



# Mountain Garden Club Event Form and Checklist

**Event Name:**

**Flatbreads Co. Fundraiser**

Date Created: 2/15/2017 Form Creator Name: Deborah Bryant  
Event Date: (appx) \_\_\_\_\_ Form Creator Tel.: \_\_\_\_\_  
Date to Begin By: \_\_\_\_\_ Form Creator Email: \_\_\_\_\_  
Committee Name: Ways and Means Expense Budget \$0 - \$199 Revenue Budget \$0 - \$199

## Objectives/Purpose of Event:

Flatbread Company (FC) offers a percentage of all pizzas sold on a Tuesday from 4:00pm - 9:00pm to non-profits in the Washington Valley. The Mountain Garden Club (MGC) is very fortunate to have been offered a Tuesday.

In addition to the proceeds raised from the sale of pizzas, the club has a raffle the night of the event. This has evolved over time to be a 50/50 raffle, which works best for the tourists who buy tickets. The event offers community exposure for the club and proceeds benefit the MGC scholarship fund.

## Description Of How The Event Is Run (Who, What, When, Where and How):

Pizza Night is held at FC in the Eastern Slope Inn building in North Conway Village. It has been held either the last Tuesday in September or the first Tuesday in October from 4-9 PM.

The chairperson and approximately 2-3 MGC volunteers, work selling raffle tickets, answering questions about the club, taking some photographs and awarding the raffle prize at the end of the evening.

Please refer to the Flatbread Timeline Report for details on how the fundraiser is organized.

## Materials, Equipment Or Supplies Needed To Put On Event:

MGC banner, scholarship poster, easel, money-box with \$50 in small bills, raffle tickets, basket, pens, MGC brochures and lucite holder, camera and raffle item if not a 50/50 raffle.



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## Events General Checklist (Checked Items Are Needed For This Event)

Requirements for this Event	Check If Required
Requires Chairperson?	<input checked="" type="checkbox"/>
Requires Location to Hold Event?	<input checked="" type="checkbox"/>
Requires Advance Set Up?	<input checked="" type="checkbox"/>
Requires a Press Release?	<input checked="" type="checkbox"/>
Requires Advertising?	<input checked="" type="checkbox"/>
Requires a Speaker?	<input type="checkbox"/>
Requires an Audio System?	<input type="checkbox"/>
Requires a Projector and Screen?	<input type="checkbox"/>
Requires Photos?	<input checked="" type="checkbox"/>
Requires Food/Refreshments?	<input type="checkbox"/>
Requires Printed Material, Name Tags, Place Cards etc.?	<input checked="" type="checkbox"/>
Requires Raffle Items?	<input type="checkbox"/>
Requires Table Floral Arrangements?	<input type="checkbox"/>
Requires Advance Reservations?	<input type="checkbox"/>
Requires How Many Volunteers? (Enter Number)	<b>3</b>

Summarize the Closing Of This Event: ( Cleanup procedures, financial tallying, reports etc.)

- Tally the proceeds from the raffle towards the end of the night. If the winner of the raffle is present at FC, award the prize to that person, obtain photo and other information for Publicity. Otherwise, telephone the winner and arrange for delivery.
2. Retrieve MGC banner from FC before leaving.
  3. Return money box with proceeds from the raffle to the treasurer the following day.
  4. Return the MGC banner, scholarship poster and easel, as well as left over brochures to the storage unit,



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Mountain Valley Self Storage in Intervale.

5. E-mail photos taken at FC to both the scrapbook chairperson and the webmaster.

6. Mail a thank you letter to the FC manager.

7. Write a Letter to the Editor for the Conway Daily Sun and the Mountain Ear, thanking FC and the community for supporting the Alice T. Madden Scholarship Fund.

8. Contact FC via e-mail to set a date for the coming year and inform the yearbook chairperson when it is confirmed .

9. A check will be mailed to MGC from FC soon after the event.

Print Form

Rev.

2017



# Mountain Garden Club Time line Template

**Event/Publication**

**Flatbreads Co. Fundraiser**

Date Created: 2/15/2017 Form Creator Name: Deborah Bryant

Event/Pub Date: (appx) \_\_\_\_\_ Form Creator Tel.: \_\_\_\_\_

Date to Begin By: \_\_\_\_\_ Form Creator Email: \_\_\_\_\_

Committee Name: Ways and Means

You can type as much as you like in any box. The form will automatically expand to handle the increase. If you need more categories (which you probably will) just click on the "Time Category" Button.

Time Category	Actions Necessary	Tips & Best Practices
12 Mos. ahead	1. Contact Flatbread Co. (currently Staci Blair) via email to request a night for the fundraiser. 2. When date is confirmed notify the Yearbook chairperson, so it can be entered in the next Yearbook.	1. Staci Blair's email address is: staciblair@flatbreadcompany
1 Mo. ahead	1. Announce the fundraiser at the Sept. club meeting. 2. Webmaster will add a web page to the MGC website for the FC fundraiser	
2 Wks. ahead	1. Publicity, will two weeks ahead of time will submit an ad to the Conway Daily Sun and other social medias for a one-day run before the event. 2. FC chairperson gets a group of 2-3 volunteers to work at FC, selling raffle tickets, answering questions about the club and taking some photographs. 3. Drop off the MGC banner at FC a week or two prior to the event for display in the restaurant.	1. After the September MGC meeting the banner can be dropped at FC.
1 Wk ahead	1. Get the money-box with \$50 in small bills and raffle supplies (tickets, pens and basket) from the treasurer. 2. Get the scholarship poster, easel and membership brochures with lucite holder from the storage unit, Mountain Valley Self Storage in Intervale.	1. Use the restaurant table closest to the entrance for set-up. 2. The raffle tickets should have the person's name PRINTED and a telephone number with area code.



# Mountain Garden Club Time line Template

Event/Publication

**Flatbreads Co. Fundraiser**

Click to Add a  
Time Category

Time Category	Actions Necessary	Tips & Best Practices
Day of	<ol style="list-style-type: none"> <li>1. The chairperson and one of the volunteers should arrive at FC no later than 4:00 PM to do the minor set-up. Put the scholarship poster on the easel in front of the table so it is readily seen as patrons walk into the dining room. Place the brochures in the holder and raffle basket on the table. The money box can be kept out of sight on the bench.</li> <li>2. Tally the proceeds from the raffle towards the end of the night (8 - 8:30 PM).</li> <li>3. The winning raffle ticket is pulled (usually by an FC wait staff person) after it is determined what the cash prize will be.</li> <li>4. If the winner of the raffle is present at FC, award the prize to that person. Otherwise, telephone the winner and arrange for delivery. Obtain picture and information for publicity.</li> <li>5. Before leaving for the night, retrieve the MGC banners and return them.</li> </ol>	
12 Mos. ahead		
12 Mos. ahead		
12 Mos. ahead		

Rev.

Print Form



## **Benefit Guidelines**

Part of our mission at Flatbread is to support local organizations that have an impact on our community. The primary way that we accomplish this is through the benefit nights that are held on Tuesdays at each of our restaurants. This guideline spells out the responsibilities that we both have, in order to create the best chance for a successful benefit night for *your* organization.

**Step One:** Complete the benefit application below and return it to the Managing Partner, Staci Blair, at the restaurant.

We will qualify your organization for your benefit night at The Flatbread Company. Be advised, we stay away from direct or hot political issues. We support organizations that we feel would have broad support from most of the human race. If you do not qualify and feel your organization should be reconsidered for a benefit, feel free to contact John Meehan at 603-926-9401 to discuss your organization.

**Step Two:** Once your organization is qualified we must discuss the ways that you will get the word out about your benefit night. This promotion activity, on your part, will make sure as many of your supporters as possible will come and it may also reach out to *new* supporters of your cause as well.

As part of your application, check each of the following actions that your organization will do to ensure your successful benefit night.

### **Mandatory Marketing Requirements**



Hand paint a canvas banner measuring approximately 3' X 3'  
(Include the name of your organization, the date of your benefit and any other pertinent information such as "silent auction" or "raffle" if they will be held).

If you have any questions, the restaurant manager can guide you.



Deliver it to the restaurant at least one month before\* your benefit night.

**\*Missing this month-in-advance deadline may put your benefit night in jeopardy. The Managing Partner must approve your finished banner. (No plastic, computer generated signs please).**



- Post the event on your website as well as any other websites that might support you. Blogs can be used as well. If websites or blogs are used, please write the URL here:  
www. \_\_\_\_\_
- Make posters and ask merchants to post them in their shops. Bring us one too!
- Print up flyers and hand them out at previous organizational events or gatherings you hold. Please bring us a copy.
- Contact a local radio or television station for a free mention.
- Start a calling chain to personally request attendance from your supporters.
- Other:  
\_\_\_\_\_  
\_\_\_\_\_

**Reminder:** Again, provide us with copy of all printed or posted material

**Step Three:** We will raise your banner at least one week in advance of your benefit, which will both advertise and raise awareness for your cause. Banners that are beautiful often find a permanent home at The Flatbread Company, continuing to promote awareness of your organization.

**Step Four:** Your benefit night is here! Here are some more ways to broaden your appeal *and* your evening's proceeds...

- We will provide a table for you to give out flyers, membership information, stickers etc. We suggest you have a representative there by 5 PM to greet and answer any questions that our guests may have about your organization.

Your representative may also...

- Sell raffle tickets and hold a silent auction. Organizations report that the raffle and auction can double or triple the amount raised during the benefit.



**Step Five:** The Flatbread Company will donate \$3.50 for each large flatbread and \$1.75 for each small flatbread sold during the benefit. Donations typically range from \$400 to \$1,000 for organizations that actively get the word out.

**Step Six:** Prepare and distribute a post-event press release to the local newspaper and/or other media sources. The managing partner can help you identify the areas media outlets. This is a great way to say thanks to you supporters and to bring continued awareness about your event. This will help you continue to build your event for the years to come.

**Please!** Do your part to make your benefit night a success. The Tuesday night reserved for your benefit is a highly sought after date for many local causes and organizations. In other words, there are more organizations that want to hold benefits at The Flatbread Company than we have room for, so please do not waste it. For the sake of those other organizations, if you feel that you are unable to make the commitment to do the things necessary to insure a successful night, then please do not apply.

We can provide some examples of a flyer and some postcards that demonstrate ways that you can promote your benefit night at the Flatbread Company.

Finally, we would like to thank you and your organization for the efforts that you are making to better our world. You are an important part of the fabric of this earth. You are making a difference!

If you have any questions, please contact Staci Blair at (603) 356-4470.

**BENEFIT APPLICATION**  
(To be completed by the organization)

Name of Organization:

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Address:

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Contact Person(s):

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Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Best time of year for your benefit / requested date

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Brief description of what the organization does:

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(Attach promotional material if you wish)

For Flatbread Company Use

Benefit Organization: \_\_\_\_\_

Date of benefit: \_\_\_\_\_

Date accepted: \_\_\_\_\_ By: \_\_\_\_\_

Hand painted sign delivery due date: \_\_\_\_\_

Date sign is delivered: \_\_\_\_\_ Mgr: \_\_\_\_\_

**Complete the following if they are checked off under "Suggested Initiatives" section**

Call date for contacting local media: \_\_\_\_\_ Mgr: \_\_\_\_\_

Newsletter mailing date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Special Mailing date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Contact by email date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Web posting date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Blog date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Poster hits street date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Flyer distribution date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Contact TV date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Contact radio date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Calling chain start date: \_\_\_\_\_ Mgr: \_\_\_\_\_

Distribute post-event press release: \_\_\_\_\_ Mgr: \_\_\_\_\_

Other dates: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_