

***Creating Spectacular Special Events for High Impact!***

**Laurie J. Earp, Earp Events & Fundraising**

**WHAT IS AN EVENT?**

**Define an Event for your Organization.** What might it look like, and who would you like to have there?

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**What are the Goals for Your Event:** keeping in mind net \$ (what does the budget look like), # of attendees, and the principals being shared today of Interdependence, Interconnection, and Transnationalism?

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**Who do you want at the table:** to help with the planning and execution of the event (staff, board, volunteers, organizational partners, consultant(s), etc.), and to be in attendance at the event?

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**What is your Timeline?** Is there a banner year celebration? A retirement? An unveiling of a new campaign or program? Other?

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**What will make your Event Unique?** Messaging? Theme?

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**Other?**

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Your Event  
Budget and Goals  
(preliminary as of 3/26/2012)

<b>Goals: \$X Net</b>						
<b>To have Y attendees</b>						
<b>How to Achieve Goals:</b>						
					<u>Projected</u>	<u>Actual</u>
<b>Sponsorships:</b>						
		\$25,000				
		\$15,000				
	1	\$10,000	\$10,000			
	3	\$5,000	\$15,000			
	5	\$2,500	\$10,000			
	6	\$1,500	\$9,000			
	6	\$500	\$3,000			
	5	\$250	\$1,250			
			\$48,250		<b>\$48,250</b>	
<b>Ad Sales:</b>						
	4	Full Page	\$750	\$3,000		
	8	1/2 Page	\$350	\$2,800		
	8	1/4 Page	\$175	\$1,400		
	10	Listing	\$50	\$500		
				\$7,700		<b>\$7,700</b>
<b>Ticket Sales:</b>						
	75	\$125	\$9,375			<b>\$9,375</b>
<b>Donations:</b>						
						<b>\$1,500</b>
<b>Signature Drink:</b>						
						<b>\$2,000</b>
<b>Auction:</b>						
						<b>\$7,000</b>
<b>Projected Gross Income:</b>						
						<b>\$75,825</b>
<b>Expenses:</b>						
				<b>Projected</b>	<b>Actual</b>	
				\$1,200		
				\$500		
		\$40	300	\$12,000		
				inc. above		
				\$2,000		
				\$200		
				\$700		
				\$350		
				\$270		
				\$500		
			2,000 cour	\$2,300		
				\$1,250		
				\$750		
				\$350		
				\$550		
				?		
				?		

Your Event  
Budget and Goals  
(preliminary as of 3/26/2012)

<b>Expenses:</b>			<b>Projected</b>	<b>Actual</b>		
Decorations (Flowers, etc.)			\$500			
Miscellaneous:			\$750			
Pre-event solicitation letters						
Signage						
Nametags (purchase & production)						
Silent auction materials & set-up						
I-Pod						
Post-event "stuff"						
Wine			\$700			
Award Presentation			\$400			
Entertainment			\$1,500			
Add. Staffing			\$1,500			
Sound & Lighting			\$1,000			
Video Presentation			?			
Photographer			\$450			
<b>EXPENSES:</b>			<b>\$29,720</b>			
			<u>projected</u>	<u>actual</u>		
<b>Gross Income:</b>			<b>\$75,825</b>			
<b>Expenses:</b>			<b>(\$29,720)</b>			
<b>Net Income:</b>			<b>\$46,105</b>			

Fabulous Organization's Annual Event  
**Timeline**

<b>Date</b>	<b>Category</b>	<b>Item</b>	<b>To be Done by</b>	<b>Check Needed?</b>	<b>Status</b>
ASAP	Outreach & Fundraising	List Compilation (for sponsors, ads, invitees, etc.)	Committee & Staff		
ASAP	Logistics	Committee Structure Agreed upon	Committee & Staff		
6 Months Out	Logistics	Theme Decided upon	Earp Events & Fundraising		
6 Months Out	Logistics	Secure Venue	Earp Events & Fundraising		
6 Months Out	Outreach & Fundraising	Confirm Honorees	Committee		
5 Months Out	Publicity	Save the Date Card designed & mailed	Earp Events & Fundraising		
5 Months Out	Outreach & Fundraising	Host Committee Members Targeted/Contacted/Confirmed	Committee		
5 Months Out	Publicity	Initial Invitation Design for Review	Earp Events & Fundraising		
5 Months Out	Logistics	Confirm Caterer	Earp Events & Fundraising		
5 Months Out	Logistics	Confirm Entertainment	Earp Events & Fundraising		
5 Months Out	Logistics	Solicit Potential Wine & other In-kind Donors	Earp Events & Fundraising		
5 Months Out	Outreach & Fundraising	Mailing List cleaned and ready for merging with request letters	Committee		
5 Months Out	Outreach & Fundraising	Initial Mailing of Sponsors/Ad Purchasers Request Letter	Earp Events & Fundraising		
5 Months Out	Outreach & Fundraising	follow-up calls begin to request letters	Earp Events & Fundraising		
4 Months Out	Logistics	Emcee decided upon and confirmed	Earp Events & Fundraising		
4 Months Out	Outreach & Fundraising	Follow up Phoning re Sponsorships/Ads continues	Earp Events & Fundraising		
4 Months Out	Logistics	Awards decided upon/awarded/commissioned	Earp Events & Fundraising		
3 Months Out	Logistics	Photographer/Videoographer secured	Earp Events & Fundraising		
3 Months Out	Publicity	Finalize Invitation & Ad book Cover Design & Text	Earp Events & Fundraising		
2 Months Out	Publicity	Invitation Text checked & goes to printer	Earp Events & Fundraising		
2 Months Out	Outreach & Fundraising	Mailing List "finalized" & forwarded to mailhouse	Committee & Earp Events & Fundraising		
2 Months Out	Accis. Payable	POSTAGE PURCHASED FOR INVITATIONS	Committee	yes	
2 Months Out	Accis. Payable	PAYMENT TO DESIGNER	Committee	yes	
2 Months Out	Publicity	Invitation to mailhouse	Earp Events & Fundraising		
2 Months Out	Publicity	Invitations mailed	Earp Events & Fundraising		
2 Months Out		DEADLINE FOR SPONSORS TO BE LISTED ON INVITATION			
2 Months Out	Logistics	Final menu, rentals & sound confirmed	Earp Events & Fundraising		
2 Months Out	Theme	Decorations decided upon (banners, flowers, etc.)	Earp Events & Fundraising		

Fabulous Organization's Annual Event  
**Timeline**

<b>Date</b>	<b>Category</b>	<b>Item</b>	<b>To be Done by</b>	<b>Check Needed?</b>	<b>Status</b>
1 Month Out		DEADLINE FOR TRIBUTE ADS & TEXT			
1 Month Out		DEADLINE FOR SPONSORS TO BE LISTED IN PROGRAM			
1 Month Out	Logistics	Draft of Evening Agenda	Earp Events & Fundraising		
2 Weeks Out	Logistics	Guests' Names Requested of Sponsors/Hosts	Earp Events & Fundraising		
2 Weeks Out	Logistics	Final script distributed to appropriate parties	Earp Events & Fundraising		
2 Weeks Out	Print	Programbook goes to print	Earp Events & Fundraising		
1 Week Out	Logistics	Seating (??)	Earp Events & Fundraising		
Day of	FUNI	THE EVENT!!!!	Everyone		
2 Weeks After	Outreach & Fundraising	Thank you letters to all contributors	Committee (?)		
post event Month 1	Logistics	Wrap-Up Meeting	Earp Events & Fundraising		
	Logistics	Planning Meeting for Next Year's Event	Committee		



**Year-Long  
Sponsorship  
Levels**

**Berkeley Food and Housing Project**  
*Enjoys a Year-Long Celebration of 40 Years to  
Continue Breaking the Cycle of Hunger & Homelessness*

Thursday March 21<sup>st</sup> – New Beginnings "Shower in the Shelter"

Sunday November 7, 2010 - Interfaith - "Housing & Food from the Pulpit"

Wednesday November 10, 2010 - Power Breakfast honoring X & Y

Friday November 12, 2010 - Community Celebration honoring  
CA State Senator Loni Hancock

**\*\*DEADLINE TO BE  
INCLUDED IN  
INVITATION:  
September 23, 2010**

**\*\*ARTWORK  
DEADLINE FOR  
PRINTED PROGRAM:  
November 4, 2010**

**For more information,  
please contact  
Earp Events & Fundraising  
at (510) 839-3100 or  
events@earpevents.com**

**www.bfhp.org**

**Lead • \$40,000**

Exclusive Sponsorship with Naming at all 40<sup>th</sup> Anniversary events \* 10 guests to Sunday Interfaith Event \* 10 guests to Power Breakfast \* 10 guests to Community Celebration \* Logo & link on website and in all Collateral and Enewsletters \* Cover page ad in program book \* Speaking Opportunity at All events

**Partner • \$25,000**

Sponsorship with Naming at all 40<sup>th</sup> Anniversary events \* 10 guests to Sunday Interfaith Event \* 8 guests to Power Breakfast \* 8 guests to Community Celebration \* Logo & link on website and in all Collateral and Enewsletters \* Full page ad with Best Placement in program book

**Advocate • \$10,000**

Sponsorship with Naming at all 40<sup>th</sup> Anniversary events \* 10 guests to Sunday Interfaith Event \* 6 guests to Power Breakfast \* 6 guests to Community Celebration \* Logo & link on website and in all Collateral and Enewsletters \* Full page ad in program book

**Friend • \$5,000**

Sponsorship with Naming at all 40<sup>th</sup> Anniversary events \* 10 guests to Sunday Interfaith Event \* 4 guests to Power Breakfast \* 4 guests to Community Celebration \* Logo & link on website and in all Collateral and Enewsletters \* Half page ad in program book

**YES!** We are delighted to sponsor BFHP's Year-Long Celebration of 40 Years to Continue Breaking the Cycle of Hunger & Homelessness!

Please accept our commitment for the amount of  \$40,000  \$25,000  \$10,000  \$5,000

Select one:

Check is enclosed. Please charge our contribution to:  VISA  M/C  Discover  American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_ \*CVC# \_\_\_\_\_

Cardholder Name (please print clearly): \_\_\_\_\_

Sponsor Name \_\_\_\_\_ Contact \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ FAX \_\_\_\_\_ E-mail \_\_\_\_\_

**Thank you!**

Your contribution is tax-deductible to the full extent of the law. BFHP's tax ID# is 94-2979073. Please make checks payable to BFHP and mail with this form to: BFHP, c/o Earp Events & Fundraising, 4200 Park Blvd., #128, Oakland, CA 94602, OR fax your commitment form to: (510) 839-3200. \*CVC is the 3-digit code on the back of the Visa, Mastercard, Discover or 4-digit code on front of American Express.



# Berkeley Food and Housing Project

## Celebrates 40 Years of

### Continuing to Break the Cycle of Hunger & Homelessness

Sunday November 7, 2010 - Interfaith Celebration

Wednesday November 10, 2010 - Power Breakfast honoring

**Bayer & Union Bank & Restaurants Unlimited Inc. dba Skates on the Bay**

Friday November 12, 2010 - Community Celebration honoring

**CA State Senator Loni Hancock**

### Tribute Book Reply Form

*Yes, I want to join in honoring BFHP – its work to break the cycle of hunger & homelessness AND the generous partnership of its honorees!*

### **By placing an ad in the 8.5" w x 11" h Event Tribute Book, you will:**

- Have an opportunity to Thank and Pay Tribute to BFHP and this year's honorees
- Receive publicity to our event attendees and supporters of local community, business, and elected leaders
- Be recognized in BFHP Newsletters and on the BFHP website – which receives **780 – 1,200+ unique hits** per month for an average visit time of at least 3 minutes

<b>Full Page</b>	<b>7.5" w x 10" h</b>	<b>\$1,000</b>
<b>Half Page</b>	<b>7.5" w x 5" h</b>	<b>\$ 600</b>
<b>Quarter Page</b>	<b>3.75" w x 5" h</b>	<b>\$ 300</b>
<b>Business Card</b>	<b>3.75" w x 2.5" h</b>	<b>\$ 100</b>

**Ad Specifications:** All advertisements need to be one-color (black/white) in camera-ready format or electronic on diskette formatted for MAC Photoshop or Illustrator as an .eps, .tif or .jpeg file (IBM-compatible also okay as .jpeg file.) Artwork may also be sent electronically to [events@earpevents.com](mailto:events@earpevents.com).

### **ARTWORK DEADLINE FOR PRINTED PROGRAM: November 4, 2010**

**I am pleased to purchase a \_\_\_\_\_ [size] Tribute Ad to honor BFHP and their honorees!**

Please accept my commitment for \$\_\_\_\_\_ for my ad.

1. My check made payable to "**BFHP**" is \_\_\_ Enclosed, OR \_\_\_ Will be forwarded under separate cover.

2. Please charge my credit card for the tribute ad:  VISA  M/C  Discover  American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_/\_\_\_\_ \*CVC# \_\_\_\_\_

Cardholder Name (please print clearly): \_\_\_\_\_

Contact Person \_\_\_\_\_ Organization Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Please check one: \_\_\_ I am enclosing my ad \_\_\_ I will be forwarding my ad under separate cover**

*For more event information, please contact Earp Events & Fundraising at 510-839-3100.*

**Thank you!** Your contribution is tax-deductible to the full extent of the law. BFHP's tax ID# is 94-2979073.

Please make checks payable to BFHP and mail with this form to: **BFHP, c/o Earp Events & Fundraising, 4200 Park Blvd., #128, Oakland, CA 94602**, OR fax your commitment form to: (510) 839-3200.

*\*CVC is the 3-digit code on the back of the Visa, Mastercard, Discover or 4-digit code on front of American Express.*

Event Planning Timeline			
		WHAT	WHO
SPRING			
	X	Reserve Soda Center for Event	
NOVEMBER			
	1	X Include Event in Monthly Alumni e-mail	
		X Confirm keynote speaker	
DECEMBER			
	1	X Include Event in Monthly Alumni e-mail	
		X Submit invitation text to College Communications	
		X Create event webpage & online registration	
		X Add event information to smcgaels.com	
		X Pull Invitation List	
		X Write Auction Solicitation Letter	
		X Create auction donation form	
		X Touch base with parent auction volunteer:	
		X Mail Sponsorship & Auction letters	
		X Book Auctioneer:	
		X Order mugs or another gift	
	21	X Save the Date event e-mail	
		X Independent Contractor Agreements - Auctioneer & Speaker	
JANUARY			
		X Include Event Information in Monthly Alumni e-mail	
		X Auction Solicitation Letter follow-up calls	
		X Prepare slideshow and/or video presentation	
		X Secure event wine & beer (used leftovers from Car Drawing)	
		X Submit AV request	
	23	X Event e-mail	
		X Confirm student workers for event	
		X Confirm person to do invocation & emcee	
		X Finalize Menu with Sodexo	
		X Prepare keynote speaker bio	
		X Request laptops for registration & auction checkout	
		X Schedule Event Photographer c/o Richard Kilwien	
		X Submit all necessary contracts & purchase orders	
		X Program content due to College Communications	
		Design and assemble centerpieces	
		X Prepare sponsor gifts	
FEBRUARY			
		X Include Event Information in Monthly Alumni e-mail	
		X Submit any work orders for moving supplies to Soda for event	
		X Player ID's to Sodexo	
		X Auction Item Deadline	
		X Write Auction Listing	
		X Prepare Auction Display Slides	
		X Auction Bid Sheets	
		X Make Bidder #'s/paddles	
		X Event e-mail	
		RSVP Deadline	
	15	X Confirmation e-mail with auction preview	
		X Raffle Display	
		X Table Assignments	
	19	X Final Headcount to Sodexo	
		X Nametags	
		X Touch base with Tod Fierner, photographer	
		X Print auction write-up	
	<b>22</b>	<b>Baseball Meet the Players</b>	
		<b>6 p.m. Cocktails &amp; Auction</b>	
		<b>7:30 p.m. Dinner &amp; Program</b>	
		Post event recap & photos	
		Auction Item Follow-up with bidders & donors	
		Sponsor, attendee & auction donor thank you letters	
		Letters for auction purchases over value	
		Prepare Soft Credit & Exp/Rev Reports for Business Office	
		List of Auction Items to Business Office for Sales Tax Calculation	
		Reserve Soda Center for 2013 Event	





## Event Briefing Document

<b>Date</b>	
<b>Time</b>	
<b>Venue</b>	
<b>Stakeholders</b>	(Who is invested in this event?)
<b>Attire</b>	
<b>Audience</b>	(Who is being invited?)
<b>Objectives:</b>	
<b>Message/Purpose</b>	
<b>Attendance</b>	
<b>Fundraising Goal</b>	
<b>Other Goals</b>	
<b>Background</b>	
<b>Talking Points</b>	
<b>Agenda/Timeline</b>	
<b>Guest Speakers</b>	
<b>Performers</b>	
<b>Audio/Visual Needs</b>	
<b>Photography / Video</b>	
<b>Staff</b>	Name, title and contact information
<b>Volunteers</b>	
<b>Event Contact</b>	
<b>Attachments</b>	RSVP list, driving directions, detailed agenda, event plan, etc.



**2014 President's Circle Dinner | *Event Evaluation***

	<b><i>Event Detail</i></b>	<b><i>Evaluation</i></b>
<b><i>Date</i></b>		
<b><i>Time</i></b>		
<b><i>Venue</i></b>		
<b><i>Stakeholders</i></b>		
<b><i>Attire</i></b>		
<b><i>Purpose</i></b>		
<b><i>Audience</i></b>		
<b><i>Attendance</i></b>		
<b><i>Program/ Timeline</i></b>		
<b><i>Guest Speakers</i></b>		
<b><i>Marketing</i></b>		
<b><i>Photography</i></b>		
<b><i>Audio/Video</i></b>		
<b><i>Performers</i></b>		
<b><i>Staffing</i></b>		
<b><i>Vendors of Note</i></b>		
<b><i>Final Budget</i></b>		
<b><i>Follow-Up Plan</i></b>		
<b><i>Key Learnings</i></b>		