



How to Put on a Philanthropy Event

Please consider the following items when hosting a philanthropy event. Keep your event simple to save time and to be cost-effective.

How Far in Advance Should the Event Be Planned?

In order to have a successful event, it is recommended that you plan your event 3-6 months in advance. Create a draft for the event and update the information doing the planning process.

Best Days for Event

The best days to host an event are Tuesdays and Thursdays. Please keep holidays and other important events in mind when determining the date to avoid low attendance or conflict of interests. Events can be held for one hour or up to half a day and work best when held in the morning. Make sure that the program starts and ends on time.

Press Release

- Send the press release 4-6 weeks prior to the event. (*Download Press Release template from AICI website: <https://www.aici.org/memberresources/content.aspx?id=239>*)
- Distribute a press release and media advisory and send to local media outlets including television and radio stations, newspapers, magazines, and local websites, along with an invitation to the event.
- Send the press release again 1 week before the event.
- Offer to send a follow-up press release with pictures to media outlets who cannot attend the event. (*Please obtain approval before taking or sending pictures of attendees*).
- Designate a member from your chapter to be the spokesperson for the event to help ensure consistency in your message

Serving Food Items

Decide if you want to serve food or snacks. This is not necessary but it adds a nice touch to the event, especially if your event will be longer than 2 hours. Please check with the group facilitator to get approval before bringing food/drink to the event. You may ask food establishments that you frequent to donate certain foods, drinks or supplies to your event. Check with the group facilitator to find out what can be provided by the group that you are conducting the program for.

Food items to consider:	Serving Items:
Continental Breakfast: juice, coffee/tea, muffins/pastries	Napkins
Sandwiches	Plastic Plates
Finger Foods	Juice/Coffee Cups
Pizza	Plastic Utensils (Forks, Knives, Spoons)
Salad	Tables or serving bar to place food on
Snacks	Trash/garbage bags
Dessert	Plastic gloves to wear when handling food
Beverage	Serving items—Bowls, Ladle, Trays, Utensils
Water	Big roll of paper towels

10-Step Process to Ensure a Successful Event

1. Develop an outline with a timeline that will guide you in the planning process
2. Select audience for Program with Chapter Board members' approval (if necessary).
3. Select place/venue to hold event. Ascertain that there will be adequate space to comfortably hold the expected number of attendees.
4. Check that the selected venue is easily accessible by car or public transportation
5. Determine date and time of event
6. Determine how many topics to present based on time allowed and number of attendees
7. Organize committees and recruit volunteers as needed to support the event. Assign tasks and responsibilities.
8. Identify members from your chapter to speak and conduct program at event. Engage your chapter members—make sure they are well-informed about the event and ask for their support by attending the event.
9. Complete agenda and logistics for event. Please allow 5- to 10-minute breaks between sessions for longer programs.
10. Keep event team informed and updated on progress through meetings and/or sending weekly correspondence. Keep details of event and make changes as needed. Be ready to adjust the event plans at any time. Work closely with the group facilitator and your committee volunteers to make sure everything runs smoothly. You must pay attention to your agenda and closely monitor it. Review checklist again to ensure accuracy.

Room Set-Up

Determine the best way to arrange room for the program (classroom, U-shape, etc.) based on number of attendees and available space. Keep in mind that the "maximum" number of individuals noted for that space does not consider other room set-up requirements, such as banquet stations, staging or audio/visual equipment, which take away from the overall space.

Items to Consider:

- Pencils/pen/writing pad for each attendee
- Handouts
- Audio/visual needs (including screens, microphone, etc.)
- Set-up area for PowerPoint equipment or Presentation
- Is a screen available for PowerPoint presentation?
- Is there a white marker board available?
- Flip charts & markers
- Electrical outlets for equipment use
- Information for speaker introduction
- Have someone videotape and/or photograph the event. *(Get approval from facilitator before using video/camera)*

Things to Do After the Event

- Clean up room and remove food items and trash after event
- Follow up by sending event evaluation and a few encouraging words on the event to the group facilitator.
- Send information and coverage of your event to AICI Philanthropy Chair Magoe Johnson at magoe@imagesbymagoe.com.

Remember to keep the event simple, organized and running on time. Have a delightful event!

Example of Philanthropy Event from Start to Finish

Philanthropy Event for The Senior Workforce Society

When: April 16, 2008
Where: 2810 Harry Hines Blvd., Dallas, Texas 72219 — Telephone: (214) 000-0000
Time: 9:30 a.m.—12:15 p.m.
Attendees: 45-50
Ages: 50 + (Men and Women)

Continental Breakfast Menu:

Muffins, Croissants
2 Large Fruit Trays
Juices—Apple, Orange, Grapefruit
Coffee and Tea

Serving Items: Napkins, Plastic Plates, Juice Cups, Forks, (2) tables, garbage bags, gloves, serving items, paper towels

Room Set-Up: classroom style, pencils, writing pads, PowerPoint equipment & screen, introduction information, camera

Program Agenda

9:30 a.m. – Continental Breakfast

9:50 a.m. – Welcome

10:00 a.m. – 10:50 a.m. – Speaker Introduction (2 minutes)

Session 1 – *“Image Enhancers”* — Presented by Lisa Jones

Topics: Hair, Makeup, Grooming & Wearing Color

10:50 a.m. – 11:00 a.m. - Q&A/Break

11:00 a.m. – 11:50 a.m. – Speaker Introduction

Session 2 – *“Choosing Clothes for Your Current Lifestyle”* — Presented by Lucy Lynn

Topic: Clothes & shopping for lifestyle needs

11:50 a.m. – 12:00 noon – Q&A/Break

12:00 noon – General Assembly and Closing Remarks

12:15 p.m. – Adjourn

Clean up room, remove food items and remove trash

Follow up on overall success of program by speaking with the organization’s facilitator after the event.