

Planning for your Gala - a PARTY not an EVENT

I. Human Resources

- A. Professional Event Planner
- B. One Honoree
- C. Event Chairs - not to exceed two
- D. Sponsorship Chair to work with Development Director
- E. Specific staff member assigned to Event
- F. Professional MC
- G. Public Relations professional (with a written plan for pre and post Gala PR)
- H. Invitations professional (Save the Date, Invitations, timeline for both)
- I. AV Professionals
- J. Décor Professional
- K. Photos for Gala chairs - pre event - immediately send 15 photos to PR post event
- L. Videographer
- M. Entertainment Professionals / Program elements
- N. Marketing in-house (signage/collateral/table numbers/all theme related)
- O. Public Relations in house (website/save the dates/Federation calendar; plan to coordinate with G.
- P. Seating in-house
- Q. Registration in-house; prefunction day of
- R. Table chairs and hosts

II. Organizational Structure

- A. Create an organizational structure that determines lines of communication and responsibility
- B. Determine clear description of responsibilities/job descriptions
(who is responsible for what; who is the liasion for each professional)
 - 1. Event Planner
 - 2. Event chairs
 - 3. Lay Leadership
 - 4. Staff
 - 5. All Professionals
- C. Pre - designated flexible event budget with previous in-kind donors and with worst case scenario
 - 1. Invitations
 - 2. Food and beverage
 - 3. Entertainment
 - 4. Professionals
 - 5. Décor
 - 6. Collateral
 - 7. AV
 - 8. Extras

III. Important Considerations

- A. Theme development - brainstorming meeting
- B. All Fundraising activities prior to night of event
- C. No formal speeches
- D. Create a Gala brand - logo - start early