



## Committee Job Descriptions

### Event Chair(s)

#### Chair(s): Steve and Adele Dufilho

The Event Chair(s) and the Development Staff work together to

- Establish the fundraising goals and a timeline for the event
- Identify and help recruit 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 committees, 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
- Serve as a spokesperson for the media
- Offer advice/feedback on the logistics of the event including venue, menu, theme, etc.

### Honorary Chair(s)

#### Chair(s): Mrs. Bonnie Ellison

The Honorary Chair(s) and the Development Staff work together to

- Provide access to personal and business contacts for solicitation letters and invitations
- Serve as a spokesperson for the media

### Underwriting & Sponsorships

#### Chair(s): Steve Dufilho

Committee: ChildSafe Board of Directors, Julie Lewis, Brandy Hernandez

The members of this committee work with the event chairs and ChildSafe staff and Board of Directors to

- Secure underwriting to meet the established event goals for both the Beating Heart Challenge, event underwriting and table 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 early.

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 (as applicable), and performs any after-party follow-up.

Event Underwriters (\$42,500):

1 - \$20,000; 1 - \$10,000; 1 - \$7,500 and 5 - \$5,000

Event Sponsors (\$60,000):

24 - \$2,500

Ticket Sales (\$3,750):

150 @ \$25 each

Beating Heart Challenge (\$20,000):

The Beating Heart Challenge is a participation challenge to the audience at Art from the Heart. 100% participation from attendees on the night of the event to pledge approximately \$20,000 (this number is based on an estimated 200 couples pledging an average of \$100 each)

## Logistics

**Chair: Jennifer Ramirez-Jasiczek**

Committee: Gigi Fleshmann, Ed Kreusel, Cameron Armstrong

The logistics chair works with the event chairs and ChildSafe staff to negotiate and overall coordinate with the event venue, menu, decorations and party favors for the event.

- Remain in close contact with the venue event manager to ensure all details are communicated
- Select a menu noting budget guidelines must be considered
- Obtain the appropriate rentals including tenting, linens, tables and chairs
- Help staff with guest registration and table assignments as needed
- Creates a warm, inviting artistic 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
- Determine disposition of the centerpieces following the event
- Select, order and prepare party favors (if appropriate) according to the following noting that certain budget guidelines must be considered
- Work with the Set-up/Clean-up Committee to create a coordinated ambiance

Staff is responsible for signing final contracts and issuing checks.

## Entertainment/Games

**Chair:**

Committee: Cynthia Hamilton, Shirley Crandall, Irma Castillo

Work with

- Oversee selection of entertainment
- Identify and compile list of possible games
- Determine games for attendees to participate in prior to the beginning of the program noting tradition and introducing an element of innovation in the selection.
- Solicit game prizes
- Staff game oversight at Art from the Heart

Staff performs all administrative responsibilities--produces all letters, secures personal notes and signatures, keeps the committee members updated on progress, produces appropriate signage and performs any after-party follow-up.

## **Student Art**

**Chair: Krystal Clark**

Committee: Anne Palmer, Erik Aagaard

- Recruit local Elementary, Junior and Senior High Schools to participate in the art competition
- Provide contact and information with the art teachers
- Collect Student Art
- Select a judging panel and determine top 30 pieces of art
- Coordinate the photographing of top 30 pieces
- Coordinate the delivery of top 30 pieces to framing gallery and the return of unused art submissions
- Coordinate the delivery of framed pieces to the event venue on the day of Art from the Heart

Staff performs all administrative responsibilities--produces all letters, secures personal notes and signatures, keeps the committee members updated on progress, produces appropriate signage and performs any after-party follow-up.

## **Professional Art / Auction**

**Chair: Ana Montoya**

Committee: Andrea Maestas, Erik Aagaard, Corin Coyle, Brandy Hernandez

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

- Request items from all previous donors and secure additional items from new artists
- Follow-up with phone calls to artists to help increase the chance of a donation
- Pick-up donated items as you can
- Suggest new donors and ideas for items
- Return unsold art pieces to the donors
- Help coordinate the delivery of purchased items not taken home from the event

Staff performs all administrative responsibilities--produces all letters, secures personal notes and signatures, keeps the committee members updated on progress, produces appropriate signage and performs any after-party follow-up.

## **Production – Emcee/Auctioneer/Script/Video**

**Chair:**

Committee:

- Work with the Development Staff and the Event Chairmen to determine the elements of the presentation.
- Coordinate the production of a slide show or video to talk about the work of ChildSafe
- Determine what special audio/visual equipment is needed for the event
- Oversee programming for the event incorporating entertainment from Entertainment/Games Committee if necessary
- Work with staff in the writing of the script for emcee
- Coordinate lighting and sound based on the needs of the program, entertainment and resources of the venue.

## Printed Materials/Marketing

### Chair:

Committee: Jade Chang, Teri Grubb, Susan Barker

- Oversee signage for event
- Collaborate with staff to draft and coordinate all press and media requests
- Produce and execute recognition for corporate and patron table sponsors, the event sponsor, and underwriters.
- Work with staff to secure all underwriter and table sponsorship logos and pictures for auction items to use in visual presentation at event.
- Responsible for the creative development and design of all gala print materials ensuring consistent presentation and incorporation of logo & theme. Works closely with Logistics committee to coordinate a consistent theme/feel for the event. Materials include, but are not limited to, invitation, evening program, etc.

## Event Set-up / Event Clean-up

### Chair:

Committee: Yolanda Huron, Sarah Hughes, Liz Mazzarella

The Event Set-up/Clean-up Committee is responsible for

- Securing auction display materials, pieces and presentation apparatus.
- Grouping auction items
- Placing them in a display and working in conjunction with the Logistics Committee on the day of the event to make the auction area attractive to potential buyers
- If the Auction display Committee uses decorative items that must be returned, please notify Staff.
- Packages up all left over items ensuring that donations, auction display materials, pieces and presentation apparatus are returned to ChildSafe, the donor, the lender or other appropriate locations.

This Committee works on the day of the event, both before and afterwards.

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

## Tote & Fetch / Odds & Ends

### Chair: (N/A)

Committee: Brooke Irey, Lola Straus, Teri Grubb

This committee is on call to go and pick-up items, deliver items and complete errands to help ChildSafe staff carry out the tasks required to make the event a great success!



Thursday, April 8<sup>th</sup>, 2010

**Personal:**

Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Address: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Work Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Number of years I've volunteered with Art from the Heart: \_\_\_\_\_

In what capacity?: \_\_\_\_\_

How you would like your name printed in publications: (please type or print clearly)  
\_\_\_\_\_

The following days of the week are best for me to meet (check all that apply):

- Monday    Tuesday    Wednesday    Thursday    Friday  
 Morning (approx. 9:00am)    Lunch (approx. 11:30am)    After Work (approx. 5:30pm)

**Interest:**

- 2010** AFTH Committee: (check one or more)    I would like to chair/co-chair the committee
- Underwriting/Table Sales    Logistics    Production  
 Entertainment/Games    Student Art    Professional Art/Auction  
 Printed Materials/Marketing  
 Tote & Fetch (*not a committee*)    Day of Event (*not a committee*)    Night of Event (*not a committee*)

I am interested in serving on the following committee in **2011**: (check up to three)

- Underwriting/Table Sales    Logistics    Production  
 Entertainment/Games    Student Art    Professional Art/Auction  
 Printed Materials/Marketing

Please talk to me about chairing or co-chairing the following committee: \_\_\_\_\_  
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**Referral:**

I'd like to ask my friend, \_\_\_\_\_, to serve on the committee with me this year.  
 His/her phone number is (\_\_\_\_) \_\_\_\_-\_\_\_\_ or email \_\_\_\_\_.

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 His/her phone number is (\_\_\_\_) \_\_\_\_-\_\_\_\_ or email \_\_\_\_\_.