

PROCEDURES WINE TASTING EVENTS

Senior Fundraising Procedures

1) Organization

Co-Chairs will usually be in charge of initial planning of the event by choosing a committee and setting the meeting dates. The co-chairs can decide on the theme for this event and a name.

2) Planning and Preparation

- ❖ At wrap up meeting
 - Discuss theme
 - Set date
 - Send thank you letters to donors
 - Write letter to editor thanking donors/sponsors
 - Check presentation to beacon at April general meeting

 - ❖ Six Months prior to Event
 - Setup planning committee (2 or 3 Co Chairs work well) and start meetings bimonthly to monthly. Clearly define jobs of committee members at onset (who does what)
 - Schedule music
 - Artwork (artist) located – given the theme
 - Tickets/ Posters/flyers designed – printed
 - Locate a site for the event making sure there is accessibility several times prior to the event if in a home or business ** this if we didn't already arrange to have at Alden Pines
 - a. Have employees of location of event knowledgeable about event: date, time, cost and where to get tickets
 - b. Request COI from board for event/location (liability insurance policy with Alden pines as additionally insured
 - c. Alden Pines – Stewart Bennett - Stew@paspalumgrass.com
- Cell: (239) 822-1047

❖ Five to Four Months prior

- Start soliciting for Wine event Sponsors (Total Wine donation for discount)
- Have donation letter, solicitation certificate, sales tax certificate and thank you receipts drafted and available for members of committee
- Contact food companies to access participation at the event.

❖ Three Months from Event

- December – save the date announcements on website, Facebook (social media) , letter to editor (Eagle)
- Have Mystery Wine design labels with theme- possibly co-ordinate with posters – start requesting wine from membership
- Determine manpower needed and where it will come from – set up/take down
- Tickets distributed for sales. (Beacon of Hope, Centennial bank, C.W. Fudge
 - a. Print 200 tickets to be sold and an additional 50 as guest tickets to be given to suppliers, Ed Franks, and Stew Bennett at Alden Pines
 - b. Weekly pick up money from the ticket sellers, record sales, calculate monies and give to Treasurer for deposits.
 - c. Have Treasurer give up dates to co-chairs.
- Sell tickets at December, January, and February meetings
- Set up Eventbrite

❖ Two Months from the Event

- Meet with food and beverage distributors to discuss needs and venue
- Order supplies that are needed, but not donated for the event. Locate a place to store said supplies and donated items.
- Determine need of tents, tables, chairs, tableware, etc.
- Order rental items needed: tents, tables, chairs

Ordered from Great Party Solutions, 239-265-0273 - They have our order on file from previous year they will need sales tax exemption and check the day of set-up

Have volunteers signed up to work for the event at January meeting and Feb. meeting

- ❖ One month prior to the event
 - Begin putting together baskets for silent auction
 - Add in Eagle/ Begin Weekly Social media blasts
 - Have a set procedure (people and supplies) for set up and clean up for the day of the event
 - Last meeting do the who needs what and who will bring what list

- ❖ Day Before Event
 - If having tent, tables, chairs delivered, meet them give check and sales tax certificate
 - If any decorations can be set up ahead, do so
 - Bring Hooker trailer to site

- ❖ Day of Event
 - Set up tents, tables, chairs
 - Decor will decorate tables
 - Wine tables set up
 - Mystery Wine will set up
 - Silent Auction will set up baskets after tents, tables are put up
 - Food will assemble
 - Art work will be displayed

Clean up crew will stack chairs, tables, and tents

Each area will clean up their own area

Gather trash, dispose of it

- ❖ Day After
 - Meet company picking up rental equipment
 - Return trailer to chamber
 - Clean supplies and pack to store in storage shed

EVENT SET-UP AND LAYOUT

- ❖ Draw a scale model of location and where the areas would be set
- ❖ Determine needs of tents, tables, chairs
- ❖ Rent needed equipment
- ❖ Use tables in our trailer
- ❖ Get Hookers to lend what tents they have
- ❖ Get volunteers to sign up at December and January meetings

EVENT DECOR

- ❖ After theme and place is determined, plan possible decors
- ❖ Get co-chairs ideas and opinions
- ❖ Determine supply needs
- ❖ Order what is needed within budgeted amount (co-chairs need to approve)
- ❖ Get volunteers to help create and on the day of the event, set up décor

PUBLICITY

- ❖ Posters need to be ready to put up in January
- ❖ Social Media Blasts
 - Save the date (December)
 - Weekly posts on event page and all local pages bi-weekly last 4 weeks every week
- ❖ Articles for the Pine Island Eagle need to be written and given to editor (Ed Franks)
 - Have 3 articles – one four weeks before, one two weeks before, and the last one the week before – giving locations where tickets can be purchased, and ticket manager's phone number

FOOD

- ❖ Plan food to coordinate with the theme
- ❖ Ask for donations – Publix, Winn Dixie, WalMart, and Little Lilly's
- ❖ Get volunteers to help make and then assemble trays to be distributed

- ❖ Locate a trailer to use for storage and assembling

REGISTRATION

- ❖ Usually two members are sufficient
- ❖ They will greet ticket holders and detain them until it is time to start the event

MYSTERY WINE

- ❖ Need to send out Hooker Heralds before Oct, Nov, Dec., Jan, and Feb. meetings asking for donated wine
- ❖ Responsible for collecting donated wine from meetings
- ❖ Create a label to coordinate with theme to use to number bottles
- ❖ Package bottles and bring to site for the event
- ❖ Set up area, have numbered corks, \$250 starting cash to sell corks

PAINTED WINE GLASSES

- ❖ Order 200- 10 oz. Wine glasses from Dollar Tree – Matlacha Hooker account set for tax exempt status. Have delivered to store, then don't have to pay shipping
- ❖ Order glasses in December and give to Painted Glass Chairwoman
- ❖ Chairwoman will create one or two designs to coordinate with theme and get committee approval
- ❖ Get committee, supplies and start painting

TICKETS

- ❖ Design tickets/Posters to coordinate with theme
- ❖ Front gives date, time, place – address, for whom the event is – Beacon of Hope Senior Programs, and our name
- ❖ Back – indicate three white and three red options (word or wine glass) also saying that this ticket allows entry to the event, etc.
- ❖ Ticket manager is responsible for keeping track of all tickets – those given to the locations
- ❖ Keeps and accounting ticket and amount collected

- ❖ Collects money from the locations, records, then gives money to Treasurer
- ❖ Sends a weekly account to co-chairs

ICE SCULPTURE AND CHAMPAGNE

- ❖ Discuss ice sculpture and see if there can be a donation for this. Cost is about \$500
- ❖ Get Champagne 1.5 cases (purchase this with wine sponsorships)

ENTERTAINMENT

- ❖ Contact band or musician/s to find available
- ❖ Determine cost of band
- ❖ Have the band present invoice before event
- ❖ Ask them to set up by 1:30 p.m.

SILENT AUCTION

- ❖ Send out thank you letter to all donors after wrap up
- ❖ Have donation letter and donation receipt ready for the committee members in October
- ❖ Begin soliciting for donations December and January
- ❖ Divide up the list from the previous year
- ❖ Collect donations
- ❖ Have one or two Hookers who will assemble the baskets
- ❖ Get baskets from storage shed
- ❖ Ask Beacon of Hope to look for and hold possible baskets
- ❖ When assembling baskets, use common theme and process
- ❖ Wrap each basket
- ❖ Have description of each basket typed on 8 1/2 x 11 paper to put in frames

WINE and SERVERS

- ❖ Review procedures from previous year

SUPPLIES and EQUIPMENT NEEDED

Extension cords for band and ice sculpture

Ice chests with ice for wine, and water

Ice buckets

Tablecloths

Tablecloth clips

Trash cans and liners (3 or 4 30 gallon cans)

Starting cash for registration, mystery wine, silent auction