

Mammoth Lakes Women's Club Event Guidelines

Events and fundraisers are a fun and important part of MLWC. It is important to prepare and be organized in order to offer a successful, low-stress event.

Per the by-laws of MLWC, a new event or fundraiser must be approved by the membership either through an email vote or a majority vote of members present at the business meeting. Any expenses the project may incur also need to be approved in advance. The Board may approve expenses up to \$250, and anything over \$250 requires a vote of membership). If the project is going to run over budget, a vote of membership is also required.

Each project should have a committee to plan and execute the event, with a chairperson nominated to lead the group. Within the committee there should be sub-committees or duties assigned to individuals. Examples of sub-committee could be ticketing, venue, sales, etc. Each event committee shall designate one person to act as the financial liaison with the Treasurer. This person communicates any financial needs to the Treasurer in advance, collects and controls the money at the event, and gives Treasurer any money to be deposited. Any gift certificates donated to the event should be given to the financial designate for tracking purposes and safe keeping. Any certificates leftover after the event shall be given to the Club Treasurer to keep for use at future events. If the committee has been approved money to spend by the club, the financial member of the committee should control the spending and ensure receipts are returned to the Treasurer for any money spent. A publicity person should also be selected to communicate with the Publicity Committee for any needs such as newspaper or radio advertising, website updates, and Facebook posts. It is important that the roles and duties of the individuals in the committee be well-defined, so all necessary duties are assigned with no one person having too much or too little responsibility.

The committee should hold regularly scheduled meetings to discuss the progress of the planning, and review what still needs to be completed. The chairperson should run the meeting and have a prepared agenda to keep the meeting on track.

Have a plan of execution for the day of the event. Leave plenty of time for set-up and decorating. Everything should be set and ready to go at least a half hour before the event.

Steps to a Successful Fundraising Event:

- 1) Purpose: Before doing anything else, you must decide what the purpose of your event is. Perhaps your organization may be hoping to raise money at the event, but the main function of the event is to gain publicity or reach out to new members. Many events have more than one goal.
- 2) Fundraising Goal: Decide what amount of money you plan to raise at the event. The amount you choose should be what you hope to net.
- 3) Budget: Every event plan should contain a budget listing all expenses that will be required to hold the event. Your budget should include: invitations, venue rental or fees, audio visual, entertainment, catering, advertising, and any other expenses required to

make the event a success. Your budget should take into account your fundraising goal if applicable, ensuring that you raise that amount above all expenses.

- 4) Leadership: The committee should have a chairperson who delegates the work to other people on the committee and ensures it is completed and communicated. The chairperson should not shoulder the majority of duties that needs to be done.
- 5) Target Audience: Determine the target audience for your event and what they will want to see at your event.
- 6) Planning: The event staff should plan the event well in advance. This set-up includes all of the particulars of the actual event: Where will it be? Will there be food? Will there be entertainment? What is the agenda? What advertising needs to be done? What is the set-up for the day of the event? Create a checklist of everything that needs to be done to prepare.
- 7) Marketing: The event should be aggressively marketed to your target audience. Draw up a marketing plan for the project. How do you want to get the word out—Facebook, posters, invitations, website, radio, tv, etc.
- 8) Sales: Have a procedure in place for making ticket sales if applicable or accepting donations for the event. Decide who will sell tickets, get the tickets printed, and organize the tracking of the ticket sales. Decide if you want to go out and solicit sponsors for the event. What would you like them to give and what will they receive for their sponsorship?
- 9) Practice: While you probably don't need a full run-through of your event, it is essential that everyone who is working the event know, ahead of time, what their responsibilities are, where they should be during the event, and how the event is going to flow.
- 10) Thank you: Make sure you thank both your donors and attendees as well the event volunteers.
- 11) Follow Up: Keep organized notes and records for future committees. Hold a post-meeting and talk about what worked and what could have been executed better.