



BENEFITING



COMMUNITY  
FOOD BANK  
OF SOUTHERN ARIZONA

## Step-by-Step Planning Guide

### What is a CFB Gathering for Good Event?

It's an event campaign held by you (or a group) in your home, backyard, business etc., in order to raise awareness, collect funds/food to help fight hunger in our community.

### Event goals are to:

- Increase awareness and educate guests about the mission/work of CFB
- Raise funds/food to support the continuation of our mission and advocacy
- Create an environment for you and your guests to enjoy themselves

### How to get started planning:

Start the process by thinking about the type of event you want to have. Have a vision: what will be the theme, how many individuals can you accommodate at your location, what is the best venue that meets your needs.

### Decide on:

- Theme and venue
- Plan of action
- Invitation list
- Send out invitations
- Agenda
- Prepare to educate and entertain

### Theme and Venue

Start by picking a theme. To name a few ideas, you can have a barbeque, throw a cocktail party, or a holiday themed gathering! You can host a taco or nacho margarita mixer, a happy hour with finger foods, holiday party or themed brunch.

### Things to consider:

- What would draw the most people in your specific circle?
- What theme is appropriate given the venue, date and weather?
- Remember, this can be as formal or informal as you prefer.
- Date, time and location matter. Consider other events happening around the same time, and when guests are most likely to be able to attend (work hours holidays etc.). Pick a day that works best for your needs, and where there is little else going on.

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- Guest list—your network and CFB staff and Board Members should attend. Someone from CFB should be able to do a quick presentation if you don't want to present on our behalf. Cast a wide net: friends, family, neighbors, coworkers, workout buddies, group/club peers etc.,
- Decide how comfortable you feel opening your home.

## Plan of Action

6 Week Kick-off To Do List	Target Completion Date	Notes
Decide on the theme and venue		
Date		
Create a budget for the event		
Create a goal for how much you want to raise		
Draft Invitation with CFB insight and CFB language		
Create invitation list		
Date for 1 <sup>st</sup> round of invitations (method: paper, email, phone calls); usually 6 weeks prior to event		
Date for 2nd round of invitations (method: paper, email, phone calls); usually 3 weeks prior to event		
Choose appropriate food and drink options to fit the occasion. Do you need a caterer?		
Finalize the guest list 1 week prior to the event (using RSVPs)		
Confirm food, drinks, catering, etc.		
Purchase any needed decoration, tableware, disposable items, etc.		
Do you need CFB to provide, tablets, card readers, brochures etc.?		

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## Invitations

- Invitations should include: who, what, where, when, why, and RSVP deadline.
- Using organizational tools will assist you in not feeling overwhelmed and ensure you don't forget anything. CFB recommends that you use Microsoft Excel or Microsoft Word for your invitation list, agenda and other planning documents.
- Keep track of your invitation list: name, email address, phone number and address should be kept in one spreadsheet. This allows for easy sorting and reference. You can also use it to track RSVPs, those that attended, and contributed (purchased ...).
- Have a clear deadline date for when guests must RSVP (usually 1 week prior).
- Make a note regarding parking instructions. Do you want to suggest ride-share or Uber?

## Sending Out Invitations

- **How many people** are you planning to have at the event?
- Ideally, invitations should be sent **at least 6 weeks** before the event.
- **Paper or email invites?** Both are effective and should be considered. Traditional paper invitations look great and give guests the special feeling of an exclusive event, but email invites are more modern, cost effective, and easier to customize for each guest.
- Be sure that the invitations specify that this is a fundraising event. **Invite your guests to bring their checkbooks!** Setting the expectation that guests will be asked to make a contribution early on will relieve awkwardness at the event.
- If you would like a **CFB presentation**, please let us know what time and we will make sure to provide a speaker.
- The invitation also serves as the first opportunity to raise money. Consider including a **Classy link to a contribution page**. This encourages those who are unable to attend to donate.
- **Invitation responses:** Having one point of contact will make the process easier. We encourage using one email address and phone number, making sure to provide multiple ways for your guests to RSVP.

## Agenda

The agenda or run of show should include the following:

- **The Welcome:** Thank everyone for coming. Appreciate their initial interest and commitment. You want to keep the party upbeat and fire up the attendees to take action!
- **Presenting CFB:** The formula for the presentation should be: history, the issue, the pitch, thanks, and close. Schedule your presentation and "the pitch" at the natural midpoint of the event, when attendance is at its maximum. Find a creative but brief (5-15 min) way to present the work of the CFB. This can be delivered by the host, a trusted friend or a CFB staff member. The

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presentation should include a brief history of CFB, information about CFBs mission, and current programs and issues that the CFB is working on. This is where you may want to pass out recent copies of our newsletter, the latest fact sheets on specific topics, our annual report, etc. A great resource is our website. If you choose to present CFB you may also want to include what attracted you to our mission and why you continue to support our work. Be sure to leave a little extra time after your presentation for questions.

## Event Catering and Resources

CATERERS	VENUES	MUSIC & ENTERTAINMENT
<b>Allyn Hayne's Catering</b> (520) 622-1157	<a href="#">El Rancho Robles Guest Ranch</a>	<a href="#">Ace Casino Equipment</a>
<a href="#">Blue Banjo BBQ</a>	<a href="#">Ignite Sign Art Museum</a>	<b>DJ Maki (Brian Maki)</b> (509) 432-4958; <a href="mailto:djmaki@gmail.com">djmaki@gmail.com</a>
<a href="#">Blue House Catering</a>	<a href="#">Museum of Contemporary Art (MOCA)</a>	<a href="#">Michael Lich, Classical/Jazz Guitar/Banjo</a>
<a href="#">Café a la C'Art</a>	<a href="#">Owl River Resort and Event Center</a>	<a href="#">Pucker Up! Party Photo Booths</a>
<a href="#">Chef Chic</a>	<a href="#">Rail Yard Tucson</a>	<a href="#">Twilight Productions</a>
<a href="#">Feast</a>	<a href="#">Rincon Creek Ranch</a>	<a href="#">Professional Bartenders Unlimited</a>
<a href="#">Fortunado's Italian Bakery &amp; Deli &amp; Catering</a>	<a href="#">The Rubi House</a>	
<a href="#">Nadine's Bakery</a>	<a href="#">La Suprema Works</a>	
<b>El Torero</b> (520) 622-9534	<a href="#">Scottish Rite Cathedral</a>	
<a href="#">Roma Imports</a>	<a href="#">Tucson Botanical Gardens</a>	
<a href="#">Sapphire Catering</a>	<a href="#">St. Augustine Cathedral</a>	
<a href="#">Brother John's Beer, Bourbon, and BBQ</a>	<a href="#">The Urban Grove</a>	
	<a href="#">Arizona History Museum</a>	
<b>SPECIAL EVENT LIQUOR LICENSE</b>	<a href="#">Alfie Norville Gem and Mineral Museum</a>	
<a href="#">How-To</a>	<a href="#">San Pedro Chapel</a>	
	<a href="#">Site 17 Event Center</a>	
	<a href="#">Tucson Party Rentals</a>	