TSNW Fall Gala Volunteer Leadership Positions

Summary

- Gala Chair/co-chair
- Procurement Chair
- Audience Development Chair
- Marketing Chair
- Operations oversight Chair
- Event Planning Chair (part of operations)
- Display and Decorations Chair (part of operations)
- Silent Auction Chair (part of operations)
- Finance/Banking Chair (part of operations)
- Volunteer Management Chair (part of operations)
- Specialized jobs
  - IT Management
  - Web site design and development

Each chairmanship position represents a subcommittee with a team of people. If you are interested in helping but not prepared to lead, please express your interest. There are plenty of ways to help on the gala before, during and after the event. Some of the chair positions cover large areas of responsibility and could be managed between a team of two co-chairs if desired.
Job Descriptions – Gala Chair

The Gala Chair has overall responsibility for the success of the gala as a project manager, cheerleader, and knowledge resource. Responsibilities include scheduling and running the steering committee meetings, keeping the larger picture oversight on other chair activities and progress, driving adherence to the gala schedule, problem solving and updates to the board. This person will also have the responsibility to schedule and facilitate a post gala review, drive documentation and process updates as a result of “lessons learned” and act as an advisor for the gala/major fundraising team for the following year. It also falls on the person in the role to find/replace any chairs who are not fulfilling their obligations in a timely manner, with help and support from the board. In addition, as a key focal point for the gala, this person should network on behalf of the organization and act as a focal point to the TSNW Community and supporters for the mission of TSNW. The work begins now.

Key skillsets/attributes for this role –

- Organization and project management
- Facilitation and running of meetings
- Knowledge/Connection to TSNW Mission and ability to articulate our goals
- Experience with nonprofit fundraising, auctions in particular
Job Descriptions – Procurement Chair

It is the responsibility of this role to manage the acquisition of all of the goods/services for the gala auctions and revenue enhancers. It is expected that this person will have a subcommittee and volunteers, and to reach out to all of the membership for assistance (with staff support). This person will work with the team to brainstorm ideas for desired items and packages for both the silent and live auctions, and to give the procurement volunteers specific targets for their outreach efforts. This committee chair will be responsible for making sure that the procurement volunteers are trained and knowledgeable on the TSNW mission statement, use a standard protocol for asking for donations, and insure that the procurement forms are filled out properly. They will work with logistical support for acquiring physical items and/or certificates. Areas for procurement include the live and silent auctions and potential revenue enhancers as well as wine for the event.

This can be a numbers game with pursuit of items to businesses and individuals through a variety of channels as appropriate. Most of TSNW membership can be trained and encouraged to participate given guidance and support. Some outreach can and should be done electronically by people more comfortable with less direct contact. Other outreach should be done via networking and direct requests.

In addition to the items above, this chair will also work with the board to define and help acquire event sponsorships such as offsets to event costs, straight advertising, and other event donations such as wine and a printer for the catalogs.

Key Skillsets for this role –

- Good organizational skills and ability to lead a small group
- Creativity and out of the box thinking
- Networking skills
- Good knowledge of and passion for TSNW and mission
It is the responsibility of this role to fill seats at the gala with people who are going to spend money to support the organization. In the past, TSNW has acquired support for this activity via ‘table captains’. This chair will find and support table captains, explore additional mechanisms for gaining attendance of high value attendees and insure that we achieve the attendance targets established by the board and the steering committee. Past efforts to have tables sponsored by hospitals have had mixed results. They have resulted in higher attendance, but a goal is to find a way to make sure that the seats are not filled by lower level employees who are coming for a free meal instead of to provide financial support to the organization.

**Key Skillsets for this role –**

- Good organizational skills and ability to lead a small group
- Networking skills and drive
- Good knowledge of TSNW and mission
Job Descriptions – Marketing Chair

The jobs for this committee chair are varied but consist of providing assistance and marketing content creation for the gala event.

This will include the recommendation and creation of all event publicity, oversight of design of the event web site, and design and layout of the catalog. Smaller tasks include the creation of language to assist other committees in asking for sponsorships, auction items, articulation of the mission, thank you letters, and some support and guidance for the motivational speaker.

This chair will work closely with the silent auction team to provide support for the marketing materials the silent auction team will create to help sell the silent auction items. This team will create the power point for the Live Auction to highlight the live auction items.

Key Skillsets –

- Good organizational skills and ability to lead a small group
- Marketing background
- Writing and communication
Job Descriptions – Operations Oversight Chair

Operations for the gala covers many different areas of responsibility, all of which require coordination. This chair will organize the sub-committee chairs to insure that all of the pieces fit together into a seamless operation and that nothing gets overlooked. Process definition and people management are key. The overall committee chair for this area is pivotal to the success of the event and is responsible for making sure that the event is well–executed.

**Key Skillsets –**

- Excellent organizational skills and ability to lead multiple groups with diverse responsibilities
- Logistical experience
- Process and people management
- Project and schedule management

**Subcommittee chairs to organize –**

- Event Planning Chair
- Display and Decorations Chair
- Silent Auction Chair
- Finance/Banking Chair
- Volunteer Management Chair
Job Descriptions – Event Planning Chair

This chair is responsible for leading the group who will organize the event and plan the “party”. Responsibilities include defining an event theme, determining the revenue enhancers, “run of show”, working with the auctioneer, and event logistics. This team will assign a point person to work with the venue for selecting the menu, communicating IT requirements, audio visual needs, parking, etc. This chair will also work out room layout of the silent auction room, location of registration table, etc. This chair will need to work closely with the silent auction team.

**Key Skillsets –**

- Excellent organizational skills and ability to lead
- Logistical experience
- Project and schedule management

Job Descriptions – Display and Decorations Chair

This chair will lead the team responsible for implementing the vision of the event planning team with decorations for the live auction tables, the dessert dash, anything needed for the silent auction room other than the silent auction tables and potentially revenue enhancers.

**Key Skillsets –**

- Creativity
- Crafting and a love of creating decorations on a low budget
- Ability to organize self and a team
Job Descriptions – Silent Auction Chair

Silent Auction Planning, execution and logistics

This is a critically important set of tasks to manage all things pertaining to the silent auction in order to maximize selling the items. The Silent Auction Chair should consider having several subcommittees to work on this.

Pre-event bundling and organizing of auction items. The team will determine how to group donated items for best sales and will also create baskets.

Another group will need to work with marketing for creation of cards to be placed next to the silent auction items to highlight and sell the items. The better the description and the more interesting it is, the more the item will sell for.

This group will also organize the items for transport to the venue to optimize setup early on the day of the event. They will determine item location by table and within tables. This chair will make sure that flow planning is achieved to optimize for best sales.

Lots of people can be counted on to help with the event setup on the day of the auction. The chair will need to have materials and instructions and a point person to help make them effective. Volunteers like to be useful and busy and good planning and organization will accomplish that and make them want to come back and help again.

Live Auction Table setup (if we are having one) – there should be materials or props for live auction items that will help to generate excitement for the live auction. The location should be the silent auction room but far enough away to not interfere with movement around the silent auction tables.

Key Skillsets –

- Good organizational skills and ability to lead a small group
- Good sense of logistical details
- Ability to organize displays and understand how to position things for sale
Job Descriptions – Finance/Banking Chair

The finance chair is responsible for process definition for the event check in, checkout, recording of all spending at the gala, finance volunteer management, and post gala audits and signoff for sending bank charges. This person will also need to learn and be proficient with the auction software, work closely with the team entering items into the database, as well as volunteer and event management teams to insure coordinated processes and flow. This person will train and manage the finance volunteers so that they are proficient with using the software and are also trained and comfortable working with the gala attendees in a way that represents TSNW. This person will be responsible for the creation of post-gala finance report out to the Steering committee chair and the board. This person will work closely with the steering committee on the registration packets, but will own the creation of the bid numbers and the files for gala night to hand packets to attendees.

**Key Skillsets –**

- Good organizational skills and ability to lead a small group
- Project Management
- Software/technical – ability to learn, use and trouble shoot auction software as well as some experience with good practices such as pre-event testing and training.
- Financial acumen – person does not need to be an accountant but comfort with spreadsheets and other financial data necessary.
- Process definition and streamlining
Job Descriptions – Volunteer Management Chair

This Chair will work with staff and the other committee chairs to identify the volunteers needed for the gala. Staff is responsible for outreach to acquire volunteers. This chair will also define volunteer jobs and associated processes, create training and materials as needed to prepare the volunteers for their jobs. This chair will need to be available during the entire gala to prepare the volunteers, be a point person to answer questions, provide direction, and solve problems. The largest effort will be the management of the silent auction tables during the gala. This chair will organize the processes for collecting the winning bids for finance, closing down the tables, and organizing and managing the checkout process.

(Note: Committee team members and finance volunteers are excluded and not part of this chair’s responsibility.)

Key Skillsets –

• Good organizational skills and ability to lead a small group
• Cool head under pressure and adaptable to changing situations
• Process definition and streamlining
• Ability to work well with a variety of people and provide both assistance and appreciation – friendly and communicative