

Fundamental Action Planning

For

Major Events/Projects

Brainstorm for a new idea in the spring of the year before it is needed. Be Creative. If you do not have an idea, go to the League of American Orchestras Website under Volunteer Leadership and then to Gold Book Awards. They have a listing of all Projects that have won awards throughout the United States.

Discuss the idea with members of the society to see if they think it would interest people.

Submit a proposal to the Executive Board of the Symphony Society.

Secure approval from the Executive Board to implement the project/event.

Find an appropriate venue (Remember that we have an annual \$500 credit at the Cape Coral Yacht Club and we can have Southern Waters, an outdoor venue for free in North Fort Myers.) Book venue and secure a contract.

You want to put together a large committee, 15 to 30 people. Schedule a meeting in the spring, prior to summer, inviting members to attend so they can learn about the Project that will be held during season. Ask them what sub-committee is of interest to them and have them sign up to participate. After this is done, the co-chairs should determine which volunteer would enjoy heading up each sub-committee.

Remember that all volunteers for each project become stakeholders for the event. They can get other members, friends and people in the community or other organizations they are affiliated with to purchase tables or buy tickets to the event.

Once you have made all your committee assignments, do not micro manage your team. You should have periodic updates from each of your sub committees either in person or via email to determine that each group is on target.

The next order of business would be to contact various caterers and get bids from them for your project. Your sub-committee in charge of Menu should handle this and then present to the co-chairs their recommendation. You should do this in the spring as well so you can put together your budget for the Project.

We need to know overall expenses before we establish a price for the event. We want to make between \$7,000 and \$10,000 for every fundraiser. We need to make more for a Holiday House or Designer Showcase.

Your sub-committees will be meeting on a regular basis and the large committee does not come back together until about one month prior to the event. Do not over burden your committees with unnecessary meetings.

At the end of the project your committee members may submit a bill for materials. If they choose not to turn in their bills, they should keep receipts and they can deduct as a charitable expense from their taxes.