
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 in order 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, having their photos taken 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, auction, event logistics, and fundraising to hit event goal of \$165,000.

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

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 sponsors of the event are recognized properly 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 Community Engagement Coordinator, Communications Marketing Director, 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 that will be sold via a live and/or silent auction and the 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 with the theme of the event.
- Create solicitation letter, forms, and materials for donations with help from Community Engagement Coordinator.
- Solicit donations.
- Work with Community Engagement Coordinator for 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

Part of helping our guests feel special is to create 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 Communications Marketing Director and Community Engagement Coordinator selects 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 not be successful without a small contingent of volunteers. In coordination with the Community Engagement Coordinator we need someone (or a team) who is great at working with and motivating people, solving problems and generally helps 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 the organizing and delegating event night tasks.