

## GUIDELINES FOR GAIA EVENTS

*We are grateful for your tremendous help as an event organizer to raise funds to support life-saving services in Malawi, Africa.*

*The following draws on our experience of implementing successful events that benefit and represent GAIA. It is meant to provide you guidance and support.*

### Preparation

1. Identify clear volunteer leadership. Who is organizing the event and is the point person on the ground?
2. Identify purpose of event – to introduce new people to GAIA? To show appreciation to donors? To raise funds? If so, what is the dollar goal? Are they being raised for a specific program?
3. Guests – who are they and how are they identified, i.e. by congregational affiliation, by region, by donation amount?
4. Staff support – who is that staff contact? What are his/her responsibilities? In most cases, the staff point person is Nadia Winters, Event & Communications Associate.
5. Visit home/site of event beforehand.
6. GAIA staff must approve all publicity materials including use of logo, press releases, invitations, programs, and all other mailings.
7. GAIA's press policy states that only Bill Rankin may speak to the press on behalf of GAIA.
8. Timeline – create a timeline outlining mailings, follow up calls to encourage participation, deadline for replies, etc.
9. Invitations
  - a. Mail out at least 3-4 weeks before group gathering.
  - b. For group gatherings, the guest-to-invitation ratio is about 1:3-4. If you mail invitations to 100 households, approx. 30-40 guests will attend.
  - c. Ask Trustees to attend, if any live in the area.
10. Event program – create a timeline and script for the program indicating the time at which presentation(s) will begin, person who makes introductions, etc.  
Presentations usually begin about 45 minutes after the beginning of the event, and run for 20 minutes, with time for questions after.
11. Logistics
  - a. Food
  - b. Beverages
  - c. Equipment rental & set-up
  - d. Valet parking (when applicable)
  - e. Other, i.e. flowers, nametags



- f. If there will be a celebrity who will play a role, have a back-up plan if this person must cancel his/her appearance.
- 12. Identify volunteers who can help, i.e. serve food, registration.
- 13. Bring GAIA brochures, Annual Reports, remittance envelopes, contact info sign-up sheets, posters, pens, baskets, etc. to event.
- 14. Collection of donations
  - a. For group gatherings, leave a basket out next to brochures and remittance envelopes.
- 15. Create a Follow Up Plan. Will this event be held annually? Will the hosts appeal to their friends again for support? Should a report be sent to describe how funds were spent?

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