

## Fundraising Event Management – Sample Committee Member Memorandum of Understanding (MOU)

The following MOU can be adapted for use with fundraising committees or event-specific subcommittees. Not all headings may be required. Note that this does not take the place of legal advice; depending on the level of fiduciary responsibility you may wish to have your agreement vetted by a third party.

### *Memorandum of Understanding: Participation on the Gala Committee*

I, \_\_\_\_\_ agree that I have reviewed the information contained herein with the Board of \_\_\_\_\_ and am committing to serve on the gala committee as follows:

**Purpose:** the committee exists to organize and deliver the annual spring fundraising gala which takes place at the \_\_\_\_\_ on or around \_\_\_\_\_. The gala provides more than half the funding for the organization and is a critical part of their ability to fulfill their mission.

**Structure:** the committee has 10 members who are vetted by the Board of \_\_\_\_\_. Potential members are asked to provide a CV and a letter of intent to the Board who will then recommend them for a role on the committee. Provided the potential member is prepared for the role they are assigned, and reviews and signs these terms, they will be appointed to the committee.

**Membership:** all members except for the chair have one vote on decisions pertaining to the event, a majority is 5 or more people, and quorum for meetings is also 5 people.

### **Duties and responsibilities:**

- Chair – a non-voting role, responsible for organizing and running committee meetings; will receive progress updates from the remaining committee members and synthesize these into a monthly report that will accompany the treasurer’s statements and be provided to the staff and Board of \_\_\_\_\_; is responsible for attending the Board meetings for \_\_\_\_\_ and to represent the committee at these meetings.
- Treasurer – accounts for funds and cash flow; presents financial updates and records at each meeting by coordinating with the rest of the committee; makes recommendations on spending patterns based on statements and records from past years; receives receipts and invoices for reimbursement and coordinates repayment either themselves (under \$1000) or with the appropriate member of the staff of \_\_\_\_\_.
- Sponsorship (2 people) – responsible for relationship development with past and potential event sponsors and reaching sponsorship revenue targets; creates sponsorship kits with tiered levels of benefits; ensures sponsors are adequately recognized and commitments to them are fulfilled before, during, and after the event.
- Social media and website – runs the Facebook, twitter and Instagram accounts for the event and updates the dedicated webpage with event details including online ticket sale e-commerce.
- PR – makes connections with traditional press outlets in the community and beyond, prepares press kits and other necessary materials, conducts interviews and manages micro-events to generate press prior to event (e.g. photo opportunities with past beneficiaries), coordinates with sponsorship committee for recognition program.
- Event logistics (3 people) – responsible for working with vendors to secure venue rental, décor, F&B, entertainment and programming.

- Volunteer coordinator – responsible for recruitment, training, management, and recognition of event volunteers (typically 25-30 people for set-up, event staffing, and tear-down).
- Registration and ticket sales – works with the social media and PR team to ensure a sellout event (revenue goal: \$80,000).
- Silent auction – coordinates with sponsorship team, volunteer coordinators and other donor stakeholders to fill and run the event’s silent auction (fundraising goal: \$20,000).

**Internal support:** all members of this committee communicate with the staff of \_\_\_\_\_ via the committee chair; staff will be invited to meetings by the chair. As needed, connections will be made with the appropriate staff at the level that supports them in their role (e.g. social media representative of committee may email a social media calendar to the staff person responsible for marketing). Staff are to take the lead in all these connections – our role as a committee is to help make their jobs easier and ensure their talents are best utilized to support our event.

**Meetings:** take place on the first Thursday of the month from 7 to 9pm at \_\_\_\_\_ headquarters.

**Benefits of participating:** members will receive free hotel accommodations for the evening of the gala, one complimentary ticket, and be recognized on the stage at the event, on the event and organizational websites, and in a subsequent social media post. Note that while committee members attend the gala they are expected to be working before, during, and after the event to ensure its success; their guests should be apprised that they will be primarily unavailable for socializing during the event.

**Terms of office:** these are for two years as follows – Chair, Sponsorship (one person), PR, event logistics (two people) and silent auction seats are filled on even years (e.g. in 2020, 2022, etc); the remaining roles on odd years. The Board will be reminded of upcoming vacancies three months in advance by the Chair of this committee.

**Decision-making and authority:** members of this committee have the right to make decisions under \$1000, all remaining decisions must be approved by the board (via a recommendation by the treasurer and chair).

**Finances and committee budget:** the annual budget for this event is \$50,000, \$25,000 of which is raised in sponsorship. The event’s fundraising goal is \$100,000 (\$80,000 in ticket sales, \$20,000 in auction receipts). The event carries forward \$5000 each year as a contingency fund. Net contribution to \_\_\_\_\_ is approximately \$70,000.

**Fundraising activities:** each member of the committee is expected to contribute to the event by selling tickets, promoting the event through their own social and in-person networks, and to facilitate the work of the sponsorship team by making connections wherever possible.

**Qualifications/experience:** it is expected that members recommended for roles provide a CV outlining their experience and qualifications pertaining to that role to the board. Provided the board sees a sufficient match, they will be asked to join the committee.

**Ethical behavior:** board members are expected to participate in good faith – this includes not missing more than two meetings per calendar year; declaring any potential conflicts of interest in a timely manner; and providing accurate and realistic progress updates on their work to the chair in a proactive way no later than 24 hours before each monthly meeting.

**I understand that failure to comply and/or perform as outlined here will result in my being asked to leave the committee.**

Signed,

\_\_\_\_\_

Date: \_\_\_\_\_

Witnessed by board member:

\_\_\_\_\_

Date: \_\_\_\_\_