cost of items on the "wish list"
- Make follow-up phone calls to board members for funds to buy items on wish list

Four months prior:

- Begin work on auction book (a complete guide to all items that will be auctioned at the event). A sampling of auction items is on Pages 237 and 238
- Design invitations, fliers, posters
- Decide where to post fliers and posters
- Obtain bids for printed material

Three months prior:

- Finish auction book and send to printer
- Finish posters and fliers and send to printer

SPECIAL EVENT #49: Comedy Auction (continued)

Two months prior:

- Volunteers help address and prepare auction invitations for mailing
- As people respond to the invitations, send "thank yous" and verify reserved seats
- Write press release for newspaper and organization's newsletter inviting public to attend the auction
- Contact radio and TV stations to help advertise

One month prior:

- Verify date and time of event with caterer
- Verify date and time of event with auctioneer
- Verify date and time of event with company providing tents, tables, etc.
- Verify date and time of event with band, deejay or other entertainment

One week prior:

- Prepare all items to be displayed for the auction

One day prior:

- Set up tables and chairs

Day of:

- Set out auction items
- Help caterer set up food tables if necessary
- Clean up

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to sponsors, guests, volunteers, entertainers, etc.



Comedy Auction Acquisition Form

Acq. No.: _____

Category: _____

Benefit Auction Acquisition Form

Auction date: Saturday, June 10

Please return completed form by: Friday, March 17

Item: Description (include size, color, dimensions or service available—all services and gift certificates must be used within one year of auction)

Conditions or limitations:

Donor's estimated fair market value: \$ _____

Date to be sent or delivered: _____

Donor's name (as it should appear in the program): _____

Address: _____

Phone: (____) _____

Donor's signature

Contact: Special Events Coordinator; (203)355-2611, ext. 4519 or Fax: (203)355-5978.



Auction Items

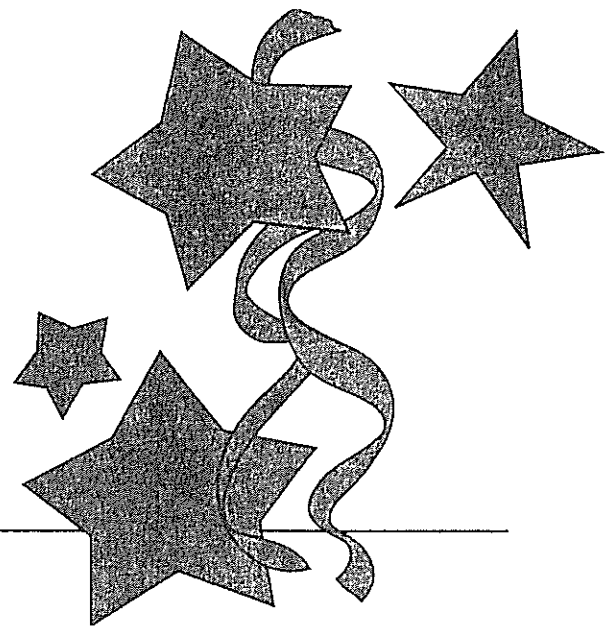
1. A ball which is autographed by three Hall of Famers, Hoyt Wilhelm, Whitey Ford and Phil Rizzuto; three future Hall of Famers, Don Mattingly, Wade Boggs and Jeff Reardon; New York Yankee Manager Buck Showalter and current Yankee Stars Danny Tartabull and Jim Abbott.
2. Collector's set of four, limited edition Winterfest beer steins and several cases of Coors® beer.
3. Three private horseback riding lessons (180 pound weight limit).
4. Twelve ticket vouchers to the local community theatre.
5. Charming, single-shelf lamp or side table, beautifully custom painted in neutral colors
6. Personal consultation and evaluation by a certified fitness instructor, plus two one-hour private workouts in your home, for you or a group of your choice. A jogging/exercise warm-up suit also is included.
7. Deluxe accommodations for two at the local resort for either Friday or Saturday night, including a full American breakfast and use of the sports center.
8. Gift basket full of specialty coffees, teas, hand-dipped truffles and assorted chocolates.
9. Silk flower cottage garden spray in rose, teal and white. Included is a container of Silk ReNu® to keep your flowers fresh.
10. Two beautifully painted and framed oil paintings of barnyard scenes.
11. Cellular One Portable Phone Motorola 8000.
12. Four Museum Passes.
13. Dinner for two gift certificate.
14. One year free oil changes.
15. Gift certificate at the local florist.

Auction Items (continued)

16. Fifty-two inch original Hunter® ceiling fan.
17. Handmade afghan.
18. Lunch for two at one of the local restaurants.
19. Contact lens exam, including follow-up visits, plus four boxes of Acuvues® or Sureview® lenses.
20. One cord of green (unseasoned) firewood for stove or fireplace. Delivered and dumped (not stacked).
21. \$150 of chiropractic care from the local chiropractor.
22. Three eight-inch cakes from the local bakery.
23. Camping gear; coffee pot, plates, cups, canteen and fluorescent lantern provided by the Target Store.
24. A skating party. Ten admission passes for skating and skate rental.
25. Six-month membership to the Martial Arts club.
26. One-year subscription to the local newspaper.
27. Gift certificate to the mall.
28. Handmade dried floral wreath/candleholder.
29. Ladies Seiko® dress watch.
30. A package of autographed, and some first-edition books, from a variety of authors and local celebrities.
31. \$500 worth of local contractor's services towards a project of your choice.
32. An outing for four at the premier local golf course; golf carts are included.

Complexity: High

Special Event #50: Summer Olympics



Description: In this event, 10-member teams compete for points in office Olympic games. Area businesses and organizations are invited to register a team for the games by paying a \$500 fee.

Special features/attractions: Games featured at the event include the Keys Squeeze—where teams compete to fit into the smallest circle. Frisbee® and water balloon tosses, a giant sack race, a kayak race, volleyball and softball games also headline the Summer Olympics. Teams also sell raffle tickets and points are awarded for each ticket sold, in addition to winning various games.

Revenue raised: \$10,000 from team registration, raffle ticket sales and pledges.

Estimated cost of hosting the event: \$2,500 to pay consulting fee of games planner, buy awards, print and mail invitation letter to 2,000 businesses, purchase food, beverages and decorations.

Net funds from event: \$7,500.

Expenses covered or underwritten by sponsors/companies: This organization gets just about everything donated. For example,

chefs donate food, and one chef even donates his time to prepare the food. A local band volunteers its time, and the property where the event is held is donated too.

Time needed to coordinate the event: Six months.

Number of staff involved: Two staff members help organize the entire event. They recruit businesses to field teams. They also solicit donations, develop games to be played, etc.

Number of volunteers involved: None. The first year this event was held, the organization contacted Safari International (Fort Lauderdale, FL). This company, which specializes in team events and games, provided the organization with people to organize various games. Staff members now coordinate everything.

Number of participants needed to make the event successful: 180.

Nets \$7,500

Size of constituency needed to make the event successful: 2,000.

Tips to maximize event effectiveness:

Focus efforts on recruiting teams to compete in the event. Make sure each team pays its registration fee. Line up several volunteers who have contacts in the community to help with team recruitment. Hold a captains' meeting and answer any questions about the games. This limits confusion about game rules.

Pitfalls to avoid: Don't use a letter as a means of recruiting teams. Instead, be proactive and conduct one-on-one visits with business owners/managers who might be interested in fielding a team.

Additional information...

For a registration fee of \$500, businesses, organizations and friends of this organization form teams for lighthearted competition. "We even award points for the best team cheer and most money raised," says the director at Florida Keys Children's Shelter. "We also have a 'trivia' contest that includes questions

like, 'What do you call a female calf?' and 'Do mosquitoes have teeth?'

"When teams register for the event, we give them \$500 in raffle tickets to sell at \$5 a ticket. Teams are awarded points in advance for tickets they sell. The points go toward their total points awarded for each game they participate in. If tickets are unsold, however, the team starts the competition with negative points."

The games start with an Olympic-style parade, complete with torchbearer, team flags and balloons. After the games, team members and those who watched the event enjoy a pork and chicken barbecue.

"We charge \$5 for the dinner, but contestants get a discount," the director says. "At the barbecue, we award a trophy to the team that scored the most points. We also announce the winning raffle-ticket holder—who wins a weekend trip to the Bahamas!"

Contact: Florida Keys Children's Shelter, 73 High Point Road, Tavernier, FL 33070; (305)852-4246.

Planning List

Six months prior:

- Meet with board to discuss the event and develop a list of potential host sites (consider a hotel or convention center)
- Establish a committee to coordinate the necessary activities and appoint a chairperson
- Determine fund raising goal and set team registration fee accordingly
- Develop a list of fun Olympic-style games and rules; use an office theme

Five months prior:

- Develop a list of businesses that could participate (contact Chamber of Commerce for list)
- Develop a list of organizations and businesses that could provide in-kind gifts or items for the raffle:
 - ✓ Food
 - ✓ Beverages
 - ✓ Decorations
 - ✓ Office equipment
 - ✓ Awards
 - ✓ T-shirts
- Begin soliciting businesses for in-kind gifts/raffle items
- Determine location and set date and time for event

Four months prior:

- Contact businesses and encourage them to form teams
- Continue soliciting businesses for in-kind gifts/raffle items
- Divide list of businesses that could participate among committee members for follow-up purposes
- Send news release with information encouraging teams to register

Three months prior:

- Continue soliciting businesses for in-kind gifts/raffle items
- Committee members begin making personal calls to businesses on their lists to answer questions and sign up teams
- Begin collecting registration fees as teams register
- As teams register, distribute \$500 in raffle tickets to each team for members to sell (this increases raffle ticket sales)

SPECIAL EVENT #50: Summer Olympics (continued)

Three months prior (continued):

- Invite performers to provide entertainment at the event
- Develop questions and answers for trivia contest

Two months prior:

- Continue soliciting businesses for in-kind gifts/raffle items
- Continue contacting and registering teams and distributing raffle tickets
- Finalize games and rules
- Confirm date and time of event with event site
- Plan awards dinner (charge \$5 a person, but give team members a discount)
 - ✓ Menu (contact caterers for bids to do barbecue)
 - ✓ Speaker
 - ✓ Awards
- Recruit participants to march in Olympic-style parade (clowns, marching bands, teams with team signs, business floats, etc.)

One month prior:

- Finalize team recruitment
- Meet with team captains to explain each event and its rules
- Issue news release announcing competing teams, date, time, location of event and major sponsors
- Continue selling raffle tickets
- Assign volunteers to serve as judges, scorekeepers, etc., for each event
- Construct awards ceremony "risers/platforms" that first-, second- and third-place winners can stand on to receive awards
- Contact rental company for stage/sound equipment as needed

Two weeks prior:

- Contact caterer with final head count
- Pick up all raffle items, awards, giveaways, etc.
- Continue selling raffle tickets
- Review game rules with each volunteer

One day prior:

- Pick up rented equipment as needed

SPECIAL EVENT #50: Summer Olympics (continued)

One day prior (continued):

- Set up game venues
- Set up central scoreboard
- Set up welcome center, registration area and awards risers/platforms
- Visit with caterer regarding set up of awards dinner (the dinner could be held at a nearby hotel or restaurant large enough to serve the group)

Day of:

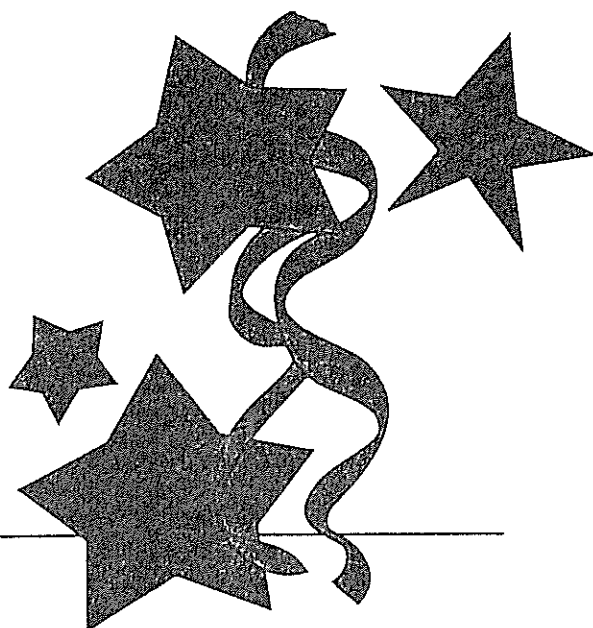
- Register all teams, team members and get liability waivers signed
- Conduct games
- Tally scores
- Conduct dinner and awards presentation
- Conduct raffle drawing

Follow up:

- Prepare cost analysis
- Report results of the event to the board
- Send "thank yous" to teams, sponsors, volunteers, entertainers

Complexity: High

Special Event #51: Office Olympics



Description: This special event involves competitive sport activities using office equipment. Board members recruit teams from businesses who pay a registration fee (\$175 per team), raise pledges and participate in the Olympic-style events.

Special features/attractions: Sixty teams of five members each compete in the Office Olympics, which includes a computer disk throw and swivel chair relay. The activities are a challenge, but they're fun and create camaraderie among employees. Prizes are awarded to the team that accumulates the most points and raises the most pledges.

Revenue raised: \$25,000 collected from team registration fees and pledges.

Estimated cost of hosting the event: \$2,000.

Net funds from event: \$23,000.

Expenses covered or underwritten by sponsors/companies: The goal is to get all items underwritten or donated. The hotel donates the use of its facilities, printing of promotional materials is donated, along with some food items.

Time needed to coordinate the event: 10 months.

Number of staff: One. The development director spearheads the event, supports volunteers with ideas, drafts letters, contacts potential teams, etc.

Number of volunteers who help: 100. Volunteers sign up to coordinate a relay or Olympic event, contact businesses to field teams and solicit for prizes. They also help on the day of the event by scoring, registering teams, taking team pictures, and after the event, sending thank-you letters.

Size of constituency needed to make the event successful: The organization serves a community of 100,000 and works with 1,000 clients annually.

Number of participants needed to make the event successful: 60 teams of five (300 individuals).

Nets \$23,000

Tips to maximize event effectiveness: Get higher-ups in the community to serve on the event committee. These individuals can ask CEOs of major companies to get involved, form teams, etc. They can challenge their peers, which will boost the event's profits. The stronger the committee, the more financial support the event will receive.

Pitfalls to avoid: Don't waive team registration fees. Ask each team to pay the \$175 fee up front and encourage team members to raise pledges. Suggest options to help teams pay the fee, e.g., divide it among team members, ask business owners to pay the fee, etc.

Additional information...

Board members recruit 50 to 60 teams of five employees from various businesses and corporations in the community. Each team pays a \$175 entry fee to compete on a points basis in wacky, Olympic-style office events. These include the rubber band shoot-out, computer disk throw and swivel chair relay. Prizes go to the team that accumulates the

highest point total and raises the most in pledges.

"We came up with relays and competitions that have to do with working in an office—the favorite seemed to be the 5 O'clock Dash!" says the development director at the Easter Seal Society (Reading, PA), the organization that sponsors the Office Olympics.

"The Dash event is a series of things people do before they leave work—like water plants, clear desks, pull out paper clips and get their coats," she explains.

She adds that her organization's board has held this adaptation of the Olympic Games for the past several years. "This year, it was in a large hotel easily accessible to the business community. Everybody has such a ball, and word-of-mouth advertising brings in more teams for the competition each year!"

Contact: Easter Seal Society, 1040 Liggett Avenue, Reading, PA 19611; (610)775-1431.

Planning List

Ten months prior:

- Meet with board members to discuss event and develop a plan of action
- Recruit a board member or volunteer to serve as committee chairperson

Nine months prior:

- Ask for volunteers to serve on committees for each office Olympic activity (seven to 10 events)

Eight months prior:

- Decide on date and time of event
- Contact hotel or civic center and book date and time
- Contact caterer to discuss menu (finger foods are best)

Seven months prior:

- Meet with committees to discuss their ideas for competitive relays
- Discuss how each event will be set up, what's needed and its rules

Six months prior:

- Solicit businesses and organizations to form teams
- Contact radio and TV stations to form teams and promote the event
- Write out rules of each game

Five months prior:

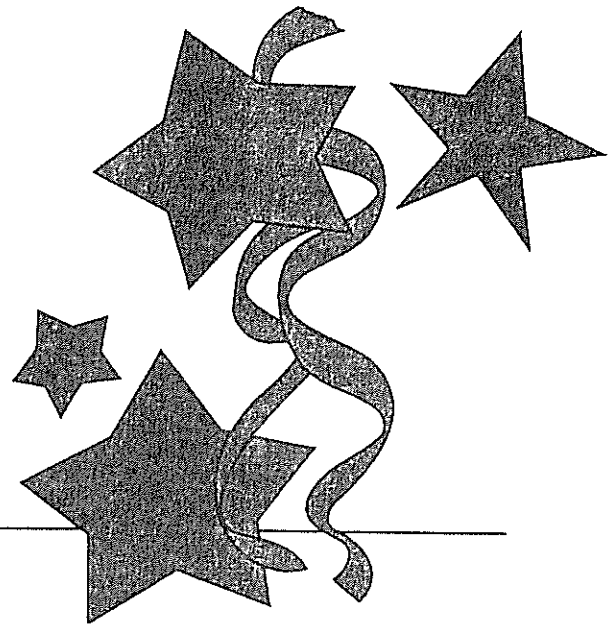
- Discuss decorations with the committee
- Order items needed for the Olympic events
- Solicit giveaway prizes from businesses

Four months prior:

- Contact a photographer or assign a volunteer to take pictures during the event

Complexity: High

Special Event #52: Family of the Year Luncheon



Description: An annual dinner held to honor a family whose generosity has benefited the community in a significant way. A five-member selection committee chooses the family.

Special features/attractions: The event is targeted to the entire community, not an in-house mailing list of donors—so the opportunity to create awareness and generate new supporters of the organization is tremendous.

Profits from the luncheon event come from five categories of ticket sales:

Underwriter	\$10,000
Benefactor	\$5,000
Patron	\$2,500
Sponsor	\$1,250
Friend	\$50

Those buying tickets receive special amenities at the luncheon based on the amount of their contribution. Perks include valet parking, priority seating and recognition at the luncheon, on the invitations and during the announcement party.

Revenue raised: \$160,000 from table sales, raffle ticket sales and donations from the event.

Estimated cost of hosting the event: \$28,000.

Net funds from event: \$132,000.

Expenses covered or underwritten by sponsors/companies: The cost of the luncheon is completely underwritten by local companies. A newspaper prints invitations, the program, advertises the event, etc. A bank, beverage company and clothing company share in underwriting other costs like food and hotel ballroom rental.

Time needed to coordinate the event: 10 months.

Number of staff involved: Three. Staff members do the planning, from determining a location, caterer, menu, etc., to getting nomination forms mailed out.

Number of volunteers involved: 10 to 12. The event committee takes responsibility for finding event underwriters and securing

Nets \$132,000

SPECIAL EVENT #51: Office Olympics (continued)

Three months prior:

- Design posters to be placed at each relay (posters should include the name of each relay, rules, points awarded, etc.)

Two months prior:

- Verify date and time with hotel or event facility
- Verify date and time with caterer
- Send information packets to team captains (include pledge sheets, information about the organization, descriptions of relays, etc.)

One month prior:

- Contact the captain of each team and remind him or her of the date and time of event, and check progress on pledges

One day prior:

- Set up relays
- Decorate the facility
- Assist caterer to set up food and beverage area
- Set up a registration area and team scoreboard

Day of:

- Hold event
- Take pictures of each team
- Award prizes to teams
- Clean up

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to each CEO, sponsor and volunteers
- Send thank-you letters to teams and include a 5x7 picture of the team

donor gifts. Members sell tables to businesses and individuals, help guests find their tables the day of the luncheon and sell raffle tickets for the organization's scholarship fund.

Size of constituency needed to make the event successful: 8,500 invited.

Number of participants needed to make the event successful: 1,100.

Tips to maximize event effectiveness: Find a chairperson who is enthusiastic and will lead the committee and the event activities.

Pitfalls to avoid: Thinking that you have to buy the most expensive meal to bring in participants and waiting too long to start the underwriting process.

Additional information...

Many organizations hold a luncheon or dinner to honor a specific man or woman for philanthropic help. But this board put a few new twists on that old concept to make its annual awards luncheon a truly unique affair.

The organization honors an entire family whose generosity has benefited the community! The special event nets the organization great exposure and \$132,000!

"We focus on families who have served the community for generations when we put out our call for nominations," explains the YWCA's executive director. "Families that receive the annual honor are delighted by the special recognition. We have even brought in family members and relatives from around the country to be present for the award."

This organization approached the local newspaper about underwriting much of the cost associated with the luncheon. The paper agreed to be a major sponsor and contributes \$10,000 to each year's event. It also publicizes the event and prints the nomination forms, invitations and event programs. Other major sponsors include a bank, beverage company and clothing store. "Because we target the entire community, this event results in excellent visibility, not to mention income, for our organization," says the executive director.

The honored family is selected from a field of nominees submitted by the community. A panel of five community volunteers review all the nominations and vote on the final selection. "The committee objectively selects the family, based on information contained on the completed nomination forms." (See Pages 255 and 256 for a copy of the nomination form.)

Profits from the luncheon come from ticket sales (for tables of 10) in several categories. These categories are: Underwriter—\$10,000; Benefactor—\$5,000; Patron—\$2,500; Sponsor—\$1,250; and Friend—\$50.

These sponsors receive amenities based on the amount of their contribution. The perks include priority seating at the luncheon and recognition in the luncheon program, invitations and at the Family of the Year Announcement Party.

Upper-level sponsors also receive corporate memberships to the organization's programs, classes and seminars for employees. In addition, valet parking at the hotel where the event is held and a commemorative gift add a

SPECIAL EVENT #52: Family of the Year Luncheon (continued)

little extra class to solicitation of sponsors!

“Last year, we sold a thousand \$50 tickets—which is a lot of people to feed!” the administrator says. Besides the lunch, another main attraction is a special video highlighting the family and its contributions to the community. The video is produced by a local TV station and is shown at the luncheon and then presented to the family. A special award—a lead crystal dish with the event’s logo and the family’s name etched on it—is also presented

at the luncheon.

Not to miss out on a giving opportunity, donor envelopes are strategically located at each place setting—suggesting to those who attend to make additional contributions to the organization. “Last year, one guest was so moved by the presentation that he gave us \$10,000!”

Contact: YWCA of Metro Dallas, 4621 Ross Avenue, Dallas, TX 75204; (214)826-9922.

Planning List

10 months prior:

- Meet with board to discuss possible Family Of The Year nominees, ticket costs and revenue expectations; set nomination deadline
- Appoint a committee to establish guidelines to select a family and plan the luncheon
- Solicit Family Of The Year nominations through the newspaper, radio and television
- Begin asking area businesses to sponsor, help publicize and finance the event
- Set up schedule of event committee meetings and distribute
- Assign specific support staff to assist committee as needed

Nine months prior:

- Meet with committee and review nominations
- Develop a list of potential hotels/convention centers to hold ceremony/luncheon
- Contact hotel/convention managers to discuss fees and available dates
- Consult with family and book hotel/location for ceremony
- Discuss luncheon menu with caterer and expected attendance
- Establish ticket/table prices to accommodate all levels of potential donors
- Continue contacting local businesses for sponsorships

Eight months prior:

- Distribute nominations to selection committee for review
- Select family of the year to be honored at ceremony
- Contact family of the year winner and get confirmation of family's participation
- Once family has agreed to receive award, notify media via news release
- Plan Family Of The Year Announcement Party
 - ✓ Select location for party
 - ✓ Order meat and cheese trays
 - ✓ Send invitations to party
 - ✓ Invite media
- Set up date and time of the actual ceremony/luncheon
- Contact individual to serve as master of ceremonies
- Continue contacting local businesses for sponsorships

Seven months prior:

- Meet with family to discuss history, charitable philosophy, etc.

Seven months prior (continued):

- Develop family biography to release to local media
- Conduct Family Of The Year Announcement Party
- Invite local TV station to produce historical video about family
- Continue contacting local businesses for sponsorships
- Obtain list of family's friends and relatives to invite to ceremony
- Ask family to determine who will speak and represent family at ceremony, media interviews, etc.

Six months prior:

- Begin designing event invitations, tickets, program, etc.
- Get bids from printer for event materials (seek in-kind printing services)
- Recruit volunteers to help sell tickets/tables to the event
- Ask board members to sell tickets/tables to their business contacts
- Contact family's relatives and make arrangements for them to attend the event
- Provide assistance to TV station producing historical video
- Solicit businesses for prizes to be given away at raffle/drawing held in conjunction with event
- Continue contacting local businesses for sponsorships
- Book accommodations for Family Of The Year family members as needed

Five months prior:

- Select company to print event tickets, invitations and program
- Proofread and make corrections to all printed materials
- Deliver tickets, invitation and program to printer
- Determine special amenities for upper-level sponsors

Four months prior:

- Design/order Family Of The Year award, inscribed with family's name, date, etc.
- Review video about family, check for accuracy

Three months prior:

- Develop guest list (update in-house mailing list and get board input)
- Print guest list on computer labels and prepare invitations for mailing
- Pick up invitations, tickets and programs from printer
- Visit event location to address setup needs with facility manager

SPECIAL EVENT #52: Family of the Year Luncheon (continued)

Three months prior (continued):

- Include information about event in organization's newsletter
- Give tickets to volunteers for sale to personal contacts

Two months prior:

- Send out invitations
- Coordinate valet parking for upper-level sponsors with hotel/event facility
- Design newspaper ad inviting the public to attend the event
- Contact newspaper advertising department and develop ads to promote the event (ask for special ad rates or in-kind donation of ad space)
- Order flowers, corsages/boutonnieres for family members, event committee members special guests and volunteers

One month prior:

- Develop list of decorations needed to make facility festive
- Run newspaper ad encouraging public attendance
- Pick up Family Of The Year award (check for errors, misspellings)
- Purchase other gifts to provide to special guests and volunteers, emcee, etc.
- Organize all items to be given away at raffle drawing

Two weeks prior:

- Confirm hotel reservation, date and time of event
- Confirm caterer and menu and provide final headcount
- Contact master of ceremony and confirm attendance
- Send news release about event to area news media
- Run newspaper ad encouraging public attendance
- Coordinate transportation to pick up Family Of The Year members and drive them to hotel/event location

One week prior:

- Meet with staff and volunteers to review to-do lists and make last minute assignments
- Finalize guest list count to make sure adequate "supplies" will be on hand
- Provide final head count to caterer
- Run newspaper ad encouraging public attendance

SPECIAL EVENT #52: Family of the Year Luncheon (continued)

One week prior (continued):

- Confirm flower order and delivery

One day prior:

- Decorate the luncheon facility and set up head table and podium
- Set up welcome table with nametags, information about the organization and donor envelopes
- Display raffle items
- Pick up Family Of The Year family members at airport as needed

Day of:

- Assist caterer with set up
- Welcome guests, hand out programs and nametags
- Have guest speaker present opening remarks
- Serve luncheon
- Show video production about Family Of The Year
- Introduce Family Of The Year winner and present award
- Conduct raffle
- Thank everyone for attending

Follow up:

- Prepare cost analysis
- Report revenue results of the Family Of The Year event to the board
- Send thank yous to volunteers, board members and those who purchased tickets and attended the event



Family of the Year Nomination Form

Family nominated

Name: _____ Address: _____
Home phone: () _____ Work phone: () _____

Volunteer affiliations of family

Family member names	Name of nonprofit	Length of volunteer service
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Describe the family's area of service to women, men and their families. Be sure to comment on quality of service.

What has been the impact of the family's activities on the quality of life in the community and in the organizations served by the family members? Please be specific about why you consider this family outstanding in volunteerism.

Additional comments, information and/or biographical data that you believe would be helpful to the committee in evaluating the contributions of the family you have nominated. If necessary, attach resumes or clippings to nomination form.

Nominator

Please list the name of the person or nonprofit making this nomination.

Name: _____

Address: _____

Home phone: (____) _____ Work phone: (____) _____

Nominating organization (if applicable): _____

Address: _____

Contact person: _____

Phone: (____) _____

Additional reference

Please list the name of another person or nonprofit familiar with the accomplishments of the nominated family. No relatives, please.

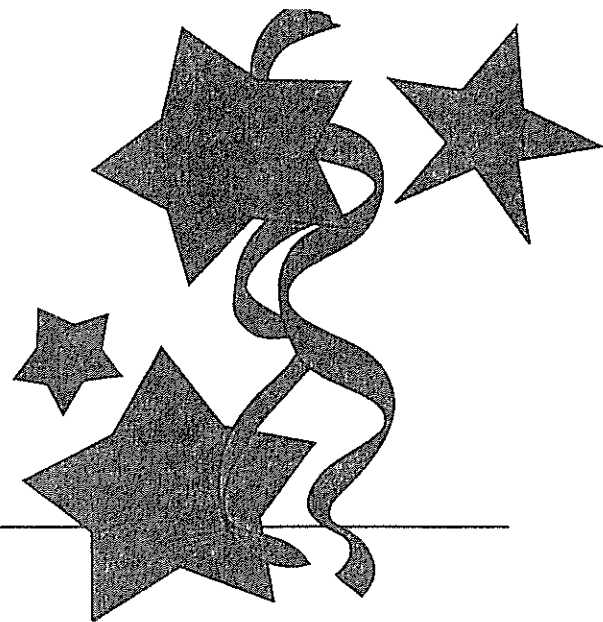
Name of nonprofit: _____

Address: _____

Home phone: (____) _____ Work phone: (____) _____

Complexity: High

Special Event #53: Field of Dreamers



Description: This event—a baseball game at a major league stadium—gives the public and people served by the organization a chance to play against former major league players. If you think you can't do this event, wait! Your organization could stage a similar contest with a minor league team or local media celebrities who are willing to take on the challenge.

Special features/attractions: The attraction of this event is the thrill of playing against major leaguers. Participants can choose from several giving options:

- ✓ General admission (eat hot dogs and watch the game) \$20
- ✓ Play against former baseball players (24 slots) \$1,000
- ✓ Sing national anthem (one slot) \$500
- ✓ Broadcast the game (two slots) \$500
- ✓ Umpire the game (four slots) \$300
- ✓ Batboy or batgirl (four slots) \$200
- ✓ Bench warmers (18 slots) \$100

Revenue raised: \$80,000. Proceeds from concession stand are donated to the organization, adding to its bottom line.

Estimated cost of hosting the event: \$20,000 to cover costs of invitations, postage,

rental of local stadium, cocktail party and other food.

Net funds from event: \$60,000.

Expenses covered or underwritten by sponsors/companies: \$5,000. The uniforms and T-shirts for event volunteers are supplied by the major league sports team. Positions in the field are underwritten as well.

Time needed to coordinate the event: Eight months.

Number of staff involved: Three. Staff members promote the event, make sure all positions are filled and assist with overall planning.

Number of volunteers involved: 45 to 50. Volunteers welcome and show guests to their seats. Before the event, they also recruit individuals to fill available positions or attend the event as general admission participants.

Nets \$60,000

Size of constituency needed to make the event successful: This organization sends invitations to its in-house mailing list of 4,600 contacts. In addition, the entire St. Louis area is made aware of the event through radio and TV advertising about the opportunity to play against former major leaguers.

Number of participants needed to make the event successful: 700.

Tips to maximize event effectiveness: Contact the sports team you want to work with early on to get its support. Solicit two high-profile professionals, like corporate CEOs or community leaders, who will sign up early and encourage other organizations to get involved in some way.

Pitfalls to avoid: Develop a planning calendar and stick to it. Think everything through carefully and work closely with the organization that you're going to play.

Additional information...

"We used the movie *Field of Dreams* as our theme," says a board member at Kids Under Twenty-One of St. Louis, Missouri. "The event involved a baseball game at Busch Stadium—home of the St. Louis Cardinals—and gave the public the opportunity to play

against some of the team's former stars."

Board members wanted the event—which was the only game at the stadium that day—to be educational as well as fun. So they enlisted the aid of teen volunteers who operate the organization's crisis hotline. The teens had an opportunity to explain their work to donors, while they took tickets, organized "players" and passed out hot dogs in the stands.

By offering the public a variety of giving options, the board was able to appeal to several income levels, from those who paid the \$20 general admission fee to those who could afford to donate \$1,000 and play on the field.

"The great thing about this event was that it wasn't a black-tie affair. It appealed to donors of all levels," says the board member.

Editor's Note: If you don't have a major league team in your backyard, what about an event with a minor league team or even semi-pro softball team?

Contact: Kids Under Twenty-One, 3910 Lindell Blvd., St. Louis, MO 63108; (314)652-3435.

Planning List

Eight months prior:

- Meet with board members to discuss event and develop a plan of action
- Contact sports team that you would like to partner with for the event
- Set date and time of event

Seven months prior:

- Set up committees to handle planning details and coordinate the event:
 - ✓ Concessions
 - ✓ Players and participants
 - ✓ General admission ticket sales
 - ✓ Entertainment and food
 - ✓ Invitation and programs
 - ✓ Publicity
- Talk with concession proprietors regarding donation of profits from all sales on the day of the game (get this in writing)
- Check with insurance carrier regarding liability issues

Six months prior:

- Analyze donor mailing list and print it on computer labels
- Write invitation letter asking potential participants to attend at some level

Five months prior:

- Obtain business advertising for events program
- Continue lining up participants and selling tickets

Four months prior:

- Contact volunteers to work on the day of the event
- Develop list of volunteer assignments and distribute
- Find a volunteer who can videotape or photograph the event

Three months prior:

- Write and send release to news media announcing event and inviting the public to buy tickets both to participate and/or attend

Three months prior (continued):

- Design fliers and posters
- Decide where fliers and posters will be displayed
- Obtain bids for printed materials (seek in-kind printing services)
- Proof and make corrections
- Send final drafts of flier and poster to printer
- Write PSAs for radio and TV

Two months prior:

- Mail invitation letter to donors and other residents
- Follow up letter with phone calls encouraging attendance
- Complete all ticket sales of participatory slots
- Draft and send news release announcing "positions" filled by members of the public and which big-name players will participate
- Mail pregame party invitations to participants, retired players, etc.
- Write event program

One month prior:

- Distribute posters and fliers
- Distribute PSAs to TV and radio stations
- Send news release to newspaper with feature story ideas
- Get bids to print program (solicit in-kind printing services)
- Send program to printer
- Send information to participants, sports team, etc.
- Train volunteers
- Plan for postgame party

One day prior:

- Send media alert reminding editors to cover event
- Contact all volunteers as reminder of when and where they need to be

Day of:

- Set up postgame party area
- Hand out uniforms to players and T-shirts to volunteers
- Help news reporters find individuals to interview

SPECIAL EVENT #53: Field of Dreamers (continued)

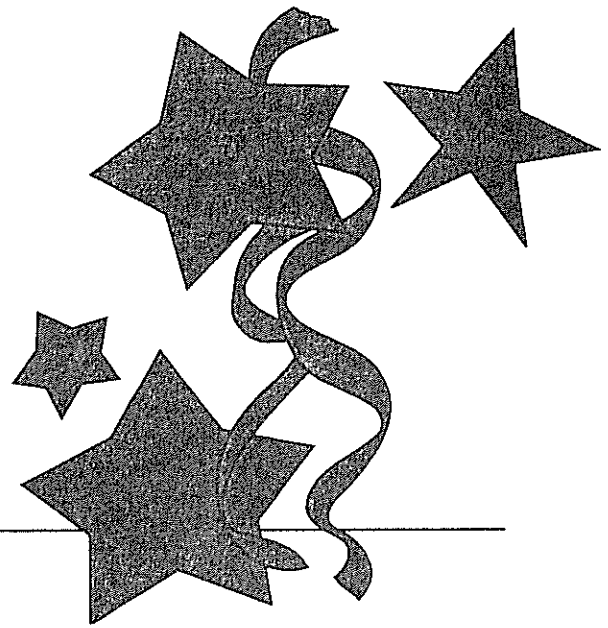
Day of (continued):

- Play ball!

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to sponsors, participants, committee members and volunteers

Complexity: High



Special Event #54: Fashion Show

Description: Board members organize a fashion show in partnership with Saks Fifth Avenue. Twenty-five tables that seat 10 people each are sold to “sponsors” for \$1,000 a table. Individuals can buy seats for \$100.

Special features/attractions: A high-caliber fashion show served as the main attraction. A celebrity hostess from a regional TV news program, who happened to serve on the board, chaired the event and drew lots of attention to it.

Revenue raised: \$30,000 from ticket and table sales.

Estimated cost of hosting the event: \$6,100. The major expense the organization incurred was production costs to set up the runway for the style show.

Net funds from event: \$23,900.

Expenses covered or underwritten by sponsors/companies: The hotel donated its ballroom, catering services and food. Saks donated the use of its clothes and the professional models to wear them. Centerpieces were donated by a local floral shop. Printing costs for invitations and programs were offset

by advertisements that were sold and placed in the event program.

Time needed to coordinate the event: 12 months.

Number of staff involved: One. The staff member helped board members coordinate sales of tables and tickets to the style show and worked with a board member (a previous Saks employee) to get the department store to contribute its clothes for the fashion show.

Number of volunteers involved: Volunteers did most of the planning, decorating, production of the fashion show booklet and ticket sales. All board members were involved in selling sponsorship tables and tickets for the event.

Size of constituency needed to make the event successful: 25,000.

Number of participants needed to make the event successful: 250.

Nets \$23,900

Tips to maximize event effectiveness: Get the support of a high-profile professional in the community, like a CEO or media celebrity. This person can prove beneficial in making contacts with the hotel, department store and other companies or contacts to support the event.

Pitfalls to avoid: Failure to sell all the available seats. Each seat must be sold for the event to be a total success. An empty seat means \$100 in lost revenue.

Additional information...

The community that this organization serves recently showed its support for the organization. The organization hosted a fashion show, which sold out and netted \$30,000.

“About a year ago, we held a dinner for board members to discuss potential fund raisers,” says a board member. “At the dinner, I presented my idea to host an exclusive fashion show. I asked board members to support the event and help where they could. Before the evening was over, I had sponsors for some

of the tables and a committee chairperson!”

The planning of the event was shared by the board members and volunteers. One board member, a news show co-anchor at a local television station, agreed to use her professional contacts. With her assistance, a hotel donated its ballroom and catering services for the event.

A member of one of the families the organization had helped in the past worked at Saks Avenue and used her connections there to get the retailer to provide clothing for the fashion show. Centerpieces and flowers were also donated, giving the event a festive atmosphere.

“The evening was a tremendous success—everyone left with a great feeling because he or she had contributed to support such a worthy cause,” says the board member.

Contact: Hospice Caring, Inc., 707 Conservation Lane, Suite 100, Gaithersburg, MD 20878; (301)869-4673.

Planning List

12 months prior:

- Meet with board members to discuss event and develop a plan of action
- Recruit a small committee of four or five people to coordinate the event and sell booklet advertising
- Meet with hotel(s) to solicit sponsorship for the room and luncheon
- Set date and book the hotel or location of event

11 months prior:

- Meet with department store representatives to work out details for fashion show and determine production costs

10 months prior:

- Meet with florist to arrange for centerpieces and table decorations (seek in-kind donations)

Six months prior:

- Develop a list of potential businesses in the area that should be asked to advertise in the event program
- Begin selling advertising space in the fashion show program/booklet
- Invite board members, staff members and volunteers to help develop a list of major sponsors or individuals who will buy tables or tickets to the event

Five months prior:

- Begin selling tables and individual tickets
- Write a publicity plan to promote the event
 - ✓ Develop a media list
 - ✓ Set dates for press releases and media alerts to get event news coverage
 - ✓ Contact media to discuss possible feature stories and coverage for the event

Four months prior:

- Continue to sell tables, tickets and advertising

SPECIAL EVENT #54: Fashion Show (continued)

Four months prior (continued):

- Meet with hotel catering service to discuss and set luncheon menu and backstage food service for models and volunteers
- Make room arrangements if needed
- Continue selling advertising for event program to area businesses

Three months prior:

- Oversee publicity and ticket sales (meet regularly with volunteers to update sales efforts and list of potential attendees)
- Contact media via a press release announcing date, time, location of event
- Design tickets and program and get bids to print these materials (seek in-kind printing services)
- Print program and tickets
- Start soliciting businesses for door prizes to be awarded at event

Two months prior:

- Confirm details of event and fashions with department store
- Begin mailing tickets to those who have purchased tables or tickets to date (continue distributing tickets as they are sold)

One month prior:

- Proof event program and finalize printing arrangements
- Arrange for sale of remaining tables and tickets
- Confirm centerpieces and other decorations with floral shop
- Meet with assignment editors to arrange for interviews and other news coverage planned for the event
- Meet with board and volunteers to review ticket sales, projected expenses and projected net revenue; develop plan to sell all remaining seats to the event
- Meet with hotel catering and department store reps to finalize show plans

Two weeks prior:

- Review booklet to check for errors and omissions
- Work with board chairperson to prepare brief remarks of thanks
- Review publicity scheduled for the event

SPECIAL EVENT #54: Fashion Show (continued)

One week prior:

- Set and review volunteer assignments with appropriate individuals
- Finalize guest list and seating assignments and distribute to volunteers who will help at the event

One day prior:

- Send media alert to all assignment editors reminding them of event
- Help decorate location, set up runway and signs directing guests to the appropriate location
- Arrange with hotel staff for light background music

Day of:

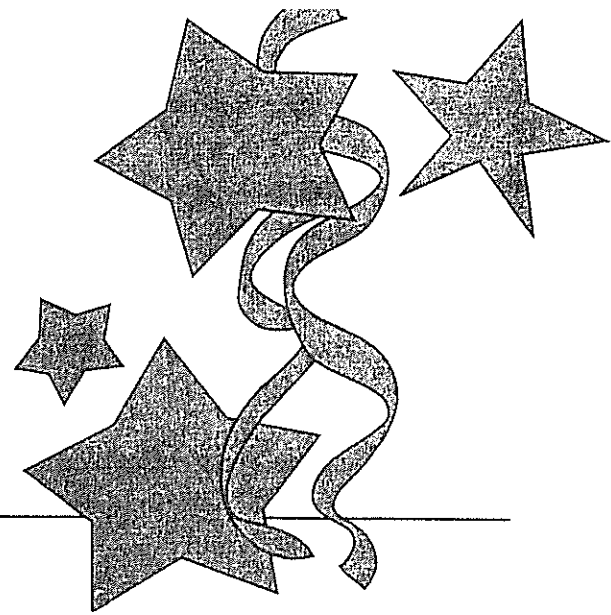
- Check backstage area and changing room to make sure refreshments are on hand for volunteers and models
- Place sponsorship signs on tables
- Set up welcome table to greet guests and direct them to tables
- Conduct luncheon and fashion show
- Thank guests for support

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to sponsors, participants, committee members and volunteers

Complexity: High

Special Event #55: Festival of Trees



Description: This special event has a week-long agenda that involves many side activities. The main event is a Christmas tree sale. Businesses and individuals can buy one of many decorated Christmas trees. They can then opt to keep the tree, donate it to their favorite charity or return it to the organization to be auctioned off. The Festival of Trees is open to the public, which can buy tickets to view the decorated trees before the sale and auction.

Special features/attractions: Activities are scheduled throughout the week, including an opening day gala, a community day, Thanksgiving Day, children's day and family day. Each day features entertainment, baked goods, quilting exhibits, cookie decorating for the kids, etc.

Revenue raised: \$132,000 from the tree and ticket sales.

Estimated cost of hosting the event: \$53,000. This covers expenses of decorating the trees and pays for supplies and materials needed to conduct the various activities during the week.

Net funds from event: \$79,000.

Expenses covered or underwritten by sponsors/companies: \$27,000. Five major underwriters help offset expenses. Current sponsorships pay for tree decorations and cover other costs like printing materials.

Time needed to coordinate the event: 10 months.

Number of staff: One. The staff member helps organize the volunteer group that does the majority of the work and serves as a support person for things like publicity, contacts with tree suppliers and making lists available to solicit business involvement.

Number of volunteers who help: 1,000 volunteers help throughout the planning process, developing themes for tree decoration and planning activities for the week. During the event, volunteers work in shifts of 28 every three hours to staff the civic center where the Festival is held, build props, entertain, etc. They also deliver trees after the auction.

Nets \$79,000

Size of constituency needed to make the event successful: 100,000 (the entire community).

Number of participants needed to make the event successful: 12,000.

Tips to maximize event effectiveness: Keep communications open, involve everyone in the planning process and have fun! Also assign specific staff members who will support volunteers when they have questions.

Pitfalls to avoid: Set a budget and stick to it. People involved in the event must be held accountable for their budget. Analyze bills and contact businesses when you feel there is a mistake.

Additional information...

“We wanted to do a special event that would raise funds and educate the community about our organization at the same time,” the director of development at Hiawatha Homes Foundation (Rochester, MN) explains. “The Festival of Trees fit the goals our board had set—raise public awareness, gain visibility and get community involvement.”

Board members ask businesses to underwrite the purchase of artificial Christmas trees. At an opening-night gala, the businesses select a tree by lottery. They can keep the tree, donate it to a favorite charity or return it to the organization to be auctioned off.

During the week, the trees are on display indoors at the local civic center, which is decorated and transformed into a winter wonderland. Everyone in the community is

invited to buy tickets (\$4 for adults, \$2 for children) to see the Festival of Trees on display.

Additional funds are raised through the organization’s gift boutique and holiday cafe, auction items, raffle and friendship ornaments. “Last year, we auctioned items like children’s playhouses, dessert for a month at a bakery and an Italian dinner prepared in the winner’s home,” says the director of development.

“One playhouse was auctioned for \$3,200. The buyer then donated the playhouse back to us, and it was re-auctioned for another \$3,100!

“The friendship ornament is for those who donate \$100 to \$599 to the event. They receive a commemorative ornament with their name engraved on it. The ornaments are prominently displayed on one tree at the festival. When the tree is auctioned, the total reaches \$12,000 to \$13,000!”

The festival, now in its 11th year, more than meets its original goals. “When businesses want to reinvest in the community, we’re the charity they immediately think of,” the director of development says. “And because everybody now knows who we are and associates us with the festival, it’s easier for board members to get individual contributions!”

Editor’s Note: The director of development said she first saw this type of festival in another state and thought it would be good for her organization. In finding out more about the festival, she discovered there is a Festival

SPECIAL EVENT #55: Festival of Trees (continued)

Of Trees International committee that meets once a year in January. The committee assisted her in setting up the first festival.

For the conference roster or more information about the International Festival of Trees, contact Carole Ann Hill, Ball Memorial

Hospital, 2401 West University Avenue, Muncie, IN 47303-3439; (317)747-3439.

Contact: Hiawatha Homes Foundation, 1820 South Valkyrie N.W., Rochester, MN 55901; (507)289-8683.

Planning List

10 months prior:

- Meet with board members to discuss event and develop a plan of action
- Attend the International Festival of Trees conference (January)
- Obtain a list of wholesalers to purchase trees from
- Order artificial trees from wholesaler

Nine months prior:

- Organize a designer committee to discuss who will decorate the trees
- Come up with guidelines for what the decorators can and can't do
- Begin to publicize the event, announcing tree order, planned location and other details as they become available

Eight months prior:

- Organize sales committee and discuss items that will be sold at the boutique
- Begin taking orders for trees
- Contact civic or community center to book event location

Seven months prior:

- Meet with all committee members and discuss activities for the event as a whole. Examples may include entertainment, decorations, other activities
- Solicit items for auction and raffle held during the event

Six to four months prior:

- Contact various entertainers to perform at the event
- Solicit volunteers to help during the week of the event
- Write up a volunteer assignment schedule and distribute to all
- Solicit volunteers to serve on the theme committee for the event
- Contact caterer and discuss menu for opening night gala (keep food simple, not a sit-down meal)

Three months prior:

- Solicit donors for friendship ornaments

SPECIAL EVENT #55: Festival of Trees (continued)

Three months prior (continued):

- Make signs for each tree with the underwriter's name prominently displayed
- Set schedule for entertainment at the event
- Send performance schedule to all performers
- Design posters and fliers promoting the event
- Write and design invitation
- Get printing bids for posters, fliers and invitations
- Order invitations for the opening night gala

Two months prior:

- Contact artificial tree wholesaler to verify date and time of delivery
- Begin writing the event program (include names of all volunteers, underwriters, tree decorators, etc.)
- Send invitations to opening night gala
- Order friendship ornaments

One month prior:

- Price and get boutique items ready
- Print program (solicit in-kind printing services)
- Send news release to media regarding event activities, planned entertainment, etc.
- Accept reservations for the opening night gala (give head count to caterer)

One week prior:

- Trees are delivered
- Decorate the trees

Week of event:

- Fax daily media alerts to assignment editors or call to advise them of specific activities scheduled for the day
- Hold event gala, auction, activities, etc.

Day after week-long event ends:

- Volunteers bag, sign for and deliver trees to purchasers

SPECIAL EVENT #55: Festival of Trees (continued)

Day after week-long event ends (continued):

- Write a news release thanking the community for its support

Follow up:

- Prepare cost analysis
- Report results of the event to board members
- Send "thank yous" to sponsors, participants, committee members and volunteers