



### General Services

- provide a working timeline for the event from inception through the submission of a final report of expenses and revenues
- provide a proposed budget and estimated revenue forecast
- schedule meetings with the appropriate liaison and/or committee members as needed
- oversee the production of all printed materials including a “save the date” piece, a printed invitation, and the evening’s printed program brochure
- oversee the mailing of the “save the date” piece and the invitation, including any personal notes the YOUR ORGANIZATION’s Board and committee members want to include
- negotiate all vendor fees (including costs for venue, printing, audio/visual services, etc.)
- hold a post event meeting to assess the event and all of its elements, as well as recommendations for future event(s)

### Creative Services

- develop an overall visual and thematic concept for the event
- develop all visual materials to reflect the concept. (The theme will be carried through all the printed and other visual elements of the event such as invitations, table and flower arrangements, signage, honoree awards, program brochure and if without the budget – video.)

### Fundraising

- develop fundraising plan/strategy for event, including target donor structure for corporations, foundations and individuals
- design the appropriate incentive package for above described corporate campaign

- strategize about appropriate targets for event leadership
- leadership and corporate campaigns.
- set up a money report system and circulating bi-weekly progress reports to YOUR ORGANIZATION's Planning Committee members regarding revenue and pledges analyze, coordinate and update YOUR ORGANIZATION's mailing list
- supplement YOUR ORGANIZATION's list with appropriate additions and other lists.
- work with YOUR ORGANIZATION to secure support of the honoree(s), presenters and MC by:
  - meeting with the honoree(s) to discuss his/their involvement in the event
  - working with the honorees' offices and representatives to be sure they are clear about expectations are regarding their participation. This includes:
    - securing their mailing lists
    - researching their lists as is needed
    - encouraging table purchases at the high end
    - discussing letter and/or note campaigns
    - attendance at the event
- continue throughout the campaign to sell as many tickets as possible
- work with YOUR ORGANIZATION to minimize comp tickets in order to keep the net income as high as possible (and reflecting the effort which has raised those funds).
- send invoices to all ticket pledges until one month after the event.
- assess ticket sales one month before event and making follow-up phone calls to invitees
- complete all required paperwork including:
  - approval of all bills received
  - invoices to all unpaid pledges (until one month after the event)
  - complete all IRS thank you's
  - final money report

## Program

- work with YOUR ORGANIZATION to design and develop the program for the evening which will include celebrity involvement, constituency participation and the honorees' involvement.
- work with YOUR ORGANIZATION to actualize the “look” for the evening including all visuals, i.e., flowers, signage, etc.
- negotiating and finalizing all aspects of the evening including:
  - cocktail reception
  - dinner service (if need be)
  - menu
  - wines
  - schedule issues
  - awards
  - gift bags
  
- work out site logistics including:
  - venue set ups and traffic flow
  - coordinating all technical and sound needs
  - rehearsal schedule (if desired) and technical set-up time
  - arranging for a production manager if the program warrants one
  - seating the dinner (if need be)
  - hiring a calligrapher to do escort and place cards
  - hiring a photographer
  - coordinating with a press relations person
  - logistics for all program participants (including transportation, accommodations, guests, etc.).
  - security
  - coordinating auction
  - write program/logistics outline for the evening.
  - set up and executing the event program