

Your 6 Month Guide to Organize Your Pins For A Purpose Event!



MONTH 1-GETTING STARTED

Start building support early.

Talk to friends, families and coworkers to gauge their interest in helping to support, participate and promote the event. Write down who can help and what specifically they can help with.

Location, location, location!

Find a local bowling alley and make an appointment to see the manager. Have a couple of dates in mind before your meeting. Pick a weekend date (avoid holiday weekends or those that coincide with other large, local events). If you are having a family event, Sunday afternoons are ideal. Adults only? Friday, Saturday, or even a Thursday night. Since you want the best deal from the bowling alley, be flexible with your dates and times.

Tell the manager why you are having the event - tell the story behind the event. Negotiate the best price. Make sure shoes are included and 2-3 games. You will need to have an approximately guest total so the manager knows how many lanes you will need. Plan on 6-8 people per lane. Ask if there is a maximum and a minimum number of event participants and whether your have a minimum guaranty (an amount you have to pay even if you aren't able to get that many participants). Also ask if lane bumpers will be available.

Find out the location's policy regarding food. The bowling alley may want people to buy food there to make up the discount they are giving you on the per person price. If you can bring in food, do they have tables for service? Restrictions on where food can be served and eaten? Can you have a bake sale as part of your event if they have a "no-outside" food policy?

Leave your meeting with a contract. Let The SUDC Foundation know if you will need a check for a deposit.

What else?

Make a budget.

Determine price for participants based on costs and adding \$15 or more extra per adult and \$5 per child as your fund raising portion. Cost should be within the norm for other similar events in your community.

What other activities do you want to include at the event? Silent Auction? Live Auction? Raffle? Entertainment for kids?

Month 1 contd.

Looking to raise money for The SUDC Foundation and have a fun night out with your family and friends at the same time?

Why not host a Pins For A Purpose SUDC Event!

Main checklist for Month 1

- Locate a bowling alley
- Set a date and time
- Prepare an approximate guest list
- Think about what food you'll serve
- Need tables?
- Find ways to raise additional funds auction, raffle, bake sale
- Need a deposit check from The **SUDC Foundation?**
- Make a budget for costs involved.
- Make your sponsor and participant form
- Make your event website and set up fundraising pages - coordinate with The SUDC Foundation staff

Votes:	

Month 1 contd.

Help! I Need Somebody! Help!

Recruit people to help you solicit sponsors, auction items, raffle items and food (if you are allowed to serve your own.) Maybe someone can donate printing, or provide entertainment (like a clown or a magician for small kids). Form committees, if you can, to help lighten your work load.

Details, details!

Make sponsor and participant registration forms. Samples are attached.

Make an event website through www.sudc.org/eventskins to publicize your event. Encourage people who can't attend to make a donation.

Main checklist for Month 2 and 3

- Acquiring more sponsors
- Deciding on a raffle, looking for auction items
- Food and drink donations?
- Event publicity requirements, flyers, posters/Facebook page
- Organizing pick-up of sponsor forms and delivery of auction items

MONTH 2

Secure sponsors. Begin with those you know best and those your family and friends know. Lane sponsorships are great to offer. Make sure the bowling alley shows lane signage.

Secure prizes. Decide whether you will have a raffle, silent auction, live auction, pick-a-prize raffle, or a combination of events. Don't turn anything down. Small items can be bundled together to make a larger prize.

Follow up on all leads, or ask a friend or committee member to help you.

If you need food and drinks donated, start identifying prospects. For an afternoon event, chips, soda and hot dogs or pizza are fine. For an evening event you will need more items.

Determine how you will publicize your event. The SUDC Foundation can help you create posters and flyers. Make an event page on Facebook. Encourage your friends to share the event.

Decide if you want to offer on-line registration in addition to/instead of paper forms. On-line registration can be easily set-up through Active (https://www.active.com). The SUDC Foundation can help with this as well.

MONTH 3

Post flyers to advertise as appropriate. Use Facebook Event Page to encourage people to sign up and share the event.

Continue to collect completed sponsor forms.

Pick up or arrange delivery of auction items.

Did you sell Lane Sponsorships? You will need to have the lane signs printed. Get measurements for the signs from the bowling alley. If you need help, call Lorri at The SUDC Program.



Double-down Time

Continue to encourage registrations and donations through social media pages.

Continue to solicit and collect auction items.

Begin making a supply list: pens, plastic table covers, signs, auction items such as bid sheets, raffle tickets. If doing a pick-a-prize raffle, you will need containers for tickets.

As the bowling alley what they will give you to give to participants so they can get their bowling shoes.

Do a walk-through of the event site so you can develop a set-up plan. As the bowling alley what time you can set-up. A short event set-up period will mean you will need LOTS of volunteers.

Recruit and/or organize volunteers.

Begin assigning lanes to registered participants. Leave space for dayof walk-ins.

More Facebook promotions! Encourage your friends to share the event on their page too!

Plan to spread the word about The SUDC Foundation! Contact us for materials, banners, goody bags and other items you need to share its mission at your event!

MONTH 5 or 6

Depending on how much time you gave yourself, if your event is taking place in month six, repeat all activities from month four. If month five is your event month, plan to proceed with these activities.

Purchase any event supplies that you were not able to get donated.

Save your receipts to submit for reimbursement.

Make one last registration "push" to avoid a lot of day-of walk-ins.

Assemble auction items and any materials you need for display.

Write-up your set-up plan including number of volunteers needed for each area.

Assign volunteers.

See if the bowling alley staff will hang lane sponsor signs for you.

Finish lane assignments.

Print registration lists with lane assignments to check people in.

Plan to get a couple of hundred dollars for change if you are having raffles or a bake sale. Some walk-ins may also want to pay cash.

Main checklist for Month 4, 5 and 6 Continue to encourage registrations Supply List? Registration lists, pens, pencils Don't forget to spread the word about the SUDC Foundation Keep your receipts Recruit and/or organize volunteers **Notes:**

Other helpful notes:

- Checks should be made out to the "The SUDC Foundation"
- Credits cards can be accepted, The SUDC Foundation can provide credit card forms.
- Check with Lorri Caffrey about the availability of a credit card swiper.
- The SUDC Foundation's Tax ID # is 46-5008779.
- Use your event's website to encourage people who can't attend to donate.

AFTER THE EVENT

- Secure all monetary donations.
- Complete a brief accounting and reimburse yourself for out-ofpocket expenses. Include receipts for reimbursements with the accounting.
- Deposit any cash in your bank account and make out a check or money order for that amount to The SUDC Foundation.
- Bundle your check, credit card payment slips and registration forms (if applicable) and send to address below.
- Thank volunteers.
- Thank participants.
- Thank sponsors. The SUDC Foundation will acknowledge all sponsors and donations for which we have relevant contact and gift information.

The SUDC Foundation 549 Pompton Avenue, Suite 197 Cedar Grove, NJ 07009 800.620.SUDC

- Thank You! Make sure to thank your participants and donors before, during and after your event! If they know that they made a difference, they'll hopefully come back next year!
- Special thanks to the Dowley family for their help with creating our first Andrew's Pins For A Purpose event in memory of Andrew Dowley. (www.andrewspinsforapurpose.com)
- Lorri Caffrey of The SUDC Foundation will be there with you every step of the way!

