

NEAT Planning Document
Annual Fundraising Event: Wine and Trees

*Template
for
Budget
Rights*

Second Draft Jan 24, 2012

CRITICAL PATH

January

- Organize committees
- Review challenges and successes of previous event

February

- Confirm location
- Prepare budget
- Prepare Marketing Plan
- Brainstorm new ideas and contacts

March

- Approve new plan and budget
- Recruit 5 more volunteers outside of Planning Committee
- Search for entertainment
- Design printing/publicity
- Decide on food/drink and source of food/drink and locate caterer

April

- virtually useless months for planning due to Trade Shows*
- Send letters of request for sponsors and auction items

May

- Follow up all letters and requests with personal visits
- First press release announcement
- Have tickets available
- Invite VIP's
- Suggest block tickets (table of 6 or 8) to companies
- Decorating committee decide on design/materials
- Confirm entertainment and what equipment required

June

- Finalize sponsors and auction item sources
- Sell tickets.

July/August *virtually useless months for organizing*

- Prepare printing and news articles
- Do article for Northern Groove by Aug 15

September

- Full press on publicity and news articles/do interviews
- Sell tickets
- Reconfirm entertainment and details of arrival/what is expected of them and confirm any equipment necessary
- Reconfirm food and details 2 weeks in advance
- Have all decorations prepared/tablecloths, etc. gathered 1 week in advance
- Gather all auction items to be complete 5 days in advance

Get programs and signs ready 5 days in advance

Anticipate **everything** that can be done BEFORE THE DAY OF THE EVENT

Day of Event:

Move into the venue

Decorate and set auction items/tables/signs/programs

Move in food/drinks/flowers....whatever

Make entertainment welcome and comfortable

CLEAN-UP

The Committee should make sure there are, at least, 6 people to clean up and no one leaves until everything is moved out and the doors are ready to be locked.

Back at the office

All borrowed materials and equipment must be returned within 1 week

All thank you letters with appropriate invoices/ receipts should be sent out within 1 week.

All finances should be accounted for and a full financial report on this event should be available within 2 weeks.

Committee members should have a short written report about what went right and what went wrong and recommendations for next year available within 2 weeks.

Everyone should pat themselves on the back and say thank you to their fellow committee people because you made it happen. Remember there are 3 kinds of people in this world: Those who make things happen, those who watch what happens and those who wonder what happened. You can put yourself into the first category—THANKS TO YOU ALL.



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