

Job Description

Hope Gala Planning Committee Volunteers

Summary: Alexandra House hosts the annual Hope Gala event in the spring (generally the last Saturday in March). We are looking for volunteers to help us make it a successful event! We need energetic, spirited, and motivated individuals to work on the planning committees in the areas of auction, communications, and sponsorship to have a highly successful event! Below are the job descriptions for each of the committees; the event planner and chairs will be helping to assist you with these jobs.

About the Hope Gala

Hope Gala begins with a cocktail reception where guests will have fun playing Plinko and Prize Wheel, taking their photos in the photo booth, and outbidding their friends on silent auction items. The cocktail reception will be followed by a delicious three-course meal with wine pairings, a short program with a survivor and former client sharing their story, and an action-packed live auction.

Committee Objective: Overall execution of the Hope Gala event. This could include sponsorships, auctions, event logistics, and fundraising to hit the event goal of \$200,000.

Length of Involvement: September – April

- 1.5-hour meetings monthly from September – January; debrief in April
- Bi-monthly meetings in February and March

Time Commitment: 2-3 hours per month (possible additional hours in February and March)

SPONSORSHIP COMMITTEE

The Sponsorship Committee will develop plans for soliciting individual, corporate, and in-kind sponsors for the Hope Gala. In addition, this committee will ensure that all event sponsors are appropriately recognized during the planning and the actual event, plus a thank you letter, and that their gift is acknowledged.

Specific Job Duties

- Develops a comprehensive list of potential sponsorship opportunities and in-kind needs.
- Coordinates this effort with the Community Engagement Coordinator, Director of Mission Advancement, and Committee Chair.
- Develops a comprehensive list of potential sponsors and/or event underwriters and in-kind needs.
- Solicits individuals and businesses to establish sponsorship relationships based on the goals and criteria of the plan.
- Ensures that all donors, underwriters, and sponsors receive proper recognition before, during, and after the event (including signage, event promotion, programs, etc.)
- Writes thank you letters to all sponsors - cash and in-kind.

AUCTION COMMITTEE

The Auction Committee will secure donated items sold via a live and/or silent auction and cocktail games. It is the responsibility of this team to secure the best and most sought-after auction items.

Specific Job Duties

- Establish fundraising goal for the auction (live & silent).
- Develop a list of potential auction items and donors that fit the event's theme.
- Create solicitation letters, forms, and materials for donations with help from Community Engagement Coordinator.
- Solicit donations.
- Work with Community Engagement Coordinator for the night of support (set up, spotters, and help with check out)
- Determine (with the guidance of the auctioneer) the order that the items will be live items will be auctioned.
- Arrange for pick-up and delivery of all auction items.
- Send out thank you notes to all auction item donors.

ENTERTAINMENT & DÉCOR COMMITTEE

Helping our guests feel special is creating a beautiful and entertaining environment.

Specific Job Duties

- Determines which decorations are needed based on our theme.
- Coordinates table settings, place cards, centerpieces, etc.
- Helps the Director of Mission Advancement and Community Engagement Coordinator select the entertainment, the emcee, the guest speaker, and the auctioneer.
- Works with the photographer, photo booth, musical entertainment, and potentially the lighting, AV, and sound crews.

VOLUNTEER RECRUITMENT & COORDINATION

Hope Gala could only be successful with a small contingent of volunteers. In coordination with the Community Engagement Coordinator, we need someone (or a team) who is excellent at working with and motivating people, solving problems, and helping people feel they are part of the team.

Specific Job Duties

- Recruits and energizes volunteers.
- Works with all event committees.
- Identifies volunteer needs and figures out how to meet them.
- Communicates with volunteers.
- Can help with organizing and delegating event night tasks.