



PTH First Annual Arts Walk Benefit June 1st, 2019

Event Committees and Chairs

1. **Overall Event Chair(s):** Ashli Brown and Heather Leaman
2. **Treasurer:** Kathryn Johnson
3. **Advertising / Sponsorship Committee:** Solicit advertising and sponsorship dollars for the event and program
4. **Program Committee:** Create the program to include advertising, sponsorship acknowledgement, description of auction items, and the agenda for the evening.
5. **Graphics / Publicity Committee:** Create logo to brand the event; create an awareness of the event throughout the school and church communities - posters, flyers etc. (arts and music)
6. **Invitations Committee:** Create and distribute branded invitations and tickets (if applicable) for the event; collect all moneys from prepaying guests and prepare guest list for the event. Give list to Check-in Committee
7. **Live Auction / Class Project Committee:** Solicit donations of professional art from the school and church community for the live auction; Coordinate/Facilitate with Room Parents and Teachers for class projects (one per grade). Mrs. Manuta can provide ideas, but will not be involved in the actual projects. Create bid sheets as applicable
8. **Silent Auction Committee:** Solicit donations for the silent auction from the school and church community. Mrs. Manuta will be providing one piece per child as possible. Create bid sheets as applicable
9. **Event / Art Set-up Committee:** Display **all art** at the event- live and silent -(hanging of pieces off of pole and drape, easels, tables,) coordinate singe, and bid sheets
10. **Décor / Entertainment Committee:** Create all signage for all pieces submitted with artist name and price. Set up all tables and chairs, provide dressing/décor for auction tables, check-in tables and food tables. Solicit musicians from School and Church Community for mini buskers sessions, glee sessions (coordinate with Mr. Franklin and Mrs. Kunkle)
11. **Auction Check-in and Checkout Committee:** Greet guests, collect payment for admission as applicable, and provide guests with material packets used during the event. Collect payment and distribute auction items purchased as guests leave the event.
12. **Cleanup Committee:** Ensure the complete cleanup of the venue at the close of the event; move any remaining auction items/décor to the school.
13. **Thank You Notes Committee:** Prepare and send thank- you notes to all donors and sponsors.

Advertising / Sponsorship Chair:

Purpose of the Position: Responsible for selling advertising and securing sponsorship dollars for the event.

Approximate time commitment: 4-5 hours a week prior to the printing of the program

Activities/Job Description:

- Solicit volunteers for advertising/sponsorship committee
- Set goal for advertising dollars and sponsorship dollars
- Set the size, layouts, and price for ads in conjunction with the Program Chair- *See ads from previous years*
- Sell advertising for the event program
- Collect advertising copy and money from advertisers
- Solicit sponsorship dollars from local businesses and members of the school and church
- Provide the Program Chair with all sponsors' information by printing deadline
- Send a program to sponsors with a thank you note (coordinate with thank you committee)
- Provide the Program Chair with all graphics for ads, copy, etc., by printing deadline
- Provide treasurer with receipts for all expenses incurred
- Write notes for the event notebook and give them to event Chair

Program Chair

Purpose of the position: Responsible for the design and printing of the event program

Approximate time commitment: 20-30 hours prior to the event

Activities/Job Description:

- Solicit volunteers for program committee
- Work with the event and Graphics and Invitations Chairs to design the cover of the program
- Select and work with the printer on the overall design requirements (if applicable)
- Gather descriptions of donated auction items from the Live auction and Silent Auction Chairs
- Type the program
- Coordinate advertising space and sponsorship acknowledgement with the Advertising / Sponsorship Chair.
- Coordinate printing of programs according to event timeline
- Provide programs to the Advertising / Sponsorship Chair for thank yous
- Give printed programs to the Auction Check-in Chair prior to the night of the event
- Provide the treasurer with all receipts for any incurred expenses
- Write notes for the event notebook and give to the event Chair

Graphics / Publicity Chair

Purpose of the Position: Responsible for creation of logo/branding and all publicity leading up to and following the event.

Approximate time commitment: 2-3 hours a week prior to the event and 1-2 hours following the event

Activities/Job Description:

- Solicit volunteers for graphics/publicity committee
- Create logo that will brand the Arts Walk and can be used every year – coordinate with Event Chairs to incorporate glass design
- Create/coordinate bid sheet templates for Live and Silent Auctions
- Create/coordinate signage templates for Live and Silent Auctions
- Create publicity aimed at students, faculty, families, and the community
- Arrange for publicity materials to be printed and distributed: flyers for Tuesday Envelopes- (be sure to include preschool), church bulletins, posters etc.
- Update list of items for the live and silent auctions and publicize
- Publicize the event again after the invitation mailing (as event nears) to encourage potential attendees to purchase tickets
- Create final publicity about the results of the event (Week after event) and give to Event Chair
- Provide treasurer with receipts for all expenses incurred
- Write notes for the event notebook and give them to event Chair

Invitations Chair

Purpose of the Position: Responsible for the design and distribution of invitations for the event and creation of guest list

Approximate time commitment: 15-20 hours prior to event

Activities/Job Description:

- Solicit volunteers for Invitations committee
- Design the invitations - coordinate with Graphics for logo
- Print the invitations
- Mail/email/distribute the invitations according to the event's timeline
- Create a list of prepaid guests and give to Auction Check-in Chair
- Coordinate with Publicity Chair regarding sales numbers
- Give the treasurer all collected moneys prior to the event
- Provide the treasurer with receipts for printed materials and postage
- Write notes for the event notebook and give to the event Chair

Live Auction / Class Project Chairs

Purpose of the Position: Responsible for soliciting/securing donated items and for facilitating / coordinating class projects for Live Auction

Approximate time commitment: 10-15 hours prior to the event

Activities/Job Description:

- Solicit volunteers for live auction/ class project committee
- Set goal for number of items for the live auction (separate from class projects- every class will have one project)
- Solicit donations of Professional Art (all kinds) from School and Church Community
- Identify a contact person for each class project – start with Room Parents (list provided by Event Chair)
- Work with the contact person to coordinate the completion of the class project against the event timeline
- Arrange to take pictures of the classes and include them with the donated projects
- Create a database of donations, donors, and contact information
- Assemble donation forms in donations notebook and set minimum bids
- Assign an auction identification number to each donation
- Prepare written descriptions of auction items and give to Publicity and Program Chairs
- Determine the order of the auction items
- Secure props for the auction items if needed
- Book the parent auctioneer (Kathryn's husband)
- Provide the auctioneer with a script that describes each item in the order it is to be auctioned
- Prepare Live Auction Bid Sheets (template Provided by Event Chair/Graphics)
- Provide treasurer with receipts for all expenses incurred
- Write notes for the event notebook and give to the event Chair

Silent Auction Chair

Purpose of the Position: Responsible for securing donations for silent auction

Approximate time commitment: 8-10 hours a week prior to the event; 4-5 hours the day of the event

Activities/Job Description

- Solicit volunteers for silent auction committee
- Solicit silent auction donations
- Coordinate student art with Mrs. Manuta – she will have one piece per student
- Assemble donation forms in donations notebook
- Arrange for donations to be picked up and stored prior to the event
- Create a database of donations, donors, and contact information
- Assign an auction identification number to each donation
- Set a minimum and “Buy Now” bid amount for each item
- Prepare Live Auction Bid Sheets (template Provided by Event Chair/Graphics)
- Print the bid sheet in triplicate (one copy stays with item, one goes to winning bidder, and one for records)
- Prepare envelopes for each donation that involves gift certificates and give them to the auction Checkout Chair prior to the event
- Periodically provide the Publicity and Program Chairs with an updated list of auction items
- Provide treasurer with receipts for incurred expenses
- Write notes for the event notebook and give to event Chair

Event / Art Set-up Chair:

Purpose of the Position: Responsible for the display of **all art**, signage, and bid sheets at the event- live and silent - (hanging of pieces off of pole and drape, easels, tables,) per floor plan.

Approximate time commitment: 0-2 hours a week prior to the event and 6-8 hours the day of the event;

Activities/Job Description:

- Solicit volunteers for set up committee
- Work with Treasurer and Event Chair to determine the display budget
- Procure all materials (tables, easels, tape, hooks, fishing line, hot glue guns etc.) needed for display of art
- Secure transportation of items to the venue
- Coordinate signage and bid sheets with Décor Committee
- Set up Pole and Drape, tables and easels
- Set up all auction items on the day of the event
- Provide treasurer with receipts for all expenses incurred
- Write notes for the event notebook and give to the event Chair

Décor / Entertainment Chair

Purpose of the Position: Responsible for the creation of signage all auction pieces; the setup of all tables and chairs, the dressing and décor for auction tables, check-in tables and food tables and the procurement/coordination of entertainment.

An individual from this committee will need to be in charge of all students at the event - for the duration of the event.

Approximate time commitment: 2-5 hours a week prior to the event and 4-6 hours the day of the event

Activities/Job Description:

- Solicit volunteers for décor/ entertainment committee
- Work with treasurer and event Chair to determine the budget
- Solicit musicians from School and Church Community (busker's, glee/vocal sessions, etc.)
- Create signage for all pieces submitted, with artist name and price- coordinate with Live and Silent Auction Chairs
- Design décor for tables: auction tables, check-in tables, food tables (décor that can be reused will be good as we hope to have this event bi-annually)
- Verify all sizes, quantities and color of linens
- Linens can be provided by Mr. O- please coordinate and send thank you note
- Procure all materials for décor
- Decorate on the day of the event
- Coordinate music/entertainment on the day of the event- keep it to a schedule and moving
- Provide treasurer with receipts for all expenses incurred
- Write notes for the event notebook and give to the event Chair

Auction Check-in and Check-out Chair

Purpose of the Position: Responsible greeting, checking in and checking out guests at the event, and for collecting payments for all auction items purchased.

Approximate time commitment: 8-10 hours prior to the event, 3-6 hours the day of the event and 2-3 hours after the event

Activities/Job Description Check-in:

- Solicit volunteers for Check in and out committee
- Work with invitations/reservations Chair to compile a list of people who have purchased tickets to the event
- Work with the treasurer to determine what you will need to collect cash, check, and credit card payments
- Give the treasurer all collected moneys and credit card payments
- Create a process for walk-in guests if applicable
- Prepare check-in packets for guests, to include such items as a program, raffle tickets, a live auction paddle, bidder number, etc.
- Welcome each guest
- Provide treasurer with all receipts for incurred expenses
- Write notes for the event notebook and give to the event Chair

Activities/Job Description Check-out:

- Secure a list of all live and silent auction items from the appropriate Chair
- Provide each purchaser with receipts, if applicable
- Thank each purchaser for their support
- Enter dollar amounts for each item sold on the list of donated items
- Follow up with people who left the event without paying for purchases to collect the money due
- Coordinate with Clean Up Chair to take uncollected donations back to school
- Give the treasurer all collected moneys and credit card payments
- Prepare a report of all moneys received, list any outstanding payments to be made, and give to Silent Auction Chair
- Write notes for the event notebook and give to the event Chair

Auction Clean-up Chair

Purpose of the position: Responsible for all cleanup activities associated with the event

Approximate time commitment: 1-3 hours prior to the event and 1-3 hours after the event

Activities/Job Description:

- Solicit volunteers for clean-up committee
- Work with event Chair to determine what cleanup responsibilities are expected by the venue
- Give any remaining items to Check-out Chair
- Coordinate cleanup activities after event to ensure everything is done
- Remove all linens and return to vendor
- Dispose of or store, as appropriate, décor from event (including unused glasses)
- Put away all tables and Chairs
- Takedown pole and Drape
- Take away trash and recycling
- Clean floor
- Provide treasurer with all receipts for any incurred expenses
- Write notes for the event notebook and give to the event Chair

Thank You Notes Chair

Purpose of the position: Responsible for sending thank you notes to all donors and sponsors of the event

Approximate time commitment: The time frame for this role is directly proportional to the number of donations; to avoid an overwhelming task, send thank-you notes periodically as donations are received

Activities/Job Description:

- Solicit volunteers for thank you note committee
- Work with Event Chair/Graphics to create a thank-you letter that can be used for everything
- Prepare and mail thank-you letters for each donor, advertiser, and sponsor-(*may include a program with thank you note to advertisers/sponsors if applicable*)
- Keep a list of all notes mailed
- Provide treasurer with receipts for incurred expenses
- Write notes for the event notebook and give to the event Chair