



Heart of the Valley Gala Fundraising Event Coordinator Request for Proposals

The Snoqualmie Valley Community Network (SVCN) is seeking an event coordinator for the annual Heart of the Valley Gala. The event will be held at the Snoqualmie Casino on Feb. 9, 2019. Standard attendance for this event is around 200 people. This event includes a silent auction/raffle, a live auction, a dessert dash, a jewelry raffle, a golden ticket raffle, and a marketplace to showcase SVCN's programs. Please review the provided requirements and submit your proposal to Laura Smith at laura@svcn.info by June 8, 2018. Thank you.

The fundraising event coordinator will be responsible for the following:

General Event Management

- Manage all details of event planning, including planning, procuring for, and organizing the silent auction/raffle, a live auction (approximately 15 items/packages), a dessert dash, a jewelry raffle, a golden ticket raffle, and a marketplace.
- Develop a 9-month (June-February) event planning timeline. Provide the timeline to the Executive Director by June 25.
- Work closely with the Executive Director to convene a procurement team that meets at least three times in preparation for the event, starting in July 2018 and lead procurement team efforts (both running the meetings and providing scope for type of items, number of items, etc).
- In partnership with the Executive Director, identify any night-of event volunteer needs and recruit a team of volunteers for the event.
- Develop night-of volunteer training and execute with hired auction group at event.
- Track all donations using the Greater Giving software, including Fair Market Values.
- Meet with the auctioneer 3 months prior to the event to review and collaborate on strategies to make the event as successful as possible.
- Meet with the auctioneer 3 weeks prior to the event to determine the order of the live auction items.
- Meet with the auctioneer at least 5 days before the event to review the program, flow of the evening, the live auction items, and any other necessary details.
- Oversee the setup of the event (including table decorations) on Friday, Feb. 8th. Volunteers will be provided by the Snoqualmie Valley Community Network.
- Manage all night-of logistics including registration, check-in, and check-out activity.



- Create “night of event” materials and signage including raffle boxes, bid sheets, bid cards, dessert dash sheets, registration table signage, etc.
- Send follow-up thank you notes to all “night of event” volunteers and table captains within a timely manner of the event.

Silent Auction/Raffle

Manage all details of silent auction/raffle, including procurement, applicable display, flow for the evening, and tracking of winning bidders.

Live Auction

Manage all details of live auction including procurement, applicable display, flow for the evening, and tracking of winning bidders.

SVCN will be responsible for the following:

- Reserving the venue and selecting the appetizers and meal options.
- Signing any necessary contracts.
- Developing sponsorship materials.
- Securing event sponsorships.
- Securing the DJ and the photographer.
- Ensuring that key board members and volunteers are involved with procurement committee as needed.
- Working with SVCN board and volunteers to recruit attendees, procure silent auction/raffle items, and procure live auction items.
- Setting up and managing the event registration page using Greater Giving event software.
- Providing key personnel to help with website and marketing collateral development.
- Leading a marketing campaign that includes press releases, Facebook posts, email, and presentations to promote the event.
- Developing the audience to include at least 200 attendees.
- Developing the Marketplace materials and recruitment of Marketplace volunteers for the event.
- Assigning attendees to tables and providing accurate lists to the Snoqualmie Casino.
- Providing receipts to all attendees.