

F I R S T D E S C E N T S

A GUIDE TO COMMUNITY EVENTS



WHY LOCAL EVENTS?

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At First Descents, we are all about community. Communities provide continuity on the path to healing, and they keep the Out Living It spirit alive around the country. Our communities are the only way that **we can reach more people who feel the same way we do about the healing power of adventure.** For this reason, it is our goal to create thriving community-led events in each of our local adventure communities. We hope you'll join us on our mission to provide more life-changing experiences to young adults with cancer nationwide.



GETTING STARTED

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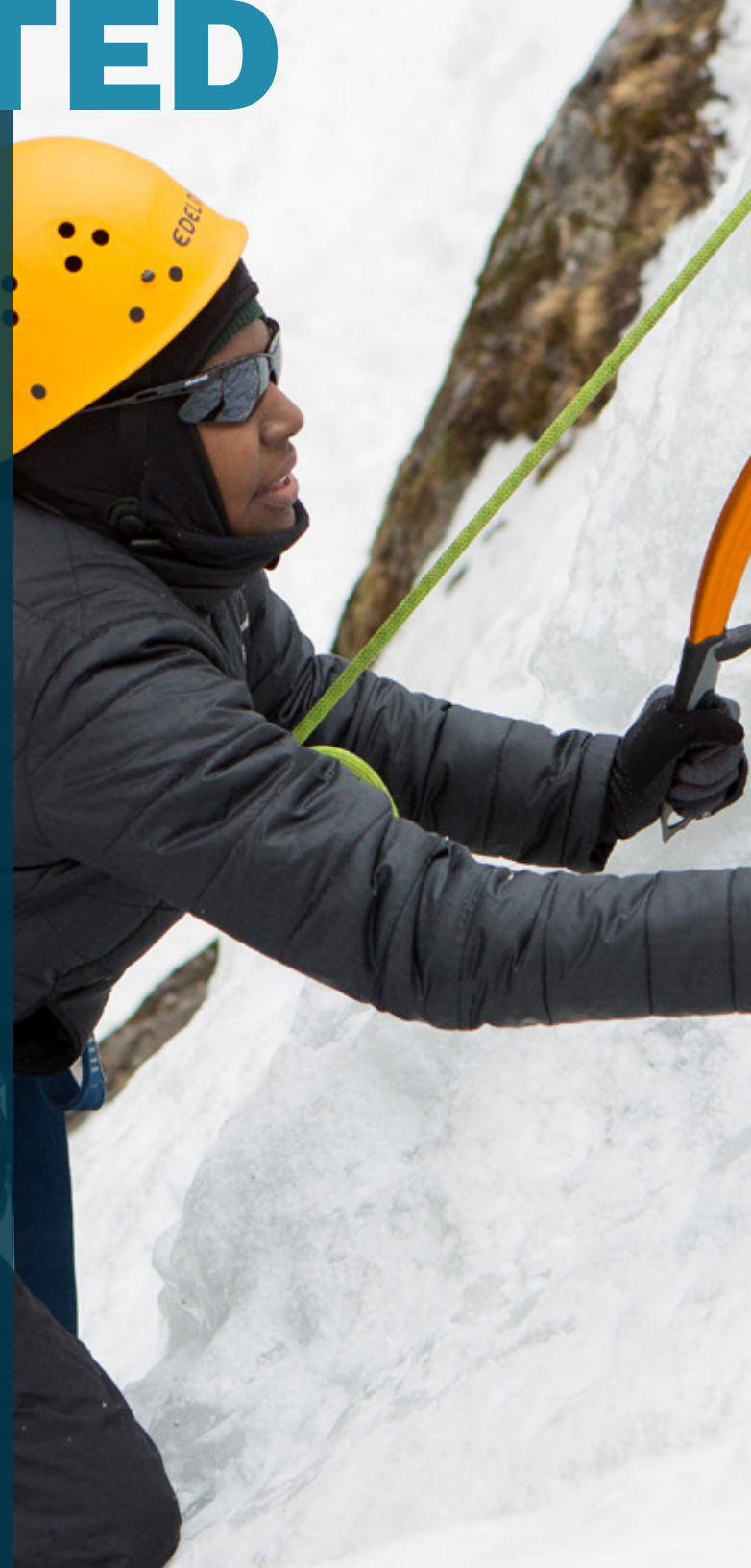
We ask that all local events are coordinated under the supervision of a local steering committee and in close communication with a team member at First Descents.

The following steps will apply to all local First Descents steering committees. Please note that this is a general overview, and each event will require specific tasks and logistics not outlined in this guide.

- 1. Pick an event date & time**
- 2. Select a venue and food/bev vendor**
- 3. Acquire sponsors and auction donations**
- 4. Select a speaker and entertainment**
- 5. Plan the program, on-site logistics, and A/V**
- 6. Select decor**
- 7. Spread the word!**
- 8. Execute a successful, safe and fun event**
- 9. Conduct post-event follow up**

For a more in-depth timeline, refer to the next page.

***Note:** This guide is specifically for events that will receive seed funding from First Descents. For those who would prefer to organize and budget their own event, please visit: firstdescents.org/out-living-it



SIX MONTHS OUT

- Form steering committee
- Hold initial committee meeting
- Outline roles/responsibilities
- Set up Google Drive folder(s)
- Select venue, date & theme
- Determine ticket pricing
- Create webpage
- Start sponsor outreach
- Start in-kind/auction outreach

FOUR MONTHS OUT

- Choose catering, menu, & entertainment
- Create save the date & invite
- Continue sponsor, in-kind & auction outreach
- Consider any VIP guests to reach out to with advanced notice

THREE MONTHS OUT

- Publicize event: webpage, Trib Facebook page, send invites
- Launch local event marketing & promotions
- Continue sponsor, in-kind & auction outreach
- Finalize entertainment choice



TWO MONTHS OUT

- Select photographer & videographer
- Continue sponsor, in-kind & auction outreach
- Continue event marketing & promotions
- Create venue/decor map

SIX WEEKS OUT

- Determine & organize all A/V needs: projector/screen, microphone, sound system
- Determine & organize any necessary event signage
- Determine event speaker
- Continue sponsor, in-kind & auction outreach
- Continue event marketing & promotions

ONE MONTH OUT

- Draft Run of Show
- Schedule delivery of auction items
- Schedule delivery of all set-up items
- Create set-up plan
- Determine volunteers
- Purchase decor
- Finalize sponsorship promo agreements

THREE WEEKS OUT

- Finalize run of show
- Create program draft
- Continue event marketing & promotions
- Continue sponsor, in-kind & auction outreach
- Create auction & raffle package plan

TWO WEEKS OUT

- Finalize alumni speech
- Finalize & print programs
- Finalize auction & raffle plan
- Print bidder sheets
- Determine minimum bids
- Have all items in hand
- Continue event marketing & promotions

ONE WEEK OUT

- Final registration push
- Final event logistics emails
- Tie up loose ends (auction, raffle, A/V, decor)
- Confirm all volunteer roles
- Final correspondence with venue, speakers, performers & caterers
- Get excited, and enjoy!



HOW WE SUPPORT YOU

H O W W E S U P P O R T Y O U

Although this event is all about your vision, our community events team at FDHQ is here to help you have the smoothest possible planning experience. Here's how we can help:

1. Provide you with an event landing page through Classy.org – hands down the best event fundraising interface out there!

2. Send email invitations & updates to the local FD community in your area, and create geotargetted facebook posts promoting the event. *We rely on you to post to the FD Alumni page and to spread the word to your friends, family and local businesses.*

3. Create a budget and provide financial support for venue, catering, and any expenses within the allocated budget. We can also provide proof of 501c3 status to procure donated event spaces or non-profit pricing.

4. Provide centralized gift processing and tax acknowledgement resources for financial sponsorships, donated goods, services, and auction items. We will handle this for all donors and/or guests.

5. Provide a sponsorship deck, sponsorships request email template and assistance with sponsorship follow-up. We will rely on the steering committee to conduct sponsor outreach, but we will be here to support and communicate with any potential sponsors after your initial outreach.

6. We will design the physical event program as well as the other branded components of the event. We will provide any photos, videos, and logos that you'd like to use as well. You should plan to organize & test any A/V needs.

7. Insurance, licensing, and/or liquor permitting.

***NOTE:** Overall, you will be the event lead, and we will be here to support from a logistical, legal, financial and promotional standpoint. Be prepared to bring your vision, dialed organization, and energy to the planning process!

ROLES & RESPONSIBILITIES

R O L E S & R E S P O N S I B I L I T I E S

While we are excited to support community events, these local fundraisers are primarily planned by the steering committee. Here is a taste of the many event related tasks that you can expect to do.

1. Event details: venue selection, food/bev vendor selection, entertainment, theme, decor, A/V, and set-up. Budget requests and contracts must be sent to FD for approval.

2. Invitations: be ready to spread the word like no other! We rely on the steering committee to rally their friends, families, nurses, and fellow FDXers to fill the room.

3. Ticketing concerns: we will work with you to determine fair ticketing prices, “Tributary Ticket” opportunities, and overall ticket numbers.

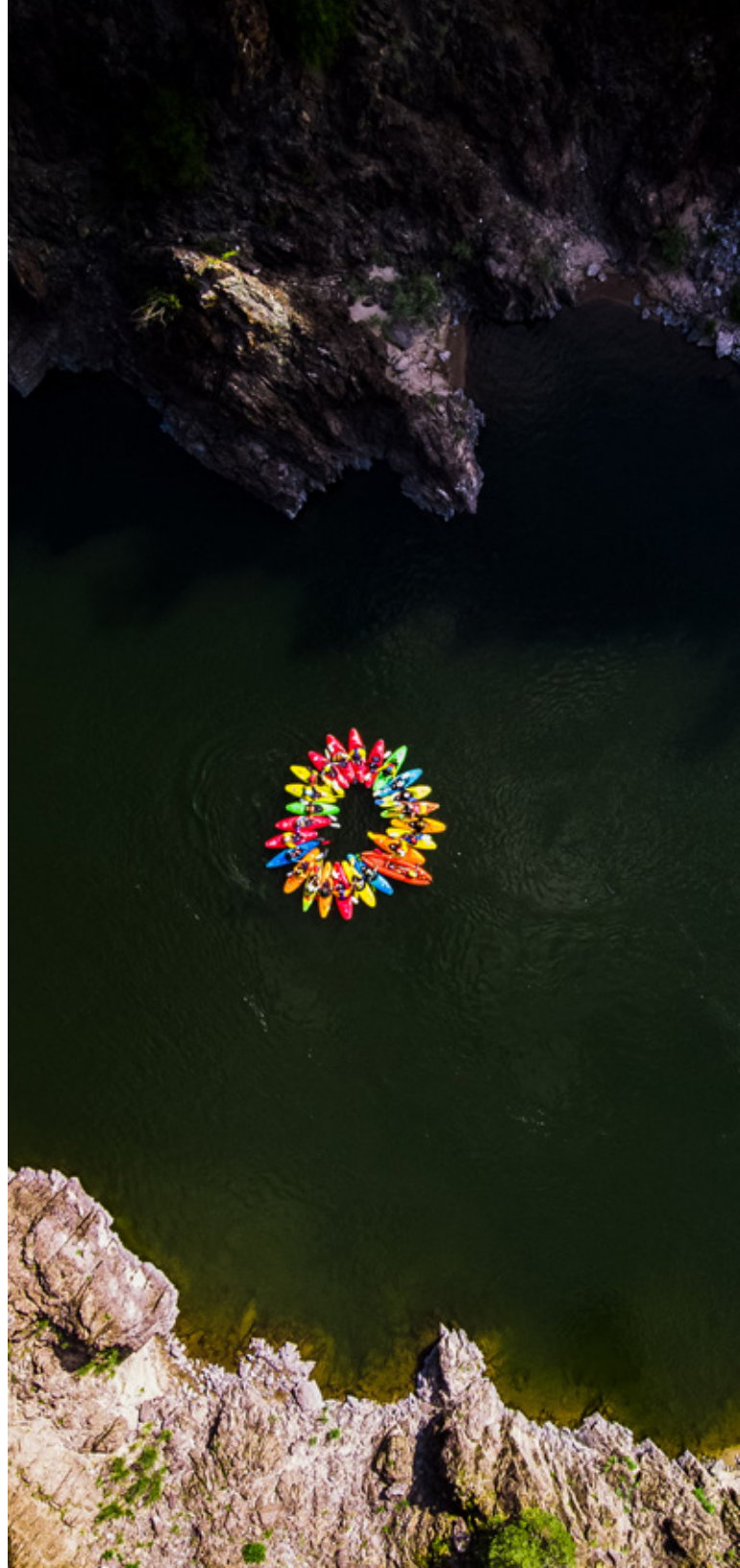
4. Auction and raffle logistics: It will be up to you to secure all donated auction packages and to organize the auction at the event. We will provide donation forms, tax receipts, proof of 501c3 status, and Square readers to conduct credit card transactions.

5. Sponsorship & donor outreach: we will count on you to reach out to local businesses, organizations, friends and donors to sponsor this event. We will be here to support you and correspond with sponsors and donors after you make initial outreach.

6. Volunteer coordination and committee tracking: we are here to help, but it’s up to you to make sure this event is organized and that there are enough volunteers. Don’t forget to bring in a volunteer photographer to capture the memories!

7. Planning the event program: you’ll create a run of show and work with First Descents to select an alumni speaker. During the event, you will be in charge of A/V and transitioning between programmatic elements like speakers, videos, soft-asks, entertainment, and ceremonies.

***NOTE:** Steering committee members can not leverage local FD events to meet fundraising minimums for future personal FDX Programs.



EXAMPLE SPONSORSHIP LEVELS

E X A M P L E S P O N S O R S H I P L E V E L S

This is an example of a local event sponsorship deck. First Descents will create a unique sponsorship deck for each local event committee to share.

Presenting Sponsor - \$25,000

A presenting sponsor gift of \$25,000 would underwrite one week-long FD adventure program serving 15 participants.

- 10 Complimentary tickets
- Organization name and logo listed on all marketing materials as
- “First Descents [EVENT NAME] presented by ...”
- Organization name and logo listed on promotional materials, event website, and in Annual Report
- Honorable mention during event

Gold Sponsor - \$10,000

A Gold Sponsorship underwrites one multiday local adventure experience serving 15 participants.

- 5 complimentary tickets
- Organization name listed on event website and signage, and in Annual Report
- Recognition and signage as sole bar sponsor.
- Honorable mention during event

Silver Sponsor - \$5,000

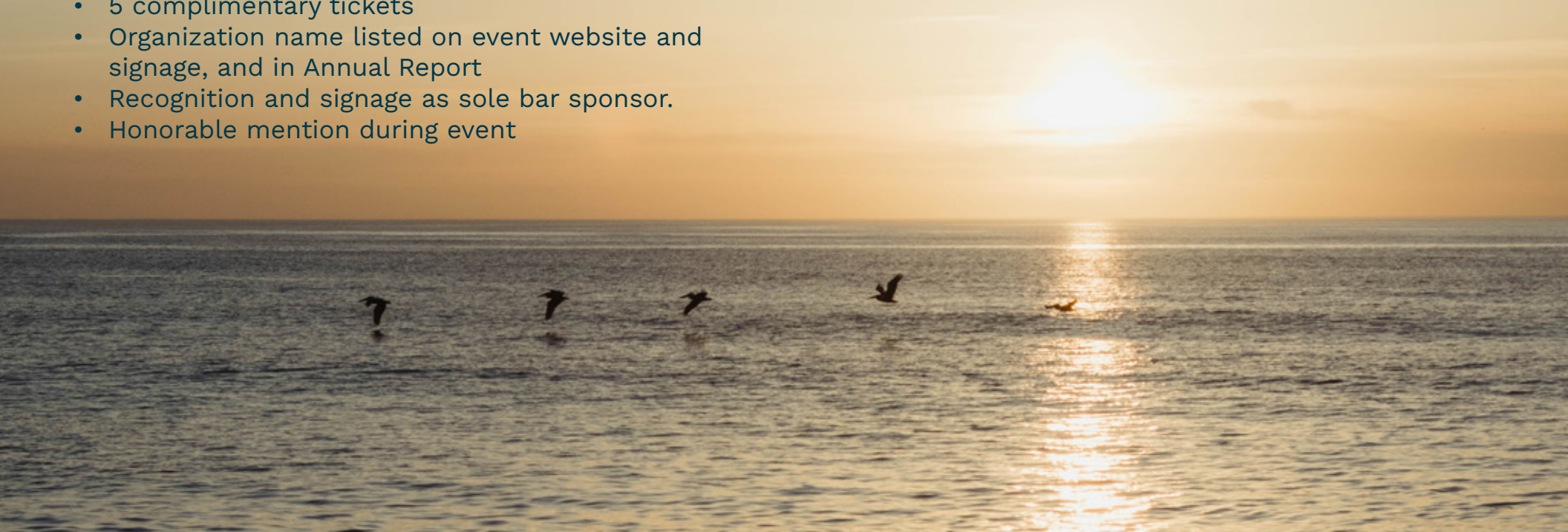
A Silver Sponsorship provides two young adults the opportunity to attend a weeklong program.

- 3 complimentary tickets
- Organization name listed on event website and in Annual Report
- Honorable mention during event

Bronze Sponsor - \$2,500

A Bronze Sponsorship provides one participant the opportunity to attend a First Descents program.

- 2 complimentary tickets
- Organization name listed on event website and in Annual Report
- Honorable mention during event





CONTACT US TO GET STARTED:

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