

# EVENT GUIDE

## HOSTING A SPECIAL EVENT FUNDRAISER

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This guide will help you through the process of preparing for and running a special event fundraiser to benefit the school(s) you connected with in the previous Tiers.

Simply follow the steps in order and refer to the Appendix for the necessary paperwork. You will want to begin planning your event approximately **six to twelve months** prior to the event date depending on its size. At minimum, the Collision Repair Education Foundation will need to be made aware of your event at least 90 days prior.

If you have any questions during the planning and hosting of your event, please contact Director of Grants Programs Melissa Marscin at 888.722.3787, Ext. 282.

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## Expectations and Guidelines

Hosting a special event takes a lot of time and resources. Therefore, it is highly recommended that you consider the pros and cons of putting on an event before beginning the process. Sometimes, you can find that simply asking companies for monetary donations can be just as beneficial and avoids the work involved with an event. This would be a great option if your group is not able to commit to the time involved in planning an event. See Tier III for more options on how to fundraise without holding a special event.

### BELOW IS AN OVERVIEW LIST OF THE EXPECTATIONS OF THE HOSTING COMMITTEE OR GROUP, AND THE EXPECTATIONS OF THE COLLISION REPAIR EDUCATION FOUNDATION FOR A SPECIAL EVENT.

#### The Committee/Group will be responsible for:

- Selecting a venue and the date/time of event
- Signing a contract with venue
- Creating a budget (must be submitted to the Foundation prior to booking the venue)
- Marketing of event
- Securing door/raffle prizes
  - **NOTE:** Only up to 10% of the gross event income may be spent on door/raffle prizes. It is recommended that the Committee seek out donations for the prizes.
  - For IRS documentation, all door/raffle prize winners must be documented on the Prize Receipt Form and turned into the Foundation
  - Committee members are not eligible for any of the door/raffle prizes unless they pay the full-priced admission fee
  - No cash prizes may be given away
  - If cash is collected through a raffle/drawing or auction, one Committee member must submit a check to the Foundation for the amount, and note in the "Memo" field what it is for.
- Filling out all forms and returning them to the Foundation

#### The Collision Repair Education Foundation will:

- Provide a down payment for the venue, if needed (*after appropriate paperwork is submitted*)
- Process reimbursement checks (*if all paperwork is submitted*)
- Distribute the event proceeds to the appropriate schools
- Track the Committee accomplishments on the Foundation's website

## Utilizing the Event Proceeds to Benefit Schools

Once your event is complete and all expenses are paid, the funds will be available to benefit your local schools. The Collision Repair Education Foundation will be responsible for distributing the funds.

A Committee has several options for utilizing their event proceeds:

- Collision School Support
- Collision Student Support
- Collision Repair Education Foundation general operating fund to support all school grants and scholarship efforts.

*More information and specifics about each item is available in Tier III.*

## Steps to Planning a Successful Event

### 1. Set Specific Goals

Before starting the planning process for a special event, it is important to determine the basic goals and expectations of the event, as this will drive how your event will look. Remember, big goals do not necessarily mean “raise a million dollars.” Smaller amounts can still help schools to obtain the tools, supplies and equipment they need to improve the quality of the education offered to collision students.

**Best Practice:** Although you might have initial ideas about what type of event you would like to host, utilize this planning section to determine if that type of event is really the best option for your group. For example, if your committee wants families to attend, a golf tournament might not be the best choice.

**USE THE QUESTIONS BELOW TO EXPLORE EVENT OPTIONS AND BY THE END OF THE SECTION, YOU WILL HAVE A DRAFT OUTLINE FOR YOUR EVENT.**

1. Proceeds:

- What school(s) will the proceeds benefit?
- How much money are you trying to raise?

2. Target Event Audience:

A. Adults/Kids/Teens B. Families C. Industry members D. General public

3. What type of event would you consider hosting?

A. Career/Job Fair B. Awareness Event C. Car Show D. Bowling Tournament E. Golf Tournament F. Gala

**Discuss** these points with other members in your committee. Once all committee members are in agreement, move on to the next section.

## 2. Designate an ‘Event Planning Sub-Committee’

An event planning sub-committee is a dedicated team that ensures the event is well-planned, achieves its proposed goals, and runs smoothly on the event day. The sub-committee usually consists of 5-6 people from the main group, although all members of the committee will participate to some extent in the preparation and execution of the event.

Each of the sub-committee roles below can be combined or separated depending on your event requirements and the experience of your members. Once you have finalized the role descriptions, select the committee member that best fits into each role and document the information in the form below or in a separate document.

**SEE APPENDIX, PAGE 38 – EVENT PLANNING SUB-COMMITTEE**

Once you determine the members of the sub-committee, determine the logistics of the group. For example, how often will the sub-committee meet? How often will the larger committee meet? It is recommended to meet at least once a month initially, and via email as much as necessary. More meetings might be required as the event gets closer.

The meetings can be used to discuss the overall planning of the event and update the group of any problems. Also, use the opportunity to get opinions and make group decisions on any major part of the event.

## 3. Determine Venue and Date Options

**Choosing a venue is one of the most important decisions for your event.** This will make the largest impression on your attendees and will set the tone for the day’s activities. It is important to find a venue that is appropriate, accommodating, and in your price point.

### Event date options

Before exploring venues, it is recommended to select possible event dates, as it would be a frustrating situation for all parties to find the perfect location, but not find a date that works.

**Best Practice:** If you are looking for the best rate, consider being flexible on your dates and consider off-peak seasons.

**IT IS RECOMMENDED TO SELECT THREE POSSIBLE EVENT DATES, TO ALLOW FOR FLEXIBILITY IN NEGOTIATING THE BEST RATE. CONSIDER THE FOLLOWING WHEN SELECTING YOUR DATES:**

1. Which best suits your audience?
  - Weekend:** A. Morning    B. Afternoon    C. Evening
  - Weekday:** A. Morning    B. Afternoon    C. Evening
2. Check calendars for conflicts:
  - Competing industry events
  - State/federal holidays
  - Cultural events like the Super Bowl, major awards show, etc.
  - Public/private school schedules
  - Religious holidays

**Research/Visit Potential Venues**

**Best Practice:** When researching event venues, remember that they will do much of the work for your event. Don't be afraid to let them know your needs and let them determine how they can help. These businesses deal with groups on a regular basis, so they have an idea of what works and what does not.

One very important point to keep in mind when selecting a venue is accessibility. No one wants to choose a venue that is too difficult to find, does not have ample parking, or cannot accommodate a group your size. If the venue is not convenient, attendees might consider not attending.

Your first step to finding a venue is to ask your committee members, friends, family members, etc. Someone might have played at a particular golf course or attended a fundraising event at a banquet hall that they recommend. The venue might not fit with your theme or price range, but it is recommended to explore all options. By visiting each of their websites and/or by calling, you are able to begin collecting pricing options. Be sure to mention those tentative dates so they can send you a personalized quote.

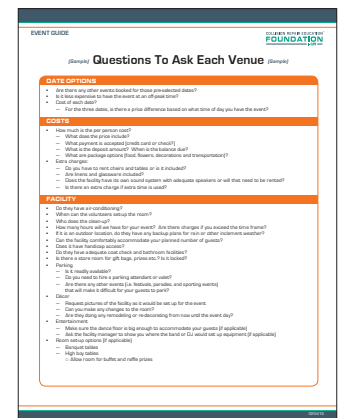
Another option is to check online. Usually by typing in something generic (for example, "Golf Courses in Chicago") you can get a list of possible venues ideas. The challenge with using online resources is that you don't have personal experience with the facility. However, you will still have the option to visit the facility in person. You could always check with event planners, view internet sites, read reviews or contact local convention centers if you have any questions on a particular facility.

Once you sort through your venues, sit down with your group and choose a few that stand out. Those will be the ones that you visit. When you arrange the visits, be sure to allow enough time in between each one. If you are rushing from one to the next, it can be confusing and frustrating.

**Below are tips on getting the most from your visits:**

- 1. Always make an appointment.** If you just show up, there might not be anyone available to show you around, or the person may not be the person with the most knowledge about functions at that venue. Most venues will have a planner or an event coordinator. Make an appointment with them well in advance and they will give you a tour and talk through your options.
- 2. Take a camera.** If you are visiting several venues, it is a good idea to bring a camera so that you can take pictures of the facility and share it with your group. This will also help you to remember what the facilities were like and the details. It will also help for all group members to see the facility even if they were unable to attend the visit.
- 3. Have a consistent list of questions to ask each venue.** Asking the same questions at each facility will give you a better idea of their similarities and differences, and it will also help you in making a decision.

*SEE APPENDIX, PAGE 39 – QUESTIONS TO ASK EACH VENUE*



**Food and Beverage**

The food and beverage may be arranged directly with the venue or it may involve hiring a caterer.

**CONSIDER THE FOLLOWING WHEN PLANNING YOUR MENU:**

1. Know your guest profile
  - Professional level of your guest
  - Frequency your guests attend similar events
  - Location where guests reside
  - Ethnic background of your guests
  
2. Select a menu that fits the event schedule
  - Box Lunches - Best if you have 30 minutes or are on the go
  - Plated Meals - Usually require at least 1.5 hours
  - Buffets - May be finished in about 1 hour
  - Cocktail Receptions - Minimum of 1 hour before dinner
  
3. Anticipate special needs
  - Food allergies
  - Religious requirements
  - Dietary restrictions

**After Visits**

After visiting your venues options, compare your notes and narrow down your options to three and share with your fellow committee members. The group should be able to come to an agreement about the best option.

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**CONGRATULATIONS!** You should now have enough information to make an informed decision on the *preferred venue* and *tentative date*. However *do NOT* sign any contracts until after you create your budget as you may need to eliminate/adjust anything that does not fit your budget.

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### 4. Budget

With your event type, date and venue tentatively determined, you now have enough details to create your budget. For details on the budget expenses and income, you will have to reference Steps 5-10, as it might involve research into different event details.

**EXPENSE WORKSHEET:** By going to the Collision Repair Education Foundation’s website, under “Get Involved,” you can download this budget into Excel and use it as a working document *[see example below]*.

If your numbers do not work, you will need to go back and cut/reduce expenses or consider changing location or event type.

Once your budget balances and you are near your financial goals, please meet with your Committee to discuss. At this point, you may notify the Collision Repair Education Foundation of your event in order to start a project fund. Please complete and turn in Fundraising Event Form located on page 42–43 in the Appendix of this Planning Guide and include a copy of the budget you created. At that time, you are able to sign the contract for the facility.

*(Sample)* **EXPENSE WORKSHEET** *(Sample)*

Event Site/Facility	
Rental fee	\$
Housekeeping	\$
Baggage handling	\$
Subtotal	

Food Services	
Food	\$
Beverages	\$
Bartender fees	\$
Corkage Fees	\$
Catering fees	\$
Equipment	\$
Tables/Chairs	\$
Supplies-Linens, China	\$
Glasses, utensils	\$
Labor/Staff	\$
Gratuities	\$
Subtotal	

Transportation/Parking	
Shuttle/Cabs	\$
Event transfers	\$
Parking	\$
Valet area	\$
Mileage reimbursement	\$
Car Rental	\$
Labor/Personnel	\$
Subtotal	

Utilities & Waste Management	
Restrooms	\$
Trash dumpsters	\$
Disposal service	\$
Setup crew	\$
Clean-up crew	\$

Décor expenses (if not included)	
Easels	\$
Centerpieces/Table Decor	\$
Flowers/Plants	\$
Candles	\$
Balloons	\$
Chair covers	\$
Props	\$
Labor	\$
Subtotal	

Audio-Visual	
Television monitors	\$
DVD players	\$
Cameras	\$
Overhead projectors	\$
Slide/films	\$
Sound system	\$
Walkie-Talkies	\$
Screens	\$
Podiums	\$
Microphones	\$
CD player	\$
Subtotal	

Rentals	
Heat/Air conditioning	\$
Furniture	\$
Tables	\$
Chairs	\$
Carpeting/flooring	\$
Props	\$
Tents/canopies	\$
Risers/Stage	\$

Total

## 5. Collecting Funds/Fundraising

With your event booked, you can now begin collecting money from sponsors and players/attendees. (Please note that the following criteria must be followed when collecting sponsorship and attendee funds.)

- Only checks will be accepted. The Education Foundation will not be able to accept credit cards, purchase orders, money orders, or international currency.
- All checks must be made out to the “Collision Repair Education Foundation” and the date/place of the event should be included in the memo.
- The Committee Account Manager must collect all checks. After the event, all checks need to be mailed to the Collision Repair Education Foundation in one envelope.
- All checks must be documented in the Accounting Spreadsheet (located on the website), which will need to be sent to the Collision Repair Education Foundation upon completion of the event.
- All checks and paperwork must be turned into the Foundation within 20 days of the event.
- After the paperwork is submitted, the Foundation will mail receipt letters to event sponsors.

**Best Practice:** In order to accommodate all financial levels, it is recommended to develop several levels of sponsorship packages that will meet your event goals and your sponsor goals.

Companies of committee members, local businesses, industry companies, event-type companies all make excellent sponsors. Remember, the more sponsors you have, the more profit you will make.

In order to make the sponsorship package as attractive as possible, it is recommended to determine sponsor benefits ahead of time, so something concrete can be presented to potential sponsors. Sponsor benefits can include:

- Company name in all advertising, PR efforts, promotional materials, etc.
- Players in event
- Display table at event
- Company literature to all attendees
- Presentation at awards ceremony
- List of attendees
- Signage throughout the event
- Company logo on gifts

**SEE APPENDIX, PAGE 40 –  
Requesting Sponsorship**

### In-Kind Donations

Products and service donations are always a great addition for a fundraising event. The items can be used for a silent auction, a raffle, or if enough items are available, they can be given away in a gift bag to all attendees. Ask local vendors/businesses for donations.

### IDEAS FOR IN-KIND DONATIONS

#### Services

- Babysitting; Car wash; Caterer; Dental whitening service; Hair stylist; House cleaning service; Lawn mowing; Limo rental; Music lessons
- Gift Certificates
- Restaurants; Spa; Resort/hotel; Airfare; Movie; Passes/tickets; Home appliances

#### High-end technology

- iPad; iPod; Laptop; Blu Ray player; Televisions

#### Luxury Items

- Trips; Cruises; Vacation homes; Art; Cars; Boats; Watches

#### Other prizes

- Jewelry; Celebrity items; Tools; Crafts; Food; Classes; Tours; Gift baskets; Backstage passes
- Memberships

**Keep track of the in-kind products you receive on the Committee Accounting Spreadsheet online. That form must be turned into the Foundation along with your event paperwork.**



## 6. Promoting and Marketing Your Event

### Save the Date

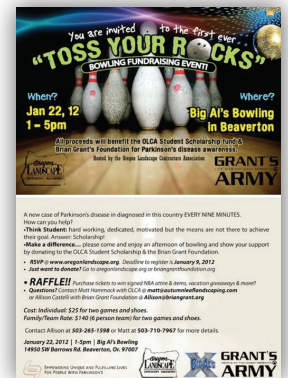
As soon as your event date is set, it is recommended to send out a “Save the Date” announcement so that attendees and sponsors can mark the date on their calendars. Something as simple as an email would let people know about the event and it would save money on printing costs so more funds can go to the cause.

### Create Event Brochure

To advertise the event, it is best to create a brochure. It can be a PDF document which can be emailed. There are great templates to download from Microsoft Publisher, or you can download one from the web.

In order to convey as much information as possible, the brochure should include the following information:

- Who is putting on the event
- Who is benefiting from the event
- What do the participants receive
- Where/When is the event being held
- Schedule of days activities
- Cost of attending
- How to register
- Sponsor packages/information



**Best Practice:** Remember to keep any marketing material short; a longer brochure is not always better! Use bullet points to break paragraphs into small, easy to read chunks.

Consider using multiple forms of marketing to advertise your event to sponsors and the public:

- Direct email to specific industries
- Facebook & Twitter
- Word-of-mouth
- Press release to local media

### Attendee Brochure/Registration Form

Attendees need to have some way to register for the event, and the group will need some way to collect the necessary information for the attendees. This form can be a simple Word document. **Please see Step #5 for more information on collecting checks.**

Some important information to gather would be player/attendee names, company, address, phone number, e-mail address, shirt size (if necessary), handicap/average score, and playing partners.

Also, be sure the form lists the contact information for someone in the group in case the attendee has any questions and information on how an attendee can pay for the event and who to make the check out to.

## Step #7 Arranging Gifts and Prizes

A great way to make your event more fun and enjoyable for guests is to offer gifts and prizes for contests as well as general attendee gifts for all guests. (More information about prizes are available in Step #5 under “In-Kind Donations”.)

It is highly recommended to get as many gifts and prizes donated as possible.

However, if some gifts and prizes need to be purchased, someone on the committee must pay for the items upon purchase and be reimbursed by the Foundation. In the paperwork available on the Foundation’s website, there is a reimbursement form to document all purchases that need to be reimbursed to committee members. Please submit that form along with your checks at the conclusion of the event.

**Best Practice:** Expenses for prizes should compromise **NO more than 10%** of your total budget. If prize expenses are above 10% the Collision Repair Education Foundation may not reimburse the full amount.

Committee members, staff, volunteers that do not pay entrance fees are **NOT** allowed to participate. This practice is in place to ensure a Committee never appears to personally benefit from the event, as this could jeopardize future sponsorships, relationships, and the status of the Collision Repair Education Foundation as a charitable organization.

### Trophies/Awards

Trophies and awards can be for first place, individual contests, etc. To save money and to get local involvement, consider having a local collision school design and build the trophy for your event or having a “trophy sponsor” to help cover the costs.

If you are having a golf event (or other sporting event), you have many options for games/contests to offer:

- 1st Place/2nd Place/Last Place Teams
- Long Drive Contests
- Closest to the Pin Contests
- Mulligans
- Gambling Hole
- Beat the Pro Contest
- Putting Contest

### Insurance for Contests

If you are considering a contest such as hole-in-one or putting, long drive, it is recommended that you purchase insurance for the contest. That way, you can offer a more expensive prize, and the cost is minimal to the group.

The money for the insurance will come out of your budget, so be sure to research the cost and include that in your original expense budget.

Many companies provide insurance, and here are some examples:

- US Hole in One ([www.holeinoneinsurance.com](http://www.holeinoneinsurance.com))
- National Hole-in-One Association ([www.hio.com](http://www.hio.com))

**Silent Auctions**

Silent auctions are a great way to raise additional funds for your cause. However, try to balance offering too many contests where attendees have to spend additional money; attendees can get upset when you charge for not only registration fees but also many different contests/prize auctions.

For a silent auction, follow the steps for Step #5 In-Kind donations. Also, try to put together packages (ie golf package, spa package) consisting of gift certificates, related products, etc as that makes a great presentation.

A silent auction usually involves setting out the prizes with a bid sheet for attendees to sign up as they find time during the event. The person with the highest bid gets the prize.

**Attendee Gifts**

It is not always necessary to provide attendees with gifts, but it is a nice gesture for the attendees to have a souvenir of the event. However, it is important to understand that every dollar spent on attendee gifts is less money going to the schools and students, so it is best to weigh the pros and cons of each item you give out.

**Best Practice:** When choosing attendee gifts, be sure to choose something that is useful to the individuals. Sometimes, it is better to go with one more expensive item rather than 10 smaller items.

Or consider a “souvenir item” for someone to take home as their attendee gift. For example, a frame with a photo of their golf team.

**Step #8 Planning for Other Event Details****Audio-Visual Equipment**

Audio-visual equipment can be an effective way to get your message across. Depending on where your event is held, AV media might be a great option during the entire event or just at the reception. Use the opportunity to highlight sponsors, attendees, volunteers and those benefiting from the event proceeds.

**Photography**

Photos are an easy and inexpensive way to document the event. They serve several different purposes:

- Individual team/group photos can be handed out to attendees to serve as a souvenir of the event
- Action or ambiance photos can be used in marketing material for future events, newsletters, or at the awards ceremony
- Photos of the individual, sponsored items can be sent to the sponsors to thank them for participating and encourage them to participate in future events.

### Signage and Recognition

Signage is a great way to recognize sponsors. It is also a great way to direct attendees on where to go and the agenda for the day. Consider spreading out signs so it is all over the venue rather than all at one location such as the registration desk. This way, everywhere the attendee goes, he/she sees some sort type of recognition.

Some examples of signage may include:

- Welcome sign/banner
- Sponsor thank-you sign/banner
- Contest signs (to be placed at individual contests)
- Registration sign (directing people where to go)

**Best Practice:** Make it easy to read and keep it consistent (font, logo, color scheme, theme). Do not settle for a few small signs; display big signs/banners everywhere, but avoid having the venue look too “cluttered” or distracting with all the signage. Make sure it promotes, not detracts from the event.

### Volunteer Coordination

Volunteers are an important part of the event, and everyone in the group is expected to help. Identify the parts of the event that need the most help, and determine how many volunteers are going to be needed for the event.

Some ideas for volunteer positions include:

- Registration Desk
- Greeter
- AV equipment
- Assist with emergencies
- Selling raffle tickets
- Monitor raffle table
- Clean-up
- Monitoring contest holes
- Photographer

Once you determine the amount of volunteers needed, ask your group and other interested parties who will be available to help. Match up the volunteers with the positions available, keeping in mind what the volunteer is comfortable doing.

**Best Practice:** Keep in mind that different jobs will require different amounts of people and for different time frames, so volunteers can serve in several different capacities. For example, a volunteer might be a greeter when guests arrive. However, after his/her initial duties are complete, the volunteer can be moved to a different job, for example, leading late arrivals to their place. Try to keep volunteers active and involved, so they are not sitting idle for too long—remember, this is their free time they are giving up to help the event!

### Confirm Number Attending

Each venue will differ in when they need the final count, so be sure to check with the venue to see the last possible date you can submit that information. Don't forget to also give the number count to the caterer, including any dietary requirements requested.

**Team/Tables**

Organizing the teams/tables is an important part of an event, as this could enhance or detract from the attendees' overall enjoyment. When possible, be sure to pair an attendee with anyone he/she has requested to be with.

When pairing strangers together please note their company, job position, and personal relationships. **Unless requested, competitors should NOT be paired together.**

When available, distribute the list of teams/tables to the event facility.

**Create a Checklist**

The days of the event is usually very hectic, and it helps to be prepared ahead of time with a checklist of times, needs, emergency contact phone numbers, volunteer and their contact information, and other details.

**Order Signage**

If last minute signage needs to be ordered, be sure to allow extra time for the signage to be printed, in case the vendor has an unexpected delay.

**Step #9 Day Before/Day of Event**

If the venue allows, it is helpful to come in the day before or very early the day of the event to sort through your materials to ensure you have everything. That will allow you time to run to the store or search for a missing item.

When you are at the facility, be sure to verify that you have:

- Sponsor signs
- Raffle tickets
- Trophies
- Prizes/gifts/giveaways
- Auction bid forms
- Rule sheets
- Drink tickets
- Vendor and staff contact
- Set-up materials
- Cash for making change
- Cash boxes
- Receipt pads
- Name tags
- Sign-in list
- Pens, markers, tape etc.
- First-aid kit

It would also be beneficial to meet with the venue coordinator to discuss any last minute details or problems.

Also, if you get the chance, it is a good idea to do a walk-through with all volunteers/Committee members/venue coordinator to ensure everyone knows where things will be located and where they need to be. This would be the time to provide a final timeline of all of event activities. *(See example).*

**SEE APPENDIX, PAGE 41 – Event Timeline**

[Sample] **EVENT TIMELINE** [Sample]

Event 2020 Annual Winter Festival Date Thursday, January 11, 2020

TIME	ACTIVITY	LOCATION	WHO
10 am	Volunteers start site setup	Reception Desk	Volunteers/Site Mgr
10:30 am	Suppliers setup decor & audio visual	Stage Area	Supplier's Name

## Step #10 Event

Enjoy your event! Remember to have fun!

**Best Practice:** It is guaranteed that at least one thing on the day of your event will not go as planned. Don't worry! Most attendees won't even notice! Just keep going with the flow and make changes as needed throughout the day.

## Step #11 Wrap-up and Follow-Up

**CONGRATULATIONS!** You have completed the event and now need to focus on the wrap-up and follow-up.

### Clean-Up

When you are going through your signage and extra material after the event, consider saving the following items for next year's event in order to save funds (if they are in great condition and you have somewhere to store them):

- Extra raffle tickets
- Prizes
- Banners
- Packets etc.
- Posters
- Sponsor signs *(if not dated/year specific)*

### Payment for Services

Depending on how it was prearranged, either get an invoice for any services rendered to be turned into the Foundation for payment, or have one Committee member pay for the item and submit the original receipt for reimbursement.

### Thank You Notes *(See sample thank you note is shown on the right.)*

As hosting a fundraising event is a team effort, it is recommended that you send a thank you notes to those that were involved, including:

- Sponsors
- Venue
- Participants
- Volunteers
- Vendors

### Get Ahead for Next Year

When you are wrapping up your event, try to save any information that will help you to prepare for any future event. That includes contact information for:

- Attendees
- Vendors
- Sponsors
- Venue

Also you will want to conduct a follow-up survey to find out what attendees liked/disliked, as that will help you to better plan out future events. The items to ask about are:

- Program content
- Meeting facility
- Meal
- Prizes etc.
- Format
- Speakers
- Contests

You might also want to ask sponsors about their thoughts of the event. For example, did they receive enough recognition, did they make any new contacts, did the event meet their expectations, would they be willing to sponsor again, etc.

COLLISION REPAIR EDUCATION™  
**FOUNDATION**  
C-R

*[Date]*  
*[Donor Address]*

Dear *[Name]*,

Thank them for the gift/donation/service they provided.

Specify how/what and who it will help. Emphasize the difference they have made.

Thanks to donors like you, specify some figure perhaps how much has been donated total.

What has the money gone to?

You look forward to seeing or speaking with them.

Again thank you for all you do for our organization.

Sincerely,

*[Name]*  
*[Title]*

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**CONGRATULATIONS** on running a successful event!

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*SEE APPENDIX – Please use the forms in the Appendix to send all information to the Collision Repair Education Foundation.*

# EVENT PLANNING SUB-COMMITTEE

## ALL MEMBERS SHOULD:

- ✓ Solicit in-kind gifts for raffle/attendees
- ✓ Advertise events
- ✓ Participate in day of event activities

### EVENT MANAGER

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Must have flexible availability including day/night/weekend to research locations, meet vendors, organize meetings, etc.
- Skills needed:
  - \_ Time management
  - \_ Organization
  - \_ Working well under pressure
  - \_ Patience
  - \_ Dealing with a variety of people and situations
  - \_ Leadership
- Duties include:
  - \_ Administration
  - \_ Develop/maintain timeline
  - \_ Create meeting schedule
- Problem solving

### ACCOUNTING MANAGER

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Manages budget
- Collects sponsorship and attendee checks
- Maintain spreadsheet with all funds collected (which will be turned into the Education Foundation)

### VOLUNTEER MANAGEMENT COORDINATOR

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Recruit, train and assign volunteers to their duties before, during, and after the event

### FUNDRAISING/SPONSORSHIP COORDINATOR

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Recommend types of sponsorship package, although all members of the group may help fundraise once the packages are determined.
- Coordinates who is asking for the sponsorship
- Seeks out corporate sponsors

### LOGISTICS COORDINATOR

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- More “behind-the-scenes” role
- Reviews proposals and makes recommendations on:
  - \_ Event package
  - \_ Catering
  - \_ Audio Visual
  - \_ Signage
- Set-up/ break-down details

### MARKETING/PROMOTION COORDINATOR

Name \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Person chosen should have background/interest in marketing and web/graphic design
- Manages sponsor and attendee brochure designs
- Create/update website and/or registration page
- Signage creation
- Online event marketing such as blogs or social media



*(Sample)* **Questions To Ask Each Venue** *(Sample)***DATE OPTIONS**

- Cost of each date?
  - For the three dates, is there a price difference based on what time of day you have the event?

**COSTS**

- How much is the per person cost?
  - What does the price include?
  - What payment is accepted (credit card or check?)
  - What is the deposit amount? When is the balance due?
  - What are package options (food, flowers, decorations and transportation)?
- Extra charges:
  - Do you have to rent chairs and tables or is it included?
  - Are linens and glassware included?
  - Does the facility have its own sound system with adequate speakers or will that need to be rented?
  - Is there an extra charge if extra time is used?

**FACILITY**

- Do they have air-conditioning?
- When can the volunteers set-up the room?
- Who does the clean-up?
- How many hours will we have for your event? Are there charges if you exceed the time frame?
- If it is an outdoor location, do they have any backup plans for rain or other inclement weather?
- Can the facility comfortably accommodate your planned number of guests?
- Does it have handicap access?
- Do they have adequate coat check and bathroom facilities?
- Is there a store room for gift bags, prizes etc.? Is it locked?
- Parking
  - Is it readily available?
  - Do you need to hire a parking attendant or valet?
  - Are there any other events (i.e. festivals, parades, and sporting events) that will make it difficult for your guests to park?
- Décor
  - Request pictures of the facility as it would be set up for the event
  - Can you make any changes to the room?
  - Are they doing any remodeling or re-decorating from now until the event day?
- Room set-up options (if applicable)
  - Banquet tables
  - High boy tables
    - Allow room for buffet and raffle prizes

*(Sample )* **Requesting Sponsorship** *(Sample)*

PRINT ON LETTERHEAD

*[Date]**[Name]**[Address]*Dear *[Recipient name]* or *[Company]*,

Introduce yourself

Clearly explain the event and its purpose.

*[How many people will be participating?]**[How many people will be listening or watching?]*

Request Sponsorship

*[Work it politely and be sure to mention gratitude;**ex: "We would be grateful if you helped us in sponsorship our event..."]**[How will the sponsor be recognized?]**[Will sponsors receive free or discounted registration?]**[Degree of contribution and what they will get for each price] [Briefly list or use a separate piece of paper: Banner, Announcement, Online ad, Logo placement, Title sponsor, Presenting sponsor, Major sponsor, Meal sponsor, Drink sponsor]*

How will it benefit them?

[Provide more business, exposure, give-back to the community, company]

[Name in all advertising, PR efforts, promotional materials, brochures]

[Display table at event, presentation at awards ceremony, signage throughout ceremony, signage throughout ceremony, company logo on gifts, blast email to the industry]

[Leave your contact information: email address, telephone number, etc.]

[Thank the reader for his or her time]

[SIGNATURE]

[Print Name]

[Committee Name, Title/Position]



# FUNDRAISING EVENT FORM

[1 of 2]

## HOSTING A FUNDRAISING EVENT

Volunteer Committee Name \_\_\_\_\_ Volunteer Committee # \_\_\_\_\_

Contact Name \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Email Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Fundraising Goal \$ \_\_\_\_\_

## EVENT INFORMATION *(Please include a copy of your budget when you turn in this form)*

Date of Event \_\_\_\_\_ Event Location \_\_\_\_\_

Event Type \_\_\_\_\_ Does the facility require a down-payment for the event?  Yes  No

## EVENT PROCEEDS

I would like to direct the proceeds to benefit *(please check all that apply)*: Sponsor work uniforms       School grants       Sending students to the SkillsUSA national competition Scholarships       I-CAR Curriculum       Collision Repair Education Foundation General Education Campaign

Please provide more details about who will receive the support:

The net proceeds of fundraisers will be transferred to the Collision Repair Education Foundation as a restricted donation after all anticipated income and expenses have been recorded *(if applicable)*. ***All income and expenses must be received within 20 days of the event.*** It is understood that these funds will be available for use for the remainder of the current and one additional fiscal year.

**Additional information:** The Collision Repair Education Foundation is authorized to allocate 20% of the total donation to cover administrative costs. This is standard practice in the not-for-profit industry and has been approved by the Collision Repair Education Foundation Board of Trustees. The Collision Repair Education Foundation will not recognize this money as income until the completion of the restricted projects.

**Please email, fax or mail completed form to the Collision Repair Education Foundation.**

# FUNDRAISING EVENT FORM

[2 of 2]

## AGREEMENT

Before starting an event, the Committee must agree to the following guidelines. Please initial next to each item below

- My Committee agrees to follow all of the procedures set forth in this guide.
  
- My Committee agrees to complete
  - Only checks will be accepted. The Education Foundation will not be able to accept credit cards, purchase orders, money orders, or international currency.
  - All checks must be made out to the “Collision Repair Education Foundation” and the date/place of the event should be included in the memo.
  - The Committee Account Manager must collect all checks. After the event, all checks need to be mailed to the Collision Repair Education Foundation in one envelope. **The checks must be received by the Foundation no later than 20 days after the event.**
  - Original receipts must be provided and they must have an official company logo on them; we cannot accept a hand written receipt.
  - All checks must be documented in the “Budget, Expense Sheet, and Reimbursement Form For Committee Events” located on the Foundation’s website.
  - Only related expenses to the event can be reimbursed. Things that **CANNOT** be reimbursed include:
    - Any food expenses for Committee/Sub-Committee meetings, even if they are related around the fundraising event.
    - Costs for an accountant or money manager
    - Purchase of raffle/door prizes that are from a third party

If, at the end of the terms of the above projects, there are any unused funds, it is agreed that the balance will be transferred to the Collision Repair Education Foundation as an unrestricted donation. Other arrangements need to be specified in writing.

## COLLISION REPAIR EDUCATION FOUNDATION REPRESENTATIVE

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

### SUBMIT FORM TO:

Collision Repair Education Foundation  
 c/o Melissa Marscin

5125 Trillium Blvd., Hoffman Estates, IL 60192

P: 888.722.3787, Ext. 282

F: 847.590.1215

E: info@ed-foundation.org

## VOLUNTEER COMMITTEE REPRESENTATIVE

Name \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_

COLLISION REPAIR EDUCATION™  
**FOUNDATION**  


5125 Trillium Blvd. | Hoffman Estates, IL 60192 | P: 888.722.3787 | F: 847.590.1215 | [CollisionEducationFoundation.org](http://CollisionEducationFoundation.org) | [info@ed-foundation.org](mailto:info@ed-foundation.org)