

Shindig Committee Job Descriptions

Event Chairmen

The Event Chairmen and the Development Staff work together to

- Establish the fundraising goals and a timeline for the event
- Assemble the committee chairs, develop the committees, and offer support and motivation to the committees as they strive to complete their tasks
- Host Kick-off Party for the Committee, key staff and the press
- “Troubleshoot” to fill any gaps
- Provide access to personal and business contacts for solicitation letters
- Work closely with the Underwriting Chairmen and the Development Staff to seek underwriting and sale of tables
- Work closely with the Auction Chairs to help solicit auction items
- Serve as a spokesperson for the media
- Offer advice/feedback on the logistics of the event including venue, menu, theme, ect.

Underwriting & Table Sales

The members of this committee work with the event chairs and MRM staff to

- Secure underwriting to meet the established event goals for both the Help-A-Kid SOAR challenge, event underwriting and table sales/sponsorships
- Provide access to personal and business contacts
- Review the list of corporations that receive solicitation letters
- Provide feedback on the revision of the solicitation letter and response pieces
- Write personal notes on the letters of persons and corporations with whom they have a significant relationship
- Write personal letters on their corporate letterhead as appropriate
- Make personal telephone calls and visits, if necessary, in order to secure the number of table purchasers necessary to reach the established goal
- Secure corporate and patron table sponsors to meet the established event goals

Because the proceeds from underwriters are “up-front” income and are a very substantial portion of the event’s proceeds, established goals must be met! It is important that the work of this committee begin in early spring, continue through summer into early fall.

Staff performs all administrative responsibilities--produces all letters, secures personal notes and signatures, keeps the committee members apprised of progress, acknowledges all table purchasers, secures the names of persons to be seated at corporate & patron tables, produces appropriate signage and video elements, provides favors for guests, and performs any after-party follow-up.

Help-A-Kid SOAR Challenge Underwriters (\$50,000):

5 - \$10,000

or

2 - \$25,000

or

1 - \$50,000

Event Underwriters (\$325,000):

1 - \$50,000 = \$50,000 3 - \$25,000 = \$75,000 10 - \$10,000 = \$100,000 20 - \$5,000 = \$100,000

Event Table Sponsors (\$85,000):

20 - \$2,500 Tables = \$50,000 20 - \$1,750 Tables = \$35,000

General Underwriters (\$87,000):

These donors do not receive anything in exchange for their gifts.

Auctions (Live Auction / Silent Auction)

The members of the Auction Committee are responsible for soliciting and obtaining items for the live and silent auctions.

- Request items from all previous donors and secure additional items from new donors
- Follow-up with phone calls to donors to help increase the chance of a donation
- Pick-up donated items as you can
- Suggest new donors and ideas for items

Live Auction items (usually 10 - 12 items) must have a retail value of at least \$5,000. Trips, parties, hunting, fishing, jewelry, sports opportunities, or auction packages of high interest and worth are part of the Live Auction.

Live Auction Committee Members will aim to bring in 1-2 main features of our 12 Live Auction packages working with staff to utilize other donations to make each package spectacular.

Super Silent Auction items (usually 10 items) should have a retail value of \$500 or more.

Live Auction Committee Members and Silent Auction Committee Members work together to build this collection of Super Silent Auction choices.

Silent Auction items (usually 100 - 150 items) should have a retail value of \$50 or more.

Silent Auction Committee Members will aim to bring in 10 auction items or packages valued at \$50 or more and 1 Super Silent auction item valued at \$500 or more.

Be creative! There are retail businesses throughout San Antonio. Think “out-of-the-box” for items in neighboring communities, personal services by celebrities (CEOs, ministers, artists and craftsmen), event tickets, cooking classes—the sky’s the limit!

Staff handles all administrative responsibilities. It is particularly helpful when the auction committee members pick-up auction items.

Country Store Auction

The Chairmen of this committee are responsible for soliciting, receiving, transporting and displaying items for the Country Store area of the silent auction. Country Store items are hand-crafted items or home-baked goods, generally made by members of First Presbyterian Church, a Mission Road Ministries sponsor.

- Coordinate with First Presbyterian to have open invitation for donations printed in publications
- Call donors of the previous year's most popular items to ask them to give again
- Identify new prospective donors who are personal acquaintances of the committee members. Development Staff will provide solicitation letters, fact sheets and donor agreement forms
- Since many Country Store items are perishable and cannot be delivered until the last minute, the Chairmen can arrange with the church for delivery of all items the day before the event and the morning of the event at a second location, i.e. one of the Chairmen's homes
- Work with Auction Display Committee to coordinate any ancillary decorations.

Development Staff will provide bid sheets for the committee to arrange with items in the assigned area early on the morning of the event. Chairmen should help determine the value of items when not provided by donor and assist in establishing minimum bids.

Auction Display

The Auction Display Committee is responsible for

- Grouping auction items
- Placing them in a display and working in conjunction with the Decorations Committee on the day of the event to make the auction area attractive to potential buyers

The Committee, with the help of all members of the Shindig Committee, works on the day prior to and day of the event.

If the Auction display Committee uses decorative items that must be returned, please notify Staff.

Staff is responsible for producing all bid sheets, handling auction check-out, and auction item pick-up.

Production and Logistics

The logistics chair works with the event chairs and MRM staff to negotiate and overall coordinate with the event venue and the program for the event.

- Set calendar of meetings with venue based on timeline
- Remain in close contact with the venue event manager to ensure all details are communicated
- Select a menu noting that certain traditions and budget guidelines must be considered
- Obtain the appropriate rentals including tenting, linens, tables and chairs
- Oversee signage for event
- Collaborate with MRM staff to draft and coordinate all press and media requests
- Help MRM staff with guest registration and table assignments as needed

- Oversee selection of entertainment & programming for the event; secure the bands for Shindig and any additional entertainment, i.e. card sharks, caricature artists, trick ropers, dancers, etc.
- Work with Live Auction committee in the writing of the script for auctioneer
- Work with AV Committee to coordinate slide show presentation at the event
- Coordinate lighting and sound based on the needs of the auctioneer, entertainment, and resources of the venue.
- Produce and execute recognition for corporate and patron table sponsors, the event sponsor, and underwriters.
- Work with the Development Staff and the Event Chairmen to determine the elements of the presentation.
- Determine what special audio/visual equipment is needed for the event.
- Work with staff to secure all underwriter and table sponsorship logos and pictures for auction items to use in visual presentation at event.

Staff is responsible for signing final contracts and issuing checks.

Decorations & Party Favors

The Decorations Committee

- Creates a warm, inviting western atmosphere at the event
- Select the tablecloths, design and order table arrangements, and direct the set-up of venue the day of the event
- Coordinate the center pieces with consideration of corporate party favors
- Select, order and prepare party favors according to the following noting that certain traditions and budget guidelines must be considered
 - 1 gift per attendee (order 800 items)
 - 1 gift for the presenting sponsor
- Work with the Auction Display Committee to create a coordinated ambiance
- Determine disposition of the centerpieces following the event

Printed Materials

Responsible for the creative development and design of all gala print materials ensuring consistent presentation and incorporation of logo & theme. Works closely with Decorations committee. Materials include, but are not limited to, invitation, evening program, and event letterhead.