

POLICY

The Poverello Center, Inc. hosts a variety of fundraisers and events and thoughtfully plans, prepares and executes events in an organized manner in time to produce successful events.

PROCEDURE

I. For major events generating an expected revenue of \$25,000 or more, Planning Includes:

Eight-Twelve months prior to the event:

1. Secure location and times of the venue.
2. Create sponsor deck outlining benefits of sponsorship.
3. Solicit deck to local and national business and organizations and secure sponsors
4. Apply for grants pertaining to event. (Macys, Wells Fargo, AHF)
5. Generate contracts for sponsors to keep on file
6. Generate marketing materials including sponsors
7. Secure kickoff events and locations, create marketing materials, create social media events and upload to Poverello.org

Six months prior to the event:

1. Launch peer to peer site
2. Form events committee and begin generating ideas
3. Send eblast to generate bowlers, with incentives to join. i.e. fundraising prizes, discounted registration
4. Send letters of ask for silent auction items

Three months prior to event:

1. Marketing materials should be in print, radio and social media
2. Begin recognizing leader board for fundraising.
3. Offer fundraising incentives or registration incentives
4. Kick off events should start
5. Events committee should be meeting once a month
6. Apply for Sun Sentinel Society Scene online
7. Event posters should be distributed

Two months prior to event:

1. Events committee should meet 2 times a month
2. Kick off events should be twice a month
3. Marketing materials on regular rotation
4. If approved for Sun Sentinel, plan photo shoot layout and date
5. Begin picking up silent auction and raffle prizes
6. Recognize top fundraisers
7. Order trophies
8. Order event shirts
9. Lane banners ordered
10. Order transportation to event
11. Schedule photographers for event photos and step and repeat
12. Order Helium and balloons

One month prior to event:

1. Marketing materials should be in a weekly rotation
2. Events committee should be meeting on weekly basis
3. Pick up all silent auction, raffle items and gift bag swag
4. Request volunteers for packing swag bags 1 week prior to event, volunteers for setup, 50/50, event staff and breakdown
5. Recognize fundraisers
6. Silent auction items created and framed
7. Prepare all supplies needed for event, example POS, Credit card swipe, extension cords, etc.
8. Weekly e-blasts

One week prior to event:

1. Swag bags should be filled
2. Lane assignments sent to ally
3. Lane banners delivered to ally with assignments
4. Ensure all silent auction items are completed
5. Confirm all volunteers personally

One Day prior to event:

1. Load all items needed to execute event into trucks

2. Final e-blast to confirm transportation, location, times and final push to fundraise

Day of event:

1. Arrive 3 hours prior to setup all aspects of event. Begin 50/50 and raffle items during registration.
2. Close silent auction 1 hour after event starts
3. Secure all payments for silent auction items
4. Breakdown
5. Awards Party 90 minutes after event.

Post event:

1. Thanks participants and sponsors in media, eblast and social media.
2. Congratulate top fundraisers, and bowling awards
3. Post photos of event
4. Send thank you letters to sponsors

- III. Smaller events timelines are flexible and meant to be actionable by the events committee without undue hardship from other major activities.

Approvals:

Signature:  Date: 6/2/19
Thomas S. Pietrogallo, MSW/LCSW, MBA
Chief Executive Officer

BOD Approved Date: Pending

Date Established: 2/22/17

Date Reviewed/Revised: 07.08.2017; 06.02.2019