



Steps for Organizing a Successful Special Event

Whether your event is large or small, these steps will keep you and your friends and colleagues motivated and well-organized.

<p>1</p> <p><i>Submit your Special Event Application.</i></p>	<p>All fundraising events for the benefit of A Community of Friends must be approved in advance by A Community of Friends' executive staff. By completing the Special Event Application, you help us learn more about your event and ensure likelihood of ACOF executive input or board member attendance, if desired. The enclosed Special Events Application must be completed and submitted to ACOF staff no less than 45-days prior to the proposed event date before approval can be granted.</p>
<p>2</p> <p><i>Form a planning committee.</i></p>	<p>The enthusiasm and dedication of the people who plan and organize the event increases the probability of a successful activity.</p>
<p>3</p> <p><i>Identify your audience.</i></p>	<p>Who is most likely to attend and be willing to join you in supporting the efforts of A Community of Friends?</p>
<p>4</p> <p><i>Establish goals.</i></p>	<p>Have a realistic and measurable financial or in-kind donation goal. Determine whether you will be seeking direct contributions or selling tickets.</p>
<p>5</p> <p><i>Brainstorm.</i></p>	<p>Give free reign to your imagination. Several heads are better than one!</p>
<p>6</p> <p><i>Choose the "right" event.</i></p>	<p>The type of event you choose should fit the size, interest, talents, goals and time availability of your committee and audience.</p>
<p>7</p> <p><i>Schedule the event.</i></p>	<p>Select a time that is appropriate and convenient for those who will be attending. Be sure to check local community calendars for conflicting events.</p>
<p>8</p> <p><i>Develop a budget.</i></p>	<p>Know what your expenses will be so that you can determine your ability to reach the goals you set in Step 4.</p>
<p>9</p> <p><i>Collect the funds and in-kind donations.</i></p>	<p>Please forward monetary donations to A Community of Friends within 30-days following the conclusion of your event. All in-kind donations can be brought to our Services Department office.</p>
<p>10</p> <p><i>Thank you!</i></p>	<p>Please be sure to acknowledge everyone who participated in or supported your event and let them know how much you appreciate their willingness to do their part to end homelessness for individuals and families with special needs.</p>

Special Events

Policies and Guidelines

In order to ensure that all proposed special events are approved, we require:

- ❖ Events must be tasteful and appropriately represent A Community of Friends.
- ❖ Events must comply with all federal, state, and local laws governing charitable fundraising, gift reporting and special events.
- ❖ The event organizer is responsible for obtaining any necessary permits and clearances required by governmental authorities. The event organizer must also obtain appropriate insurance coverage, if necessary. Please note that some permits may require up to 60-days prior to event for issuance.
- ❖ Use of the name "A Community of Friends", logo or any other term implying endorsement by or support of ACOF is not authorized except by specific approval of A Community of Friends. All uses of ACOF's logo and name – in advance of its reproduction, printing, or dissemination – must be approved and be in compliance of ACOF's Usage and Brand Standards. (This includes invitations, posters, flyers, press releases, etc.)
- ❖ Advance authorization is required for any advertising or promotional activities related to the event.
- ❖ In naming the event, A Community of Friends should not be used in the title, but rather listed as the beneficiary of the event. For example, organizers should not refer to the event as the "A Community of Friends Children's Book Drive." Instead, it should be promoted as "Children's Book Drive to benefit A Community of Friends."
- ❖ When approaching businesses and corporations for assistance and monetary support of your event please remember that many local organizations may already have a long-standing partnership with A Community of Friends and may not wish to make additional donations. Be sure to contact the ACOF Special Event Coordinator prior to soliciting local businesses for support.
- ❖ Within 30-days following the completion of your event, all net proceeds must be received by A Community of Friends. Proceeds should be mailed or delivered to:

Marilyn King, Development Officer
A Community of Friends
3345 Wilshire Blvd, Suite 1000, Los Angeles, CA 90010
Phone: 213-480-0809, ext. 237; Fax: 213-480-1788
mking@acof.org, www.acof.org

What ACOF's Special Events Coordinator can do to assist with your event:

- ❖ Offer advice and expertise on event planning.
- ❖ Provide a letter of authorization to be used to validate the authenticity of the event and its organizers.
- ❖ Provide and approve the use of the ACOF's name and logo.
- ❖ Promote the event on ACOF's web site.
- ❖ Assist with writing press releases and promotional event-related materials.
- ❖ Assist in completing applications for licenses and permits for your event.
- ❖ Attend events, as schedule permits.
- ❖ Provide ACOF's banners, balloons, and miscellaneous event equipment, as available.
- ❖ Provide a written tax receipt to donors who make their contributions payable to ACOF in accordance with state and federal tax laws.

*On behalf of the homeless individuals and families with special needs whom we serve,
thank you for your interest in supporting A Community of Friends.*

**Before you hold an event on behalf of ACOF,
you must submit this 2-page application to ACOF for approval.**

Event Organizer Details

Today's date: ____/____/____

Name of Group/Company Planning Event: _____

Name of Event Organizer: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

E-mail Address: _____

Phone: Home (____) _____ Business (____) _____

Fax (____) _____

Briefly describe why you have chosen ACOF as the beneficiary of your event:

Event Details

Name of Proposed Event: _____

Date of the Event: _____ Time of the Event: _____

Location of the Event: _____

Address: _____

City: _____ State: _____ Zip: _____

Briefly describe your event:

Does your event require a city or state license? No Yes Unsure

If yes, please list: _____

Is Event: Open to public By Invitation Only

Ticket price (if applicable): \$ _____

How will event be publicized (e.g. press releases, flyers, radio/TV, printed ads)?

For Publicity purposes (e.g. press releases, web listings, etc.), a contact name and phone number that can be publicly listed _____ (____) _____

Can your company match the amount you raise? No Yes

Briefly describe how your event will raise funds (e.g. ticket sales, pledges, sponsorship, auction, raffle, etc. – attach separate sheet if necessary):

Please list any sponsors tied to this event (e.g. corporate, media partners, etc.):

Please list your expectations from ACOF (e.g. event guidance, volunteers, signage, etc.):

Would you like a representative from ACOF to attend? No Yes Maybe

Please specify how you would like your funds designated:

Unrestricted – General Operations

Restricted (please select a designated area of interest)

Residential Services

Children's Program

Appreciation Incentive Merits Program (AIM)

Substance Abuse Recovery Program

Housing Development

Asset Management

Health Education and Disease Prevention Program

Other _____

Would like to speak with Special Events Coordinator for additional information

THE INDIVIDUAL/ORGANIZATION SPONSORING THE EVENT ASSUMES ALL RISKS AND LIABILITIES ASSOCIATED WITH THE EVENT AND HEREBY RELEASES AND HOLDS HARMLESS A COMMUNITY OF FRIENDS AND ITS DIRECTORS, OFFICERS, EMPLOYEES, AGENTS, SUCCESSORS, AND ASSIGNS FROM AND AGAINST ANY AND ALL CLAIMS, DAMAGES, LIABILITIES, COSTS AND EXPENSES, INCLUDING REASONABLE ATTORNEY'S FEES, ARISING OUT OF OR WHICH MAY OCCUR IN CONJUNCTION WITH THE EVENT, INCLUDING, WITHOUT LIMITATION, ANY PERSONAL INJURIES OR DAMAGE TO PROPERTY WHICH MAY OCCUR IN CONJUNCTION WITH THE EVENT.

I, _____, agree on behalf of myself or the organization I represent (circle one) that if the project I wish to coordinate is approved by A Community of Friends, to abide by the Special Events Policies and Guidelines, a copy of which has been provided by ACOF. I also agree that the funds raised from the activity will be remitted to A Community of Friends within 30 days of the event or within alternative terms mutually agreed upon.

Event Organizer's Signature

Date

A Special Events Coordinator will contact you within one week from the day your application is received. If you have any questions, please call the Special Events office at (213) 480-0809 x237 or email mking@acof.org.

Return the completed application to:

A Community of Friends
c/o Marilyn King
3345 Wilshire Blvd., Suite 1000
Los Angeles, CA 90010
Fax: (213) 480-1788