



Fundraising Event Management

with Michelle French

Successfully Utilizing a Committee



Thank you



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Passive Committees



Highly Engaged Committees



Committee Roles

Committee Member: The Worker Bee

1. Evaluated by: what tasks they can accomplish
2. Characteristics:
 - Hard worker
 - Driven for your cause
 - Determined
 - Not afraid to ask for participation
 - Willing to walk into establishments to ask for a donation



Committee Member: Skilled

1. Evaluated by: what professional skills they can apply to your event
2. Characteristics:
 - Detail Oriented
 - Driven for your cause
 - Can work with deadlines



Auction Committee Member: The Connector

1. Evaluated by: results they produce
2. Characteristics:
 - Has a wealthy group of friends
 - Influential business person
 - Aggressive / Outgoing
 - Well connected in your community
 - Is not afraid to ask on behalf of your organization



Committee Member: The Worker Bee

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 - Hard worker
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Task Force Assigning Roles

Task Force	Assigned Roles
Task Force 1	Chairperson, Secretary, Treasurer, Public Affairs, Fundraising, Membership, Education, Entertainment, Hospitality, Information, Logistics, Marketing, Operations, Planning, Research, Safety, Security, Signage, Special Events, Sponsorship, Technical Services, Transportation, Volunteer Management, Website Development, Writing
Task Force 2	Chairperson, Secretary, Treasurer, Public Affairs, Fundraising, Membership, Education, Entertainment, Hospitality, Information, Logistics, Marketing, Operations, Planning, Research, Safety, Security, Signage, Special Events, Sponsorship, Technical Services, Transportation, Volunteer Management, Website Development, Writing
Task Force 3	Chairperson, Secretary, Treasurer, Public Affairs, Fundraising, Membership, Education, Entertainment, Hospitality, Information, Logistics, Marketing, Operations, Planning, Research, Safety, Security, Signage, Special Events, Sponsorship, Technical Services, Transportation, Volunteer Management, Website Development, Writing
Task Force 4	Chairperson, Secretary, Treasurer, Public Affairs, Fundraising, Membership, Education, Entertainment, Hospitality, Information, Logistics, Marketing, Operations, Planning, Research, Safety, Security, Signage, Special Events, Sponsorship, Technical Services, Transportation, Volunteer Management, Website Development, Writing
Task Force 5	Chairperson, Secretary, Treasurer, Public Affairs, Fundraising, Membership, Education, Entertainment, Hospitality, Information, Logistics, Marketing, Operations, Planning, Research, Safety, Security, Signage, Special Events, Sponsorship, Technical Services, Transportation, Volunteer Management, Website Development, Writing

Formation of the Committee

- Host First Meeting
- Assign Roles and Sub-Committee Sign Up
- Encourage Sub-Committee Meetings



Formation of the Committee

1. Draft a Committee Commitment Letter
2. Host First Meeting
 - Assign Roles and Sub-Committee Sign Up
 - Encourage Sub-Committee Meetings
3. Financial Goals
 - Review the Financial Goals
 - Overall Fundraising
 - Attendance / Ticket Sales



Formation of the Committee

Draft a Committee Commitment Letter



← Commitment Letter

Why Use A Commitment Letter

Committee Recruitment

Why Use A Commitment Letter

Formation of the Committee

Draft a Committee Commitment Letter

Client Review Draft –

Name
Address
City, St zip

Dear Name:

On behalf of the Board of Directors of _____, I would like to invite you to serve as a volunteer on the 2014 _____ Committee. Next year's event will be held on _____ at the _____.

Your roles and responsibilities as a member of the Committee will be to:

- Working with the Board of Directors, Committee Members and staff, assume responsibility for the ultimate success of the _____ by way of inviting guests (selling tickets), tables and sponsorships.
- Review a compiled list of potential sponsors and attendees and assist in their personal contact, cultivation and solicitation of support.
- Make a commitment to attend the event.
- Attend scheduled, periodic Committee meetings as well as be available for arranged meetings with committee members and staff. Committee meetings are tentatively scheduled for the first Wednesday of the month beginning in November.

Members of the Event Committee will serve through the conclusion of the event wrap up in _____.

Your support and guidance will be key to the success of the _____, and we very much hope that you will consider serving on this exciting Committee. I will call you within the week to respond to any questions you may have, and encourage your acceptance of this Committee position.

Thank you for your support of _____.

Best regards,



Commitment Letter

Formation of the Committee

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Task Force Assigning Roles

Member:	Responsibilities:
	Sponsorship acquisition -\$50,000 Goal -Assign outreach to past sponsors -Assign outreach to target list sponsors
	In-Kind Sponsorship acquisition -water sponsor
	Attendee Acquisition -personal notes
	Marketing & Media Logistics
	Contact for elected officials
	Keeping track of revenue and expenses Providing board updates
	Volunteer Recruitment (event day of) Pam – Band contact for entertainment
	Entertainment
Event Chair	General oversight, periodic updates
Event Vice Chair	Assist Event Chair as needed

Formation of the Committee

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17.

A Tale of Two Committees



Leadership

- Accountability
- Communication
- Empowerment
- Integrity
- Vision
- Passion
- Principles

Tips for Managing Committee Member Personalities

"The whole is greater than the sum of its parts."
- Aristotle

- If someone takes the floor, or has an "opener"
- Start 10 Minutes
- Strong Committee Chair
- Written Agenda

Formation of the Committee

- Tasking - Successful Committee
- Develop Team Role
- Roles
- Communicate with the Sub-Committee
- Hold them accountable

Committee Meetings

- High Level Meeting
- Agenda Review
- Start 10
- Financial Goal Review
- Collaborative Session
- Commitments

Tips for Managing Committee Deliverables

- Sub-Committee Structure
- Clear Focus
- Follow up
- Support
- Ability to be Flexible

A TALE OF TWO CITIES

Committees



A word cloud centered on the word "Leadership". The word "Leadership" is the largest and is written in black. Surrounding it are several other words in various colors and orientations:

- Appreciation (purple)
- Strategy (orange)
- Humility (light blue)
- Commitment (green)
- Responsibility (red)
- Listening (dark blue, vertical)
- Integrity (red, vertical)
- Honest (blue)
- Communication (light blue)
- Values (blue)
- Purpose (green)
- Determination (red)
- Passion (orange)
- Principles (purple)

Formation of the Committee

- Leadership = Successful Committee
- Remind them WHY
- Roles
- Communicate with the Sub-Committees
- Hold them accountable

Committee Meetings

- High Level Meeting
- Area Reviews
- Task List
- Financial Goal Review
- Celebrate Success
- Commitments

Tips for Managing Committee Deliverables

- Sub-Committee Structure
- Clear Focus
- Follow-up
- Support
- Ability to be Flexible

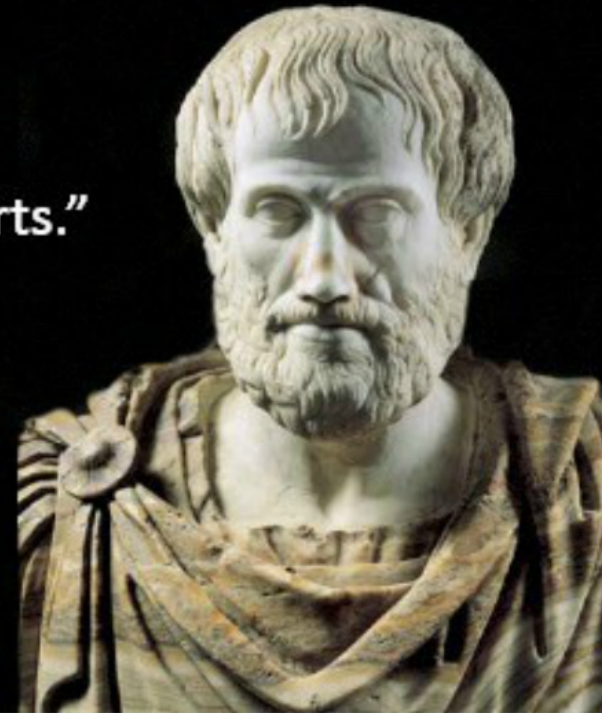
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- Level 10 Meeting
- Strong Committee Chair
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