

Community Association

Social Coordinator Handbook



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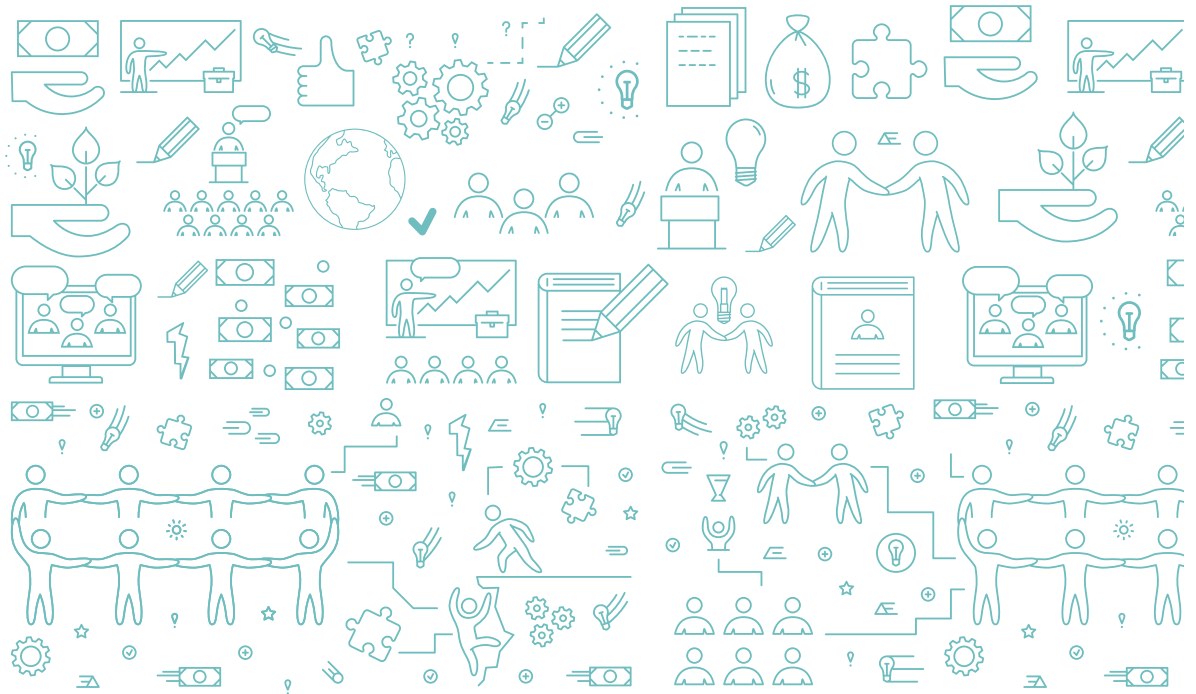


Table of Contents

THANK YOU!	1
INTRODUCTION	2
CHAPTER 1: The Social Coordinator Role	3-4
9 Essential Tasks of a Social Coordinator	4
CHAPTER 2: Choosing Your Events	5-6
Creating Your Team	5-6
CHAPTER 3: Get Planning	7-12
Funding	8
Sponsorship	8-9
Facility Rentals	10
Permits and Licenses	10
Marketing	11
Fundraising Events	12
Event Evaluation	12
APPENDIX A: Event Ideas	13-14
APPENDIX B: Planning Document Large Event	15
THE DAY OF THE EVENT: Timetable	16
THE DAY OF THE EVENT: Roles	17
VOLUNTEER SCHEDULE	18
THE DAY OF THE EVENT: Contacts	18
SPECIAL GUESTS	19
THE DAY OF THE EVENT: Things To Bring	20-23
AFTER THE EVENT	24
AFTER THE EVENT: A Week Later	25
THANK-YOUS	25
FINANCIAL & ADMINISTRATIVE MATTERS	26

APPENDIX B: Planning Document Small Event..... 27

BUDGET ESTIMATE..... 28

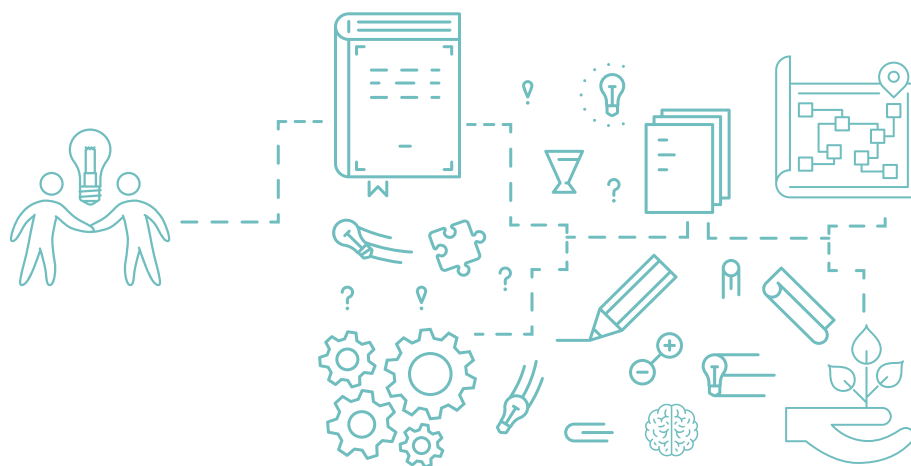
APPENDIX C: Budget Sample.....29-30

SAMPLE YEARLY SOCIAL/SPECIAL EVENT BUDGET: 29

SAMPLE EVENT BUDGET30

APPENDIX D: Sample Sponsorship Letter 31

APPENDIX E: PIES Post-Event Evaluation 32



Your Community Association Makes a Difference

Saskatoon is a growing and diverse city. The social events and special events your community association plans for your residents help make Saskatoon a welcoming and inclusive city. Culture thrives where diverse traditions, religions, and languages are respected and celebrated. Hosting social and special events in your neighbourhood that highlight sport, culture, and recreation contributes to a high quality of life. Valuing and celebrating cultural diversity in all its forms makes us all richer when we share those experiences.

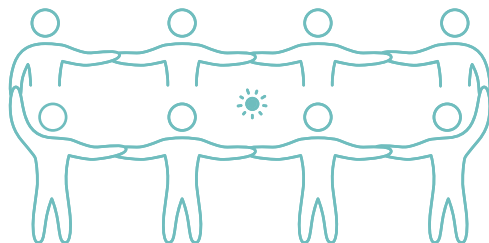
Your association also plays a key role in maintaining a sense of belonging and identity in our growing city. A healthy community association benefits residents in many ways. It helps to build relationships among neighbours; provides quality sports, culture, and recreation programs; and allows residents to have a say in improvements to their neighbourhood.

Social and special events are important to your association and community.

Social and special events bring people together and help to build relationships. It allows people to get to know one another and create a bond of common interests. It builds community spirit and leads to a supportive and connected group. These events allow members of the association to learn about each other and become a better functioning organization.

Fundraising helps make your community a better place.

Community associations play a major role in improvements to the neighbourhood and helping to raise funds for those improvements. You and your neighbours know the community best, and you understand the issues facing your area of the city. With this knowledge you are able to assist in program delivery, adding new park amenities, and keeping the outdoor rink in tip-top shape.



Thank You!

Thank you for becoming a Social Coordinator! Your work is valued by your fellow board members, neighbours, and community members. As a Social Coordinator, you'll be directly involved with a variety of activities and people, and you'll see the results of your efforts as your community comes together.

Social Coordinators organize a variety of events for the association as well as the community. Events for the community are meant to be accessible and available to all members of your neighbourhood. Events can be held in the neighbourhood park, schools, local meeting places, or other areas in Saskatoon. We understand how important these events are to the livelihood of your neighbourhood.

The City of Saskatoon Supports Your Work

The City of Saskatoon, Recreation and Community Development Division, works to support your important volunteer role.

We will help you by providing ideas and tools for planning your events. Our training workshops offer a chance to learn about new programs and network with other social coordinators in your area and from around the City. We can also help direct you to grants that can help you put on your big event.

Please contact your Community Consultant who will be able to help answer questions you may have. There are other City of Saskatoon staff that will be able to help you with different aspects of your event.

- **Community Consultant for your area.** If you don't know who that is, call 306-975-3378, or email community.consultant@saskatoon.ca
- **City of Saskatoon Allocations Office** can provide information on park availability, special event application inquiries, and status of permits for events. 306-975-2951, allocations@saskatoon.ca
- **Open Space Consultant** can answer other special event inquiries. 306-975-3342, specialevents@saskatoon.ca
- **Arts and Grants Consultant** can provide information on the Saskatchewan Lotteries Community Grant that community associations can apply for. 306-975-3383, grants@saskatoon.ca

Purpose of this Handbook

The purpose of this handbook is to provide organization, resources, ideas, and tips that can be used to implement new social events, activities, and fundraisers. These events can be very important in developing a sense of community in your neighbourhood.

CHAPTER 1 The Social Coordinator Role

Time Commitment

The amount of time it will take you to do your volunteer work varies according to the time of year and the needs of your community. Here are a few key duties that will require your attention and involvement:

- Attend your monthly community association meetings and the annual general meeting.
- Prepare a budget for the social and special events you want to organize.
- Plan events and book facilities and equipment needed.
- Create and meet with sub-committees to help organize each event.
A team can be great help!
- Find and/or contact entertainment, activity providers, and special guests.
- Plan and organize the agenda for your event.
- Recruit volunteers for your event to help it run smoothly.
- Evaluate your event.

It may be a good idea to create a small committee for your larger events. This will help reduce your workload and time commitment. Does someone else on the community association or from the community have a great idea for an event? Ask them to help you plan it!

Orientation and Training

You will receive training and support from the community association and/or president, previous Social Coordinators, Social Coordinators from other community associations, and your Community Consultant from the City of Saskatoon.

Other learning opportunities will be provided by the City of Saskatoon Community Development Section, including:

- one-on-one training with your Community Consultant, and
- training workshops for community association members.

The Skills Required: These Would Look Great on a Resume!

- Strong communication skills
 - Efficient decision making
 - Excellent interpersonal skills
 - Good organizational skills
 - Attention to detail when planning and organizing various events
 - Ability to work well with a group and yet also succeed at independent work
 - Ability to delegate
 - Budgeting and financial planning
-

9 Essential Tasks of a Social Coordinator

Check with your Community Consultant for tools and resources to assist you with each of these tasks.

1. Determine which events to run after considering what your community association has done in the past, and what fellow residents might enjoy, need, and/or participate in. You can plan for the full year at one time.
2. Prepare a special events budget: Use the sample budget template in Appendix C to help you. Consider if you will need sponsorship to help cover the costs of your event.
3. Book the facilities and any equipment needed for your events. Apply for any permits that may be necessary, e.g. special event permit, school booking permit, gaming licenses, etc.
4. Arrange entertainment and activities for your events if necessary. Make sure to sign a contract with entertainers, and confirm the date and time with them.
5. Advertise your events to your target market. Is this event for your board only? Focused on children or families or adults?
6. Coordinate your volunteers for event day. Make a list of areas you will need help with, and create a schedule for sign-up.
7. Monitor things on event day and troubleshoot as needed. It may be best for you to not have a set job on the day of the event to allow you to solve any problems that may arise.
8. Evaluate and wrap up your event. Pay your entertainment if necessary. Will you want to offer this event again next year? Use the PIES post-event evaluation that is provided in Appendix E to help you.
9. Acknowledge and thank all volunteers and helpers!



CHAPTER **2** **Choosing your Events**

Have a Look Back at Past Events

You will want to start by looking at the events that the association has done in the past and see where they fall in the calendar year. See what they have done in the past, and read any notes or evaluation that they may have made about the events. To do an evaluation of the events that were run, ask yourself these questions:

- Did they have events that were of interest to a wide variety of people?
- Were there events for a certain demographic? (E.g. Adults only, children, families, older adults, etc.)
- Are there annual events that the community looks forward to? Have the events seen better days, and it is time to retire them or do a full revamp?
- Who lives in your neighbourhood? What activities and events might they be interested in? Assess the demographics.

Look to the Year Ahead

Now that you know what has been done in the past, look forward to the year ahead. More questions to ask as you start your planning:

- Who is on our board? Are there lots of new people? Will we need to focus on doing some team building this year?
- Are we working on major projects that we need to fundraise for?
- Who can I recruit to my team?
- What is the goal of the events I am running this year? For example, you might want to:
 - *Fundraise
 - *Have fun
 - *Recognize volunteers
 - *Increase awareness of your association
 - *Get to know your neighbours
 - *Celebrate cultural events

Once these questions have been answered, it is time to recruit a small team, brainstorm some new ideas, and start organizing.

Creating Your Team

Running a community event by yourself can be a daunting task. If you are able to recruit a small team, it will be a lot more fun and less stressful for you.

- Recruit active, community-oriented workers who have the time and expertise to commit to your project(s). Some may only be interested in one event, and that is okay! If they help with one, maybe they will enjoy it so much they will want to join you again.
- Add key supporters who can open doors for you or gain public and media attention for your cause.
- Delegate tasks, but ask what tasks people would like to do. People will be more likely to be committed if they have some choice in what they get to do. Consider facility, food and drinks, activities, set up, and take down.

Volunteer Recruitment

Using your community association Board is a good place to start and create an event sub-committee to focus on your events and delegate tasks. While you are planning, consider how many people each activity or task will need to make it successful.

How and where to recruit:

1. Personally, on a one to one basis (word of mouth)
2. At gatherings of people (e.g. Registration night)
3. Posters at local schools or businesses
4. Community associations and school newsletters
5. On your website or through social media
6. Email blasts to the community associations contact list
7. High schools and post-secondary schools (these students are often required to do community service hours)
8. Socially-responsible corporations
9. At this year's event, ask if they would like to help with next year's event

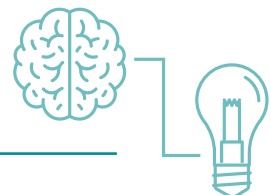
Volunteer Canada reports that “word of mouth” is the most common way volunteers learned about volunteer opportunities. Almost half of volunteers (47 per cent) said their decision to volunteer began when someone asked them to volunteer. Less commonly reported was responding to an advertisement on a poster or in a newspaper (8 per cent).

Brainstorming Ideas

When you start to brainstorm ideas, involve as many people as possible in the process. You want to try and generate a list of events that will interest a variety of people. Often the people who give you an idea will also be willing to help you out.

Remember: At the brainstorming stage, all ideas are good ideas!

Check out our event ideas in Appendix A to help you brainstorm.



CHAPTER 3 Get Planning!

The Planning Document

Once you have a great event idea, it is time to create a planning document so you can make sure that you are on track to have a successful event.

See Appendix B for two samples of a planning document to get you started.

Budget

Your budget is a very important factor when planning your events. Once you have decided on what events you would like to hold, you need to do some general planning as to what each event will cost.

Here are some things to think about as you plan the budget:

- Was there money allocated to special/social events in the budget approved at the AGM?
- Determine how much money is needed to carry out your planned events. Consider your entertainment, food, equipment and supplies, advertising, etc.
- Consider what supplies your group may already have.
- Decide if you will need to charge a registration/ticket fee to offset your costs.
- Are you going to look for sponsorship or grants for any of your events?

A sample budget is available in Appendix C. Your Community Consultant can also help you plan your budget.



Funding

There are many grants available and they can be used as a source of funding for your special event. Each grant will have a different focus. Some may be for cultural events; some may be for events that are environmentally friendly. Be sure to read the guidelines and eligibility criteria carefully.

Helpful tips for filling out grant applications:

- Be sure that your budget figures add up. Your revenues and expenditures should be the same.
- When writing the purpose of the project, clearly identify what need your event will be addressing.
- Indicate the target population for the project and what benefits they will receive from this program. Inform the reader of how the target population will be involved in the planning, operation, and evaluation of the project.
- Include other pertinent information related to enhancing participation by removing barriers.
- Outline the number of volunteers that will be involved.
- If you identify there will be some Self Help money put towards the event (money that your organization is contributing on its own), it will indicate to your funding sources that you are committed to the project.
- Remember: Your follow up is important. Many grants require you to submit a detailed follow-up report with receipts following the event in order for the rest of your grant funds to be released to you.

Sometimes other grants become available; ask your Community Consultant if they know of any others.

Sponsorship

Sponsorship may be an important aspect to ensure your event happens and is a success.

Types of sponsorship:

- **Monetary** – donating cash to support your event.
- **In kind** – donating services or supplies to support your event that you would normally have to pay for; e.g. using a facility for no charge.
- **Prizes** – gift certificates, items for a silent auction or raffle, etc.

Businesses receive many requests for donations, so make your project attractive and beneficial to the business. See Appendix D for a sample sponsorship letter that you can personalize for your event.

Tips for soliciting sponsorships for your event:

1. **Use your network.** Talk to employees, partners, and members on your Board to find out what connections they have in the local community. Perhaps they can introduce you to people who handle corporate sponsorships for large businesses.
2. **Do your research.** See what kind of businesses other events are recruiting for sponsorships, and research ideas for sponsorship opportunities (e.g. title sponsor, food and beverage sponsors, bouncy castle sponsor, etc.) Consider which sponsors are compatible with your association's values.
3. **Contact the media.** Media can be great sponsor partners to help you spread the word about your event, saving you from spending dollars advertising your event. Local newspaper and radio stations often look for opportunities to engage with the community in a live setting, so presence at your event may be just what they are looking for in exchange for free advertisements. There may also be the opportunity to list your event on a free community calendar through the local media.
4. **Outline detailed benefits.** Make a list of the benefits companies will receive from sponsoring your event such as logo recognition on promotional materials, website and social media recognition, a booth or banner at your event, verbal recognition at the event, tickets to your event, etc.
5. **Create customized pitches.** Rather than having one sponsorship template, create a custom package that addresses each unique prospect. Be strategic and create a package that compliments the prospect's brand and business goals. For example, if you reach out to a fitness company to sponsor your walk-a-thon, provide them with an on-site area for people to test equipment, or offer discounted gym membership coupons in goodie bags.
6. **Follow up.** Be prepared to contact the sponsors again if they need time to think about your request. Specify a time and date you will follow up with the sponsor.
7. **Manage sponsorship relationships.** Once you secure sponsors, be sure to treat them well so they will want to come back in future years. Dedicate someone on your team to manage sponsor relations to ensure obligations are met. There are a number of logistics that must be managed including obtaining sponsor logos, gaining approval on material prior to print, customizing offerings based on what is more important to sponsors, managing communications, etc.
8. **Recap the event.** Don't forget to send thank you letters to all sponsors. In addition, provide detailed event recap reports that outline the success of the event including event attendance, money raised, press coverage, sample ads, event photos, etc.

Check with your Community Consultant to ensure the sponsorship follows City of Saskatoon's sponsorship policy of a civic event on school property.

Facility Rentals

Every event requires a facility or space to host it. Your association will be familiar with using the school spaces and park space. Below is where you can find facility booking information for schools and park spaces.

Greater Saskatoon Catholic School Board

They use an online booking system which can be found on their web-site: gscs.ca/community/pages/facilityrentals.aspx

Saskatoon Public School Board

They use a form that can be found online, that will need to be filled out and sent: www.spsd.sk.ca/Contact/facilityrentals/Pages/default.aspx

City of Saskatoon parks and sports fields

We use a form that you can fill out and send in. Find the special event application and sport field booking information and application forms here: saskatoon.ca/parks-recreation-attractions/recreational-facilities-sportsfields/facility-rentals/unique-facility-rental-booking-opportunities

If you want to use a recreation unit that is in your neighbourhood park, talk to your Community Consultant about using it.

Local churches, community groups, and restaurants may also have a facility that would work well for your event. Consider contacting them if they have a great space that you want to use.

Permits, Licenses, and Insurance

Below is a list of common permits and licenses you may need for your event.

- Temporary Food Permit
- Special Occasions Permit
- Fireworks Permit
- Motorized Vehicle in Parks
- Permit to Burn
- Noise Bylaw Extension
- Parade Permit

Insurance

Check with your insurance provider before you host your event. Certain events and activities may require additional liability coverage.

Marketing

Marketing is a very important piece to ensuring your event is successful, and one that we often think of last. If no one attends, you don't have an event. There are lots of tools and avenues you can use to get the word out. It always helps to put a creative spin on your marketing efforts and try something new to attract new people. Try to begin your promotion as soon as you can, and at least two weeks in advance.

Marketing ideas

- Create an ad for your community association newsletter and website.
- Create an ad for the school newsletters in your neighbourhood.
- Create posters and hang them at local businesses.
- Create a Facebook Event Page for each event you host.
- Talk to your neighbours, friends, and families and let them know what is happening.
- Rent a magnet sign and have it placed on a busy part of your neighbourhood. Talk to your Community Consultant to be sure you are following the Temporary Sign Bylaw.
- Make promotional items such as postcards.
- Send an email blast to your community association's contact list.

When making posters there are many computer graphics companies that can help you with layouts and ideas. Important information to put on your poster includes:

- Name of the event
- Date and time
- Location
- Cost (if any, or indicate if it is a free event)
- Other basic information
 - If there is an age restriction
 - Sponsor logos
 - Activities to expect
 - If funds raised are going to something specific
 - RSVP information if needed



Fundraising Events

When the event you are putting on is a fundraiser, make sure you let everyone know that is your purpose. It is important to highlight what you are fundraising for. If you expect people to donate, let them know what their money is going towards.

Important considerations for fundraising events:

1. Start by planning a small event. We often plan events larger than our resources can manage.
2. Analyze who you are targeting, and try to offer your customers something they want. You need to appeal to the customer.
3. Be aware of events that other organizations are hosting. Too many of the same event may saturate the market.
4. Hosting a signature event each year will have the community looking forward to it year after year. Continue to host as long as it is meeting the fundraising goals.
5. Sometimes new ideas are needed. Look for something that will help keep your community interested.

Event Evaluation

Within a week or two of the event, do an evaluation of how the event turned out. There are many different evaluation tools already created. We have included a good example called the PIES post-event evaluation in Appendix E.

Remember: Evaluate the overall event, focusing on your goals. Don't criticize individuals on how they contributed. It is everyone's responsibility for the success or failure of the event.



APPENDIX A: Event Ideas

Calendar of Event Ideas

January / February	<ul style="list-style-type: none"> • Valentine's Day craft • Valentine's Day skate • Family Day event: Fun day, skating • Movie night
March	<ul style="list-style-type: none"> • St. Patrick's Day
April	<ul style="list-style-type: none"> • Volunteer appreciation (during National Volunteer Week)
May / June	<ul style="list-style-type: none"> • Spring community clean-ups • Community garage sale • Art in the Park
July / August	<ul style="list-style-type: none"> • Fun Day in the Park • Movie in the Park • Music concerts in the park • Theatre in the park
September	<ul style="list-style-type: none"> • Board social to introduce new members and reacquaint the old • Curbside Swap
October	<ul style="list-style-type: none"> • Halloween event • Turkey bingo • Traditional / cultural dancing / activities
November / December	<ul style="list-style-type: none"> • Remembrance Day • Holiday events
Events that may vary	<ul style="list-style-type: none"> • AGM. Include an event to make it more fun!

Family Friendly and Kids Events

1. Movie night or movie in the park
2. Holiday / cultural themed craft event
3. Community dance
4. Family board game night
5. Home based business trade show
6. Family skate day or milk jug curling
7. Turkey or toy bingo
8. Community barbecue
9. Day in the park
10. Pow wow

Many Saskatoon community associations host a day in the park in either the summer or the winter (or both!). There is something unique about each neighbourhood's event. While these days can take a lot of time and organization, they bring together a lot of people and can really promote your association.

City of Saskatoon Activity Ideas

Who?	What they do	Contact
Sasktel Remai Modern Art Caravan	The caravan will come out for free (for two hours, \$25/hour after) with an instructor, and help attendees prepare a craft that fits your theme.	Carol Wylie 306-975-8031 cwylie@remainmodern.org remainmodern.org/pre-launch-programs/learning-engagement/families-kids
Saskatoon Fire Department	They will bring out a regular firetruck with firefighters.	Dori Krahn 306-975-7715 dori.krahn@saskatoon.ca
Saskatoon Fire Department	They will bring out the antique firetruck – a 1948 beauty!	Kurt Delorme 306-975-2574 kurt.delorme@saskatoon.ca
Saskatoon Police Service	They can bring out the mascot “Sarge,” who promotes crime prevention and safety.	Alyson Edwards Public Affairs Director 306-975-8209
Saskatoon Police Service	They can bring out their police dogs, who are part of the force.	Sgt. Lorne Ingram K-9 Unit 306-975-2343
Saskatoon Public Library	Story reading or large games.	306-975-7600

Get a list of other activity ideas from your Community Consultant.

Adults Only Events

Adults only events can be a great opportunity for the adults in your community to get to know each other and have some fun. When it comes to making sure that all the adults will be able to attend the event, consider offering a babysitting service; hire a sitter and find a good room to host it (like a multipurpose room or library). This makes your activities more accessible. Some examples of adults only events include:

1. Casino or poker night. (Ensure you contact Saskatchewan Liquor and Gaming Authority to make sure you follow all rules and have the proper permits.)

Always important to consider

- Food
- Water
- Washrooms

The Day of the Event: Timetable

Time	What?	Who?	Any other notes or details
8 a.m.	Wake up and have hearty breakfast	Everyone	
9–10:30 a.m.	Arrive on site and start set-up		
	Tents, tables, chairs arrive: 9:30 a.m.	xx delivering	
	Barbecue arrives: 9:30 a.m.	zz delivering	
	Bouncy castles arrive: 10 a.m.	yy delivering	
10:30–11 a.m.	Breather window (welcome volunteers, start cooking food, troubleshoot, etc.)		
11 a.m.–3 p.m.	Community Fun Day!		
	Stage: 11:30 a.m.–2:30 p.m.		
	Mendel Art Caravan: from/to time		
	Public Library Storytime: from/to time		
	Giant games: All day		
	Chalk area: All day		
	Face painters: from/to time		
3–3:30 p.m.	Take down and clean-up	Everyone	

The Day of the Event: Roles

	Who?
EVENT ORGANIZER (Can be the social coordinator, or someone else who had a main role in organizing the event. No specific duties assigned)	
SET-UP, TEAR DOWN, AND CLEAN-UP CREW	
LEADERS:	
<ul style="list-style-type: none"> • Stage leader (set-up, greeting, introducing/bios, thanking, equipment needs) 	
<ul style="list-style-type: none"> • Food leader 	
<ul style="list-style-type: none"> • Money minder (float, sales sheets, contracts for performers, supporting documentation for suppliers, etc.) 	
<ul style="list-style-type: none"> • Site leader (tables, chairs, signs, garbage, etc.) 	
<ul style="list-style-type: none"> • Volunteer leader (greeting, orienting, check-in, thankyou, etc.) 	
<ul style="list-style-type: none"> • Special guest leader (gallery, library, police, etc.) 	
<ul style="list-style-type: none"> • Bouncy castle leader 	
<ul style="list-style-type: none"> • Volunteer and lost child table 	
<ul style="list-style-type: none"> • Community association table / community association ambassador 	
ACTIVITY VOLUNTEERS:	
<ul style="list-style-type: none"> • Bouncy castles 	
<ul style="list-style-type: none"> • Food 	
<ul style="list-style-type: none"> • Site maintenance during event 	
<ul style="list-style-type: none"> • Old-fashioned picnic games 	
<ul style="list-style-type: none"> • Emcee for performance stage 	
<ul style="list-style-type: none"> • Photographer 	
<ul style="list-style-type: none"> • Face painters 	
<ul style="list-style-type: none"> • Henna artists 	
<ul style="list-style-type: none"> • Giant games 	

Volunteer Schedule

There are a number of online volunteer scheduling applications; ask your Community Consultant for more information.

Volunteer task	Details	Time	Volunteer name
Set up concession	Set up the BBQ, tables and coolers for the concession	9:30 a.m. - 11:00 a.m.	1. 2.
Concession	Cooking burgers and hot dogs	10:30 a.m. - 12:30 p.m.	1. 2.
Concession	Cooking burgers and hot dogs	12:30 p.m. - 2:30 p.m.	1. 2.
Concession	Taking money	11:00 a.m. - 1:00 p.m.	1. 2.
Concession	Taking money	1:00 p.m. - 3:00 p.m.	1. 2.
Bouncy Castles	Monitor kids, make sure there aren't too many in the castle at one time	11:00 a.m. - 1:00 p.m.	1. 2.
Bouncy Castles	Monitor kids, make sure there aren't too many in the castle at one time	1:00 p.m. - 3:00 p.m.	1. 2.

The Day of the Event: Contacts

Quick reference contact information

- Police: - 911 emergency
- Non-emergency: 306-975-8300
- If near XYZ School, address:
- If near ABC School, address:
- After-hours school issue, Greater Saskatoon Catholic School Board: 306-220-6990
- After-hours school issue, Saskatoon Public School Board: 306-244-4575
- Trained in first aid:

Board cell numbers (bring your cell phone in case we need to find you in the park!)

- Volunteer 1:
- Volunteer 2:

Special Guests

SaskTel Remai Modern Art Caravan

Carol Wylie

Office: 306-975-8144

Contact person/cell number for weekend?

Saskatoon Public Library Storytime

306-975-7572

Contact person/cell number for weekend?

Saskatoon Fire Department Fire Truck

Dori Krahn

306-975-7715

Contact person/cell number for weekend?

Tents, tables, and chairs

Business name and number:

Weekend contact name:

Weekend contact number:

Special instructions:

Bouncy castle

Business name and number:

Weekend contact name:

Weekend contact number:

Special instructions:

Suppliers making deliveries:

Barbecue

Business name and number:

Weekend contact name:

Weekend contact number:

Special instructions:



The Day of the Event: Things to Bring

What?	Who?
BIG PICTURE	
<ul style="list-style-type: none"> • Everyone’s phone number 	
<ul style="list-style-type: none"> • Latest planning document 	
<ul style="list-style-type: none"> • Smile 	
<ul style="list-style-type: none"> • Special event permit for park use 	
<ul style="list-style-type: none"> • Special event permit for food 	
SITE-RELATED:	
<ul style="list-style-type: none"> • Signs: 	
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • Map of site 	
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • Schedule for the day (On a poster? Flip chart?) 	
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • Posters on poles (throughout park) 	
<ul style="list-style-type: none"> <ul style="list-style-type: none"> • A-frame signs in front of schools / visible by traffic 	
<ul style="list-style-type: none"> • Extra garbage cans with labels 	
<ul style="list-style-type: none"> • Cans for recycling with labels 	
<ul style="list-style-type: none"> • Extra garbage bags 	
<ul style="list-style-type: none"> • Clear or blue bags for recycling 	
<ul style="list-style-type: none"> • Gloves for garbage and recycling volunteers 	

What?	Who?
HEADQUARTERS TABLE:	
<ul style="list-style-type: none"> • Most recent planning documents 	
<ul style="list-style-type: none"> • First aid kit 	
<ul style="list-style-type: none"> • Table, tents, and chairs 	To be delivered
<ul style="list-style-type: none"> • Float 	
<ul style="list-style-type: none"> • Cash-out sheets / sales summaries 	
<ul style="list-style-type: none"> • Cash box 	
<ul style="list-style-type: none"> • Cash box key 	
<ul style="list-style-type: none"> • Contracts for performers 	
<ul style="list-style-type: none"> • Payments for performers 	
<ul style="list-style-type: none"> • Extra paper to make signs, just in case 	
<ul style="list-style-type: none"> • Markers 	
<ul style="list-style-type: none"> • Masking tape 	
<ul style="list-style-type: none"> • Duct tape 	
<ul style="list-style-type: none"> • Camera 	
<ul style="list-style-type: none"> • Extra batteries for camera 	
<ul style="list-style-type: none"> • Extension cords 	
VOLUNTEER STUFF (also at headquarters):	
Volunteer sign-up sheet (for purpose of thank yous, etc.)	
<ul style="list-style-type: none"> • Volunteer schedule 	
<ul style="list-style-type: none"> • Tickets for volunteer free meal 	
<ul style="list-style-type: none"> • Volunteer name tags 	
<ul style="list-style-type: none"> • Coloured markers for volunteer name tags 	
<ul style="list-style-type: none"> • Volunteer vests 	
<ul style="list-style-type: none"> • Sign for volunteer and lost child station 	

What?	Who?
COMMUNITY ASSOCIATION TABLE (near headquarters):	
<ul style="list-style-type: none"> Community association display board 	
<ul style="list-style-type: none"> City of Saskatoon community association banner 	
<ul style="list-style-type: none"> Past newsletters 	
<ul style="list-style-type: none"> Community association business cards 	
<ul style="list-style-type: none"> Program information (sneak peek) 	
<ul style="list-style-type: none"> Door prize (e.g. Edmonton Oiler jersey from councillor) 	
<ul style="list-style-type: none"> Slips to enter door prize draw (and email address for list) 	
<ul style="list-style-type: none"> Container for door prize draw entries 	
<ul style="list-style-type: none"> Helium tank 	
<ul style="list-style-type: none"> Balloons 	
<ul style="list-style-type: none"> String for balloons 	
FOOD-RELATED:	
<ul style="list-style-type: none"> Barbecue, food, condiments, napkins, tools, beverages, ice, bins, utensils, oven mitts, barbecue scrubber, food safe items (hair nets, gloves, equipment to keep hot food hot and cold food cold), cleaning items for tables (warm water, soap, etc.). List will be much longer; it all depends on your situation. 	
<ul style="list-style-type: none"> Signs with prices 	
<ul style="list-style-type: none"> Tables 	To be delivered
<ul style="list-style-type: none"> Hand cleanser 	
<ul style="list-style-type: none"> Hand wash station (or sign saying to use school washroom) 	

What?	Who?
STAGE AREA:	
<ul style="list-style-type: none"> Balloons tied down by weights to denote stage location 	
<ul style="list-style-type: none"> Sound system 	To be delivered
<ul style="list-style-type: none"> Generator 	To be delivered
<ul style="list-style-type: none"> Extra extension cord (long) 	
<ul style="list-style-type: none"> Schedule of performers 	
<ul style="list-style-type: none"> Emcee notes (performer bios/intros, sponsor thankyou's, volunteer thankyou's, ways to volunteer with the community association, other things to check out today, and thank you for coming out today) 	
OLD-FASHIONED PICNIC GAMES:	
<ul style="list-style-type: none"> Hula hoops 	
<ul style="list-style-type: none"> Boiled eggs 	
<ul style="list-style-type: none"> Spoons 	
<ul style="list-style-type: none"> Rope to tie legs together 	
OTHER:	
<ul style="list-style-type: none"> Giant games (from Giggle Factory) 	
<ul style="list-style-type: none"> Chalk 	

After the Event

Immediately after the event:

- Return rented and borrowed equipment
 - Tents
 - Tables
 - Chairs
 - Sound system
 - Generator
 - Helium tank
 - Giant games
- Do a site tour
 - Ensure all equipment, supplies, etc., are taken away
 - Ensure all garbage is picked up
- Take in recycling
- Take down all signs and posters (throughout park and at schools)
- Cash reconciliation and deposit
- Go home, put your feet up, and reflect on the wonderful day!



After the Event: A Week Later

Hold an event wrap-up meeting:

- Celebrate success! Way to go! Woohoo!
- Discuss and document. What went well? What should we do differently? Use the PIES post event evaluation.
- Discuss budget versus actual, and revise budget for next year.
- Everyone sign thank-you cards.
- Pick date for next year.

Saying Thank You

To thank	How?	Who?	By when?
Special event volunteers	Card		
School representatives	Card		
Sponsors	Card		
Dignitaries	Card		
School newsletters	Article about the day and thanking everyone		
Community association newsletter	Article about the day including thanking everyone (name them), attendance stats, and date for next year		
Other			



Financial & Administrative Matters

Task	Who?	By when?
Pay all bills	Everyone submits	
Produce financial schedule showing budget versus actual revenue and expenditures		
Write grant follow-up report	Who drafts report; Sub-committee reviews; Who submits.	
Other		

Miscellaneous

- **Return the key to the school.**
- **Archive files for next year.**



Appendix B: Planning Document

Example 2: Smaller Event Turkey Bingo

Before the event

- Advertise in the community association newsletter, social media, and school newsletters.
- Apply for a bingo license online.
- Watch for turkeys to go on sale in October, and buy 10 turkeys around \$0.99/lb to \$1.09/lb (otherwise you make no money).
- Advertise on Facebook and in the newsletters that you are looking for donations of prizes for the raffle. Make sure you have raffle tickets.
- Make a poster.
- Make sure you have a bingo caller.
- Purchase what you need for the concession.

At the bingo

- Set up bingo machine, sound system, tables, and chairs for your crowd.
- Put a list of the bingo games being played on all tables, and give one to the bingo caller.
- Have a table set-up at the entrance for selling the Bingo Cards. Make sure they have enough cards for all the games that will be played. Make sure these volunteers have a cash box with enough change in it. Consider giving volunteers a free card or two to thank them for their time and to show your appreciation for their help.
- Announce that noise carries, so during the game please respect your neighbours and limit the talking so everyone can hear. Ask the bingo caller to speak loudly and announce the number twice.
- Ask your participants if the caller is too loud/quiet or too fast/slow and adjust accordingly.
- Sell raffle tickets: 10 tickets for \$5 or one ticket for \$1.
- Keep the turkeys in the school freezer while people are playing. When they win, record their name and give them a note saying they won a turkey, and instruct them to come to the kitchen after the event is over to get their turkey.
- Once the 10 bingos are done, gather all the cards quickly and then re-sell them at \$1 each for the Final Blackout Bingo. As the numbers are being called out, count how many you sold and then split the pot in half and announce how much the winner will receive.
- Buy \$1 or \$2 lottery tickets as consolation prizes. For example, if there is a tie on a bingo, give each of those players a new bingo card, and then whoever gets the next number drawn wins the turkey. The other person receives a lottery ticket.
- For the concession, keep it simple: Hotdogs, licorice, chips, coffee, pop, and water. Try not to overbuy unless you are prepared to carry stock over for another function.

Budget Estimate

Revenue		Expenses	
Bingo cards 300 @ \$1 each	\$300	Turkeys	\$120
Raffle tickets	\$250	Raffle prizes	\$80
Concession	\$250	Concession	\$150
Final Blackout Bingo game	\$150		
Total revenue = \$950		Total expenses = \$350	
Net profit = \$600			

After the Event

- **Clean-up and say thank-you to all volunteers!**



Appendix C: Budget Sample

ABC Community Association Sample Yearly Social/Special Event Budget

		Budget	Actuals
Revenues			
	Self help		
	Revenues		
	Concessions		
	Ticket sales		
Expenditures			
	Board appreciation BBQ		
	Food		
	Drinks		
	Fun Day in the Park		
	Food		
	Entertainment		
	Bouncy castles		
	Permits		
	Etc.		
	Bingo night		
	Food for concession		
	Bingo machine rental		
	Facility rental		
	Prizes		

**The XYZ Event
Sample Event Budget
Last Updated:**

		Budget (200 People)	Budget (400 People)	Actual
Revenue				
	Grants			
	Self help			
	Concession			
	Ticket sales			
Expenditures				
	Facility			
	School booking			
	Food			
	Drinks			
	Portable toilets			
	Entertainment/performers			
	Balloon guy			
	Face painters			
	Sound system			
	Tents/tables/chairs			
	Stage			
	Bouncy castles			
	Generator			
	Promotional materials			
	Permits			
	SLGA			
	Park rental			

Appendix D: Sample Sponsorship Letter

January 4, 2016

Company Name
Address
City, SK Postal Code

Re: ABC Community Event

The ABC Community Event to raise funds for our ABC Outdoor Community Rink will be held at Our Local School on March 1, 2016.

This past year we noticed that our rink is extensively used by our community. There are not many evenings where you will go out and see the rink empty. Children learn to skate on the rink, the school uses it for physical education classes, and adults play shinny on it. It really brings our community together.

Your support and involvement in our fundraising efforts would be much appreciated. We invite you to be an event sponsor:

1. \$300 Gold Sponsor

- Display your company banner at the event
- Tickets for four (4) people to attend our event
- Recognition on the ABC Community website and Facebook page.

2. \$150 Silver Sponsor

- Tickets for two (2) people to attend our event
- Recognition on the ABC Community website and Facebook page.

Cheques can be made payable to ABC Community and can be mailed to the address listed below. If you require an invoice prior to mailing a cheque please contact us using the information below and we can send you one.

Thank you for supporting our community!

Sincerely,

Event Organizer
ABC Community Association

Phone Number
Community Association Mailing Address

Appendix E: PIES Post-Event Evaluation

P = Positive/Perfect: Anything successful that you would do exactly the same in the future.

I = Improve: Things you want to do better and that you think should be included in the future.

E = Eliminate: Things that were unsuccessful and you don't think should be included in the future.

S = Surprises: Anything that hadn't been previously discussed or you weren't prepared for.

