



**VIEW
Event
Planning
Guidelines**

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OVERVIEW

VIEW events provide a wonderful opportunity to promote VIEW in the community, help members and the public expand their knowledge about VIEW and The Smith Family, meet new people and raise funds to support The Smith Family.

If event management is not your area of expertise, ask a person or small group of people to assist.

Effective planning and preparation are crucial to the success of an event. The following guidelines may assist you in the planning process.



EVENT GOAL AND OBJECTIVES

Before you start planning an event set your goals and objectives.

Examples:

“Increase the profile of VIEW and its association with The Smith Family in our community”

“Attract new members”

“Raise funds to support LfL students”



SET & SAVE THE DATE

Set the date

Sometimes the date of an event can be pre-set. If it is a new event, make sure you select a date that:

- Gives you enough time to plan (depending on the event, about 4-6 months is recommended)
- Doesn't clash with any public and/or school holidays or with VIEW National/Area Events

Save the date

Provide advance notice as soon as possible of the date of your event. Make sure each club receives an emailed notice of the upcoming event including the date, time and venue.



SELECT THE VENUE

Selecting a venue is one of the key aspects of event planning. Consider a central location and a venue with capacity for maximum attendance.

Accessibility is important, consider parking, proximity to public transport, availability of a public address system. Are there lift facilities for less mobile guests?

Prior to booking a venue check the Terms & Conditions. Discuss the payment schedule, reduction in number of attendees, cancellation policy and Force Majeure clause with the venue before signing the agreement. **The agreement for an event with estimated cost over \$5,000 must be reviewed and signed by National Manager.**

It may be prudent to advise your venue of a lower number of attendees than you expect (it is easier to "top up" a day or two before the event, rather than 'round down' the numbers). It is usual to provide approximate numbers to the venue about two weeks prior to the event, then give final numbers about a week before.



DEVELOP AN EVENT BUDGET

Once you have set up event goals you need to estimate the projected cost and prepare a budget prior to setting a price (cost for the event per person).

It is important that all sources of income (meals, merchandise, raffle tickets, sponsorship, etc.) and all costs (venue hire, meals, guests' meal, Audio/Visual, decorations, printing, etc.) are accounted for.

Entertainment that is free of charge is preferred.

The screenshot shows a spreadsheet titled "VIEW Event Budget". It has columns for "Name of the event:", "Income", "Expenditure", and "NET PROFIT/LOSS". Each section has sub-columns for "Estimated", "Actual", and "Comments".



Tips

An Event menu often consists of 2 courses (main and dessert) with a Tea/Coffee station.

A venue where the staff are willing to work with you and give good value and service is the best possible option. Ensure that a good relationship is maintained with the venue staff to make the function enjoyable. Consider asking the venue for complimentary meals for your VIP guests.

List all your income and expenditure for the event, ensuring that the greater figure is the 'Income' section.

The screenshot shows a spreadsheet titled "Ticket Price Calculator". It has a table for "Event Expenses" with columns for "Expense" and "Estimated cost (\$)". Below the table, it shows "Total Expenses: \$0.00", "To be added to Total Expenses (50% GST): \$0.00", and "Estimated minimum ticket price: \$0.00".

The **Ticket Price Calculator** is available to estimate the cost per person, incorporating all your expenditure and also available on VIEW Website under resources section. We recommend adding at least 10% on top of the estimated cost for your fundraising purposes.

It is important to review your event budget at least twice prior to the event to make sure you stay on track with income and expenditure.

VIEW **Event Budget** template and **Ticket Price Calculator** are available at <http://view.org.au/resources/organisational-information/>.



GUEST SPEAKERS

Consider inviting a Smith Family team member or *LfL* student as a Guest Speaker at your event. The VIEW Club pays for the cost of The Smith Family Team member and *LfL* student's meal. If Clubs, Zone Councillors or National Councillors wish to invite a member of the National Executive to a function, an invitation should be emailed to VIEW National Office who will forward the invitation to the relevant National Executive representative. The VIEW Executive member will pay for their meal.

Past Executive members, and Past National Councillors who attend a function may like to be seated in an area of the room which recognises their past position, i.e. nearby table with other special attendees or committee members. It is respectful to acknowledge their presence at a suitable time in the agenda. Past Executive and National Councillors pay for their own meals.

The Smith Family team has a job to do, and there is a need to respect their time. It is usual for a State General Manager or VIEW National Manager (usually pay for themselves) to speak at an Area Gala, and for a Zone Conference to be addressed by a Regional Programs Manager, Team Leaders, Program Coordinator, (Clubs pay the cost of meal for Smith Family team members, if they are presenting or accompanying a *Learning for Life* student.)

Before inviting a Program Coordinator, *Learning for Life* student or family member, or representative of a Community Partner, check with your National Councillor/VIEW National Office. If you require any assistance or contact details, please contact National Office at view@thesmithfamily.com.au

If a Zone/National Councillor is organising a significant event (Area Gala, IWD luncheon or Zone Conference, etc) and would like to request a *Learning for Life* student or family member to attend, they need to contact The Smith Family National Team Leader for the Tertiary Coordinators **Kirstyn Ross**, the go to person for all national Tertiary student requests. Requests to be in writing via email Kirstyn.Ross@thesmithfamily.com.au.



INVITATION

Make sure each club receives an emailed invitation including the date, venue, cost, start time, theme and RSVP details. The invitation should be sent at least two months prior to the function.

Invitations to Executive members, National Manager, representative from The Smith Family, other speakers should include the purpose of the event, theme, date, time, address and clear directions to the venue. Include information about availability/cost of parking or public transport options – if this is an issue. On receiving an acceptance, check mode of transport (public or private) and time of arrival so that your guest may be met. A



Tips

To save postage cost we highly recommend you send invitations via email.

couple of weeks prior to the function, email/contact the person to confirm the arrangements. If relevant, include the name of the VIEW member who is meeting the guest speaker at the train, plane, etc and give details of accommodation including name, address and phone number of hostess (as a courtesy for urgent contact).



Tips

Guests do not need to be given gifts especially if you have paid for their meal. A simple Thank You card is sufficient or if a gift is deemed necessary VIEW Merchandise makes a great gift and promotes VIEW.



Invitations to Executive, National Manager, representative from The Smith Family should be emailed to National Office **at least 3 months** prior to the function date.

Offer home stay accommodation to Senior Office Bearers if they are not able to arrive/return home in the one day.



PROMOTION AND PUBLICITY OF YOUR EVENT

There are different ways to promote your event:

- at Club meetings
- provide your event information to VIEW Web Administrator to include on VIEW website - admin@view.org.au
- post on your Club's Facebook page or Instagram.

Draft a short article/Media Release (couple of paragraphs) about the event (what, where, why, who can come along, special Guest Speakers, cost, etc). Advise the local paper the week before. Invite a representative and/or photographer from the media to the function and ensure that staff and hostesses are informed when they are coming.

Provide a photograph or arrange for a photo opportunity beforehand and forward, with the press release, to the media, together with a suitable succinct caption.

After the event, you may like to consider providing a photograph and information about the event to your local media outlets.

Arrange for a member to write a couple of paragraphs about your event and send it to National Office – (view@thesmithfamily.com.au) together with a few photos of the day for VIEW Matters magazine or promotion on VIEW Facebook page.



SEATING PLAN

Prepare a seating plan for members and VIPs (colour coding can be helpful), where possible seat those who have hearing or sight problems near the front. You may choose to allocate tables on a 'first come, first served' basis, or arrange seating to mix up members of different clubs. It is not necessary to have a 'top' table of VIP's – they often enjoy the opportunity to sit amongst guests.



RAFFLE PRIZES

Raffles are a good fundraising opportunity at your event. Try to source donations of Raffle Prizes if possible.

NOTE: we recommend you use inexpensive 'coat check' tickets at VIEW events.

Raffle Tickets

Internal Raffles - most common – use “coat check” raffle tickets

Internal raffles are those held at Club, Zone or Gala events and should always be conducted using inexpensive "coat check" raffle tickets, available in local supermarkets or newsagencies, etc.

NOTE: VIEW Printed Raffle tickets ARE NOT to be used for internal raffles

Clubs are reminded that while VIEW printed raffle tickets are issued at no cost to Clubs, they are costly to produce and mail and are only for use when selling raffle tickets to the general public eg Bunnings BBQ, Christmas Wrapping etc – NOT at an internal VIEW event.

External Raffles – selling tickets to general public

When holding external raffles (i.e. selling tickets to the general public eg Bunnings BBQ, Christmas Wrapping, shopping centre, etc.) VIEW printed raffle tickets (free of charge) must be ordered from National Office **at least one month prior to the event** by using a “[Stock Order Form](#)”. These books (50 tickets per book) have sequentially numbered tickets for easy monitoring and accountability.

Raffles are well controlled by the gaming legislation of the relevant State body and VIEW is legally obliged to follow the requirements.

NOTE: For more information refer to Club Handbook p.15 and refer to relevant State raffle legislation.



PREPARE A PROGRAM OR RUN SHEET

A program is a broad overview of the main 'steps' for the event - and can be printed and placed on tables for the guests. Sometimes, the menu can also appear on the program.

A run sheet is a list of what is happening, when it's happening and who is responsible on the day and is essential for coordinating a successful event. Prepare one copy for yourself, one/two for the venue (Head Waiter, Function Manager), and perhaps another for the person on the door, so that everyone will know what is happening - and when. Extra notes will help everyone. When preparing your run sheet, consider allowing the guests sufficient time to mix and meet others. Plan to draw some raffles/auctions/lucky door prizes to fill in natural gaps between courses but draw majority at the end so members do not leave before speakers.



SELLING VIEW MERCHANDISE

We encourage all Councillors and Clubs to sell VIEW merchandise at events. A wide variety of VIEW merchandise is available from National Office. Place your order with National Office at least one month prior to ensure that it arrives in time for your event.

Go to www.view.org.au/resources/merchandise to check available items.



BRIEFING YOUR GUESTS

Make sure the National Executive representative/National Manager, guests and other officials from VIEW or The Smith Family receive:

- A copy of the program, or details of the run sheet
- A list of guests and relevant background details, information about the Area or Zone - e.g. new clubs, increased membership and other messages you would like included in their presentations, a map of the area, marking the location of the venue

Confirm arrival times; some representatives prefer to be present for the whole event, others such as guest speakers or public figures with busy schedules, may only attend for part of the event. This should be agreed well in advance.

Confirm arrangements for meeting/transport/home hospitality for the function. The National Executive representative may like time during the function to meet some of the members and particularly at the end of the function, to accompany the National Councillor to the door and say goodbye to the women as they leave.



ON THE DAY OF EVENT

Consider requirements for stage lighting, microphones and other electronic equipment; ensure that they are working prior to starting the function.

Ensure there are jugs of water on the tables. If wine is included with the meal, explain to the venue that the bottles should be opened before guests sit down - this saves time and frustration and helps keep the program running to time.

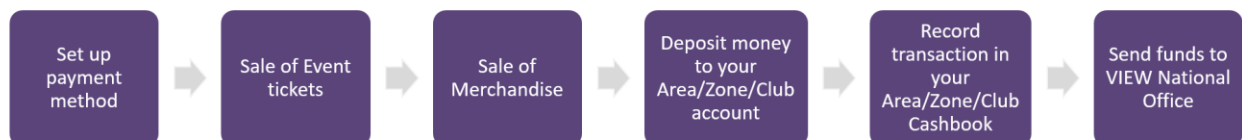
Make sure your event ends and your guests leave at the designated time as venues might charge you for extra hours.



FUNDS PROCESS FOR VIEW EVENTS

If you organise any VIEW Event in your Area/Zone/Club we recommend this process be followed.

All funds, including funds from selling tickets, should be processed via your Area/Zone/Club bank account.



Before you start selling tickets for your event please **notify delegates about the payment method** (cash/cheque/Direct Deposit/Square Reader).

If you have a Direct Deposit payment option remember to **provide details of your Area/Zone/Club bank account**.

When you sell event tickets **VIEW receipts must be provided**.

VIEW Merchandise can be **requested 4 weeks prior to your event**.

All money from sale of event tickets, merchandise and raffle tickets must be **deposited to your Area/Zone/Club bank account**.

For the smooth audit process **all transactions must be recorded in your Area/Zone/Club Cashbook**.

After your **Area/Zone** event please **send funds via EFT or cheque** made payable to *The Smith Family* to VIEW National Office.

For any question please contact VIEW National Office view@thesmithfamily.com.au



CHECKLIST

Event:..... Date:.....

| | |
|--------------------------|--|
| <input type="checkbox"/> | Select and book venue |
| <input type="checkbox"/> | Develop an event budget |
| <input type="checkbox"/> | Confirm price |
| <input type="checkbox"/> | Theme |
| <input type="checkbox"/> | Prepare and send invitations (email preferred) |
| <input type="checkbox"/> | Confirm booking and menu |
| <input type="checkbox"/> | Note dietary requirements |
| <input type="checkbox"/> | Set agenda |
| <input type="checkbox"/> | Colour scheme and table decorations |
| <input type="checkbox"/> | Entertainment |
| <input type="checkbox"/> | Guest Speakers |
| <input type="checkbox"/> | Promotion & Publicity |
| <input type="checkbox"/> | Hostesses |
| <input type="checkbox"/> | Raffle prizes and tickets |
| <input type="checkbox"/> | Lucky door prizes |
| <input type="checkbox"/> | Lectern, Microphone |
| <input type="checkbox"/> | Display tables and helpers |
| <input type="checkbox"/> | Floor plan for tables and seating arrangements |
| <input type="checkbox"/> | VIEW signage, banners |
| <input type="checkbox"/> | Thank You card (VIEW merchandise if necessary) |
| | <p>Other things to consider:</p> <ul style="list-style-type: none"> • All monies are to be counted and recorded by two people immediately after an event or as soon as practicable (see Club Handbook p.39) • Send a Thank You email to clubs/attendees advising of how much the event raised etc. • Send a photo and information about the event to your local paper/media outlet. • Send information and photos from the event to VIEW National Office (view@thesmithfamily.com.au) |