

## **Shindig Committee Job Descriptions**

### **Event Chairs/Co-Chairs**

The Event Chairs/Co-Chairs and MRM 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, etc.

### **Underwriting & Table Sales**

The members of this committee work with the Event Chairs/Co-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 and continue through summer into early fall. The exact combination of underwriting needs will be determined once the fundraising goals and timeline are set by the Event Chair(s)/Co-Chair(s) and MRM Staff. Examples of levels and possible combinations are below.

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

5 - \$10,000                      or                      2 - \$25,000                      or                      1 - \$50,000

Event Underwriters (\$305,000):

1 - \$50,000 = \$50,000      3 - \$25,000 = \$75,000      10 - \$10,000 = \$100,000      16 - \$5,000 = \$80,000

Event Table Sponsors (\$60,000):

10 - \$2,500 Tables = \$25,000    20 - \$1,750 Tables = \$35,000

MRM Development 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.

### **Live & Silent Auctions**

The members of these committees are responsible for:

- Soliciting and obtaining items for the live and silent auctions
- Requesting items from all previous donors and securing additional items from new donors
- Making follow-up phone calls to donors to help increase the chance of a donation
- Picking up donated items as you can
- Suggesting new donors and ideas for items

Additional Responsibilities of Live/Silent Auction Committee Chair(s)/Co-Chair(s) include:

- Assisting with recruitment of additional committee members
- Encouraging committee members to make those contacts and request donations
- Assisting with the monthly committee meetings

**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 \$75 or more.

*Silent Auction Committee Members will aim to bring in 10 auction items or packages valued at \$75 or more and 1 Super Silent auction item valued at \$500 or more.*

Be creative! There are retail businesses all 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!

MRM Development Staff will provide solicitation letters, fact sheets and donor agreement forms. And, handles all administrative responsibilities, however, it is a tremendous help when the auction committee members pick-up auction items.

## **Country Store Auction**

The Country Store Auction Committee is 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
- Calling donors of the previous year's most popular items to ask them to give again
- Identifying new prospective donors who are personal acquaintances of the committee members.
- Coordinating with Decorations & Party Favors Committee to coordinate any ancillary decorations

Additional Responsibilities of Country Store Committee Chair(s)/Co-Chair(s) include:

- Assisting with recruitment of additional committee members
- Encouraging committee members to make those contacts and request donations
- Assisting with the monthly committee meetings
- Coordinating with First Presbyterian Church to have open invitation for donations printed in their various publications
- Making arrangements with First Presbyterian 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) since many Country Store items are perishable and cannot be delivered until the last minute

MRM Development Staff will provide solicitation letters, fact sheets and donor agreement forms as well as bid sheets and labels for the committee's use when arranging and tagging items in the assigned area early on the morning of the event.

## **Auction Display**

The Auction Display Committee is responsible for:

- Grouping auction items
- Placing items in a display
- Working with the Decorations Committee on the day of the event to make the auction area attractive to potential buyers
- Helping on the day before and day of the event with the help of all members of the Shindig Committee

Additional Responsibilities of Auction Display Chair(s)/Co-Chair(s) include:

- Coordinating the responsibilities of its committee members and act as the liaison for other committee Chair(s)/Co-Chair(s)
- Helping to determine the value of items when not provided by donor and assist in establishing minimum bids
- Notifying MRM Development Staff if their committee uses any decorative items that must be returned

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

### **Logistics/ Production**

The members of this committee are responsible for collaborating with the Event Chair(s)/Co-Chair(s), MRM staff and other Committee Chair(s)/Co-Chair(s) to:

- Negotiate and coordinate with event vendors
- Assist with selection of a menu noting that certain traditions and budget guidelines must be considered
- Assist with the creative development and design of all printed materials (i.e. invitation, evening program, and event letterhead, etc.) working closely with the Decorations & Party Favors Committee to ensure consistent presentation and incorporation of logo & theme
- 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.
- Coordinate lighting and sound based on the needs of the auctioneer, entertainment, and resources of the venue
- Determine what special audio/visual equipment is needed for the event
- Assist with drafting and coordination of all press and media requests
- Assist with scripting the evening program and determine the elements of the visual presentation
- Collaborate with Audio Visual vendor to coordinate slide show presentation at the event
- Produce and execute recognition for corporate and patron table sponsors, the event sponsor, and underwriters
- Secure all underwriter and table sponsorship logos and pictures for auction items to use in visual presentation at event
- Assist with oversight of signage for event
- Assist with guest registration and table assignments as needed

Additional Responsibilities of Chair(s)/Co-Chair(s) include:

- Collaborating with MRM Development & Special Events Associate to create subcommittees and/or assign individual tasks to committee members
- Ensuring that all subcommittees reach goals according to timeline
- Collaborating with MRM Development & Special Events Associate to set calendar of meetings with venue based on timeline
- Collaborating with MRM Development & Special Events Associate to maintain close contact with the venue event manager to ensure all details are communicated
- Obtaining the appropriate rentals including tenting, linens, tables and chairs

MRM Staff is responsible for signing all final contracts and issuing checks.

## **Decorations & Party Favors**

The members of the Decorations Committee are responsible for collaborating with the Event Chair(s)/Co-Chair(s), MRM staff and other Committee Chair(s)/Co-Chair(s) to:

- Create a warm, inviting western atmosphere at the event taking into account that certain traditions and budget guidelines must be considered
- Work closely with the Production/Logistics Committee and the Auction Display Committee to create a coordinated ambiance and to ensure consistent presentation and incorporation of logo & theme
- 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
- Determine disposition of the centerpieces following the event
- Select, order and prepare party favors according to the following noting that certain traditions and budget guidelines must be considered
  - 1 gift per couple or attendee (order 450 – 800 items)
  - 1 gift each for the Presenting Sponsor, Event Chair(s)/Co-Chair(s) and/or their support staff assisting in logistics of the event

## **Tote, Fetch & Delivery Committee**

The members of the Tote, Fetch & Delivery Committee are responsible for collaborating with MRM Development Staff to:

- Call donors to arrange for pickup of auction and/or display items
- Pickup auction and/or display items prior to and day of the event
- Make arrangements to get items to MRM Development Staff, MRM Office or Shindig venue
- Deliver auction items to winning bidders following the event
- Return auction display items to donors following the event

MRM Development Staff will supply all donor information needed for committee members to carry out their responsibilities.