

Northern Light Health Foundation Authorized Events

From garage sales to golf tournaments, from dinner dances to dress down days at work, local individuals are planning local events to benefit local healthcare. Organizing your own Authorized Event is a great way to join in supporting Northern Light Health member organizations throughout Maine. The following tips and advice are meant to help you plan and organize your Authorized Event.

Goals and Objectives

- What is the fundraising goal amount?
- Will your Authorized Event increase awareness about Northern Light Health and Northern Light Health members?
- Will your Authorized Event motivate others to take action?

Volunteers and Sponsors

- Don't be afraid to ask for help from volunteers and sponsors. Remember your personal reasons for supporting local healthcare. The Authorized Event agreement provides further information about selecting which potential sponsors to solicit.
- Follow up with each potential sponsor with a professional proposal, phone call, or visit.
- Identify areas where volunteer help will be needed for planning and executing the event.

Timing

- Choose a date far enough in advance to give you ample time to prepare.
- Consult with Northern Light Health Foundation staff to become aware of any conflicting events.
- Make sure to consider holidays and other busy times of the year for your attendees.
- Develop a timeline for planning your Authorized Event.
- Set realistic goals and completion dates to make the event successful, making sure that you allow enough time to complete tasks well in advance of your event.

Budget

- Set realistic goals for attendance, revenue, and expenses.
- Estimate attendance, cost of decorations, refreshments, printing, mailing expenses, food/drink, location, giveaways, supplies, etc.
- Determine what items could be donated.
- Determine the overall cost per person and then determine the ticket prices (if applicable) to ensure attendance and a profit.
- Consider up-front costs and deposits that may be required to reserve the location, caterer, DJ, or other service providers.
- Have a plan for paying expenses until money from sponsors and/or attendees is received.
- Create incentives for committee members and volunteers to encourage tickets sales, secure donated items, and sponsorships.

Location

- Find a venue that will help you meet your goals and objectives, is within your budget, and will give the event the desired atmosphere.
- Tap into the committee's or volunteers' networks.
- Explore opportunities to get facility fees donated since your event is benefiting a charity.
- If appropriate for your specific event, contact local Lions Club, American Legion, town halls, galleries, schools, and churches for large spaces that may be available for little or no cost to you.
- Book the venue as far in advance as possible to reserve your desired date.
- Remember that outdoor venues can become expensive if additional lighting, tents, barricades, portable toilets, etc. are required.
- Make sure to inquire about any restrictions on occupancy limits, bringing in outside food/drink, sound, decorations, etc.
- Ensure the location is accessible and sufficient parking is available.

Details

- Reserve any services that will be required for the event (sound system, sound professional, projector and screen, etc.).
- Analyze potential safety and security hazards and create a plan to minimize any risk.
- Identify whether additional liability insurance may be necessary to cover injuries due to high-risk activities (rock climbing, sky diving, etc.).
- For outdoor events, create a weather contingency plan.
- Obtain any necessary permits or licensing.

Getting the Word Out

- Create your guest list. Consider family, friends, co-workers, and fellow members of community organizations. Ask your event committee and volunteers to do the same.
- Send "Save the Date" postcards or e-mails at least two months in advance.
- Create flyers, posters, invitations, and brochures for the event. Any honoree names should be prominent on the invitations and committee members should be listed in addition to a description of the Northern Light Health program or service your event supports.
- Mail invitations at least one month before the event.
- Spread the word through social networks and community calendars.

Day Of The Event

- All your preparations are done and it's the day of the big event! Create a checklist of things to do and important items you will need.
- Schedule a meeting with your volunteers in advance of guest arrival.
- Communicate any event changes to your volunteers.
- Ensure event is running on time and make certain all guests and honorees have arrived.
- Designate a lead volunteer to assist with problems and answer questions from volunteers.

After The Event

- Thank attendees, volunteers and supporters through an email or personal note.
- Remember to submit all funds raised to Northern Light Health Foundation within 10 days of event.