



Philanthropy Fair Event Handbook

A Simple How-To Guide.

Morgan Evertz, Founder
Count Me in For My Community ©



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Introduction

Count Me In For My Community is an event designed to specifically connect the skills and philanthropic interests of current high students directly with area non-profit organizations. Instead of students having to seek out a non-profit organization on their own, this event brings the organizations right to the campus. It is a great way to get students involved in volunteering for the community while educating them at the same time. It will help students identify what they are passionate about and where they want to spend their community service time in high school and hopefully the rest of their adult life.

There are many benefits for the organizations like an opportunity to showcase information about the non-profit, the volunteers needs, creating a data base of student volunteers who have signed up to work and for some non-profits, a possible savings to the bottom-line. Every hour that a student gives/donates to the community can save a non-profit organization an average of \$8. Take a look at the website listed below for more about the history, the successful results, testimonies from teachers, staff, students, the philanthropies, event photos, see the organization's booths/tables and the community leaders who attended the event.

<http://www.countmeinmycommunity.com>



Sample Master Event Check List/Timeline

Use this sample master event check list to as a guide to plan your on campus event. It is important to start the process early and give everyone a deadline for decisions.

Five Months Ahead

1. **Set Date** - set date with school faculty.
2. **Philanthropy Participants** - identify and make a list of philanthropies and non-profit organizations to target. Send out a letter inviting them to participate. Follow up where necessary with a phone call. Start a list of those that are committed. *See Example A outreach in this handbook.*
3. **Event Sponsor(s)** – identify businesses in the community that might be willing to donate a grand prize, giveaways and sponsor the printing of the items listed below.
 - ♦ Opportunity drawing for grand prizes and giveaways – we recommend one grand prize and then giveaways such as gift certificates to help build excitement.
 - ♦ Postcards – depending on the quantity that your potential sponsor is willing to give, the more the better. We recommend reaching a quantity of at least three quarters of your campus population. *See Example G for more details on distribution.*
 - ♦ T-shirts for staff, faculty and students - the best would be to have enough t-shirts donated for every single person on campus. Talk to your sponsor and ask what they are willing to do. Use the same friend that did the design for the layout for the postcard to design the layout for your t-shirts. Find an inexpensive t-shirt printing company and talk to your event sponsor for ideas. At the minimum, take twenty percent of the total campus population (staff, faculty and students) to arrive at your quantity. *See Example G for more details on distribution.*
 - ♦ Posters (depending on the size of your campus, we suggest one for each philanthropic organization and five misc. posters promoting the event). You will need to map out where you feel the campus has the most traffic i.e. the student quad, etc., and determine where you will need to position posters with the event messages promoting the event. Use the same friend to do the design. *See Example G for more details on distribution.*
 - ♦ Event Banners - two to three banners for an average size high school. Again, determine where the highest visibility is to promote the event ahead of time and how many banners you will need and let your sponsor know. Use the same friend to do the design. If approved, add the sponsor logo.



4. **Event Sponsor Letters** - send letters to businesses and explain how this might be an opportunity for them to get involved. Make a list of every business you know that might help. Include any organizations that you might already have committed to spur interest in the letter. Organize student teams to drop letters off at strip malls around your city and wear the event shirts. Mail the sponsor letters and do a follow up phone call to each one. Be courteous but be persistent. *See Example B letter in this handbook.*

Four Months Ahead

5. **Community Leader** - identify a local community leader to come and speak about the event and give recognition to the sponsor. For example, the city mayor, city council members, pastor, PTA leader, School district leader, etc. Send a letter or an email with an invitation to the event.
6. **Confirm Organization Participation Lists** - develop a list of the philanthropic organizations that have responded and are participating so far with address, phone number and contact person. This will be helpful to have on hand for all the communication. Continue to update this list and have the final list on hand the day of the event.

Three Months Ahead

7. **Opportunity Drawing** - determine prizes, giveaways, how students win and when the winners will be announced. Discuss details with the school advisor and with sponsor. This is really up to your ASB or student council and advisor.

Two Months Ahead

8. **Design/layout of all printed material** – write and review all copy for t-shirts, posters, postcards and banner. Include sponsor logo if approved. Ask a friend that is great at photoshop to design it and do the layout. Coordinate cost with sponsor beforehand. Recommend posters that say “Check-In”, “Here’s How it Works” and then one poster for each organization.
9. **Begin Campus Announcements** - weekly school announcements with event details. See Example G for ideas.
10. **Social Media** - create a Facebook fan page – put logo up for one month ahead. Encourage friends to “like” the page.
11. **Communications** - send out an email or letter to all confirmed philanthropies confirm all details and attendance of event. *See Example C fact sheet.*

One Month Ahead

12. **Media** - write a draft press release announcing the event (plan to send it to local papers one week prior). Get appropriate approvals from school, principal, etc. Media coverage is important so other high schools can see what you are doing and benefit from your experiences. Try <http://helpareporter.com>
13. **Go To Print** – review all copy and print t-shirts, posters, postcards and banner. Get appropriate approvals and coordinate the cost with your sponsor beforehand. Check first as sponsor may have a printer preference.



14. **Timeline/Sign Ups** - distribute timeline and volunteers sign up sheet to ASB/Student Council. See Example D,E, F timeline, map/layout and signup sheet for more information.
15. **Campus Announcements** – weekly school announcements continue with event details.
16. **Easels for Poster Display** - rent or borrow easels (one for each organization).
17. **Hang Banners** – in the most visibility areas around school.

Two Weeks Ahead

18. **Final Communications** - resend out a final email to all philanthropies and school volunteers, community leaders to confirm all details and attendance of event. *See Example C fact sheet.*
19. **Campus Announcements** - weekly school announcements continue with event details. See Example G for ideas.
20. **Media List** - create a media list of local newspapers and distribute press release announcing the event (plan to send it to local papers one week prior as well). Get appropriate approvals from school, principal, etc. Media coverage is important so other high schools can see what you are doing and benefit from your experiences. Try <http://helpareporter.com>
21. **Name Badges** - make individual name badges for philanthropies and student volunteers.
22. **Pre - Promotion**
 - ◆ Weekly school announcements continue with event detail. Announcement reminder to wear t-shirts on (x) date - one week before the event. T-shirts will be distributed on (x) date - two days before the event.
 - ◆ Hand out postcards on campus.

One Week Ahead

23. **Distribute T-Shirts** - two days before event.
24. **Event Team Meeting** – hold a team meeting with ASB and Councils and review the event layout and volunteer duties for the day.
25. **Day of Event** - set up check in tables, organization tables, easels and sound system. Follow fact sheet, timeline and volunteer instructions for more detail.
26. **After Event** - write thank you notes to all philanthropies.
 - ◆ Send out a post press release with results and include any quotes from organizations.
 - ◆ Send out event survey to philanthropies for feedback. Encourage quotes from the philanthropy reps.
 - ◆ Continue to support the philanthropies all year and maintain a good relationship.
 - ◆ Offer to help with the organizations new volunteer data base. Use excel, ms access database or their website database to help.
 - ◆ Always check with the school advisor on anything being sent out that has the school's name on it.



Example A: Outreach Letter to Philanthropic Organizations

This is a sample letter that can be sent to potential non-profit organizations and philanthropies in the community to solicit participation. Provide link.

<http://www.countmeinforcommunity.com>

(insert Count Me In logo here)

Dear:

My name is *(fill in)* as a senior in high school, I am serving as the *(insert job title)*. We are excited to announce the launch of the first annual Count Me In For My Community Philanthropy Fair on *(date)* from *(x am – x pm)* on campus.

The fair will showcase local non-profit organizations serving a diverse set of philanthropic interests in our community. The goal of the fair is to connect the skills and philanthropic interests of current *(name high school)* students directly with *(x county)* area nonprofit organizations. It's a venue to encourage and assist students in identifying volunteering opportunities that are in their personal area of interest. We anticipate a keynote speaker to kick off the event. You will need to have a representative on hand to talk about volunteering, educate students and share various immediate opportunities on how to get involved with your organization. Students will visit the philanthropy tables and make a "Count Me In for My Community" pledge to either sign up for more information or sign up to begin volunteering. Each student that signs in once will receive a raffle ticket for a chance to win a great prize..... *(insert sponsor prize)* - i.e. an item donated by a local company. An opportunity for you to develop a new student volunteer base.

We would like you to say "Count Me In" for this much needed event to raise awareness among students about how they can get involved in the community. Please respond via email or phone with a "yes" by *(x date , xxxx)* so we can count on you being there. Feel free to call us with any questions.

Thank you for helping us!

***Name/Phone number
(title)
High School***



Example B: Sponsor Solicitation Letter

This is a sample letter that can be sent to potential businesses in the community to solicit financial support. Provide link <http://www.countmeinforcommunity.com>

(insert Count Me In logo here)

Mr. Edison:

My name is (x). As a senior in high school, I am serving as the *(name high insert title)* for the (x) school year. We are excited to announce the launch of the first annual Philanthropy Fair called "Count Me In For My Community" on (x) date from *(x am – x pm)* on campus.

The fair will kickoff with a welcome speaker *(student council is talking to several community leaders)*. Booths/tables will be set up and students will network with the participating non-profit organizations by picking up information about the groups, making a pledge to do more than the required volunteer hours to graduate each year, and signing up to receive more information about volunteering possibilities for upcoming events.

(Each student that signs in once at a booth will receive an opportunity drawing ticket for a chance to win a great prize to be donated by a local company – modify for school). ASB is looking for an event sponsor to help underwrite t-shirt costs, posters, event banners, giveaways and the grand prize.

We will display signage and pass out bounce back coupons or anything else that would make sense for the company.

We hope that through social and local media and the growing “Count Me In” facebook page, we can serve as an example to other high schools to get on board with volunteering in the community in areas that interest them.

We appreciate your consideration for this very important community event to encourage students to be good community citizens now and possible leaders in future philanthropy work. *(Below is a list of our confirmed non-profit organizations - develop this for each school)*

Sincerely,

Name/Phone

(title)/Name High School



Example C: Fact Sheet for Participating Philanthropies

This is a sample fact sheet that can be sent to each participating organization giving them the details of the event.

Name of High School
ASB Presents
“Count Me In For My Community”

What:

The first ever (*name high school*) Philanthropy Fair called “Count Me In For My Community” will showcase local non-profit organizations serving a diverse set of philanthropic interests. The event will connect (*name high*) students and all of you! Thank you so much for your participation. We are counting on you to be there!

Date:

(*Fill in date, day of week*

Fill in arrival time

Fill in event start time)

Where:

(*Quad Area*)

1. (***Arrival – x am***): Event starts at 11:40am. Please allow time to park your car and carry your materials.

(*School address is:
name here*)

2. **Special Reserved Parking** - Come to the parking lot and enter from the (*x Drive side*). Head toward the administration Building office (you will see a Count Me In Banner) and you will see ASB students in Count Me In T-shirts to direct you as to where to park. We have reserved spots for you marked off with cones and yellow tape.

3. **Check-in**- Please check in at our table in front of the administration building /office and get your name badges. Head on over to the (*quad*).

4. **Your booth/table** – A (*6ft*) table will be set up for you. You may set up your materials here.



- ♦ **Table:** We will provide your table (*6ft*), tablecloth and a (22 x 28) sign on an easel with your name. You will need to have a representative on hand to talk about volunteering, educate students and share various immediate opportunities on how to get involved with your organization.
- ♦ **Please Bring:**
 1. Table item suggestions: organization fact sheet, display boards, flyers, photos,
 2. Optional giveaway item - token with your logo, brochure, card with number to reach your office to volunteer, etc.
 3. Bring:
 - ♦ Pens/pencils for sign in.
 - ♦ Clipboard with a student sign in sheet for more information (name/phone/email)
 - ♦ Clipboard to volunteer at your upcoming or a future event.
 - ♦ Card(s) for each student to write down their volunteer sign up time
 - ♦ Snack for you. There will be no lunch provided.

5. ASB Officer at your table to help - there will be an ASB student at your table handling the opportunity drawing tickets for you so you do not need to worry about the ticket distribution.



Example D: Sample Event Timeline

This is a general timeline to follow for your event. This takes a sample lunch time period and incorporates the timing of each important announcement. Based on an 11:40 event start time.

10am

See “Volunteer Sign Up Sheets” Example F for duties to be completed.

11:40am

Welcome: Thank your sponsor and introduce community leader and/or city councilmember’s for attending. Share the goal of the event and why everyone is participating. See the introduction for ideas.

11:46am

Speaker: Principal/Community leader or Councilmember Speaks – inspiration and welcome.

11:47am

ASB Rep: Give thank yous and explains to the students what to do and how it works. Tailor this to your school.

11:48am

Students network and go around to tables to learn more and sign up.

12:40pm

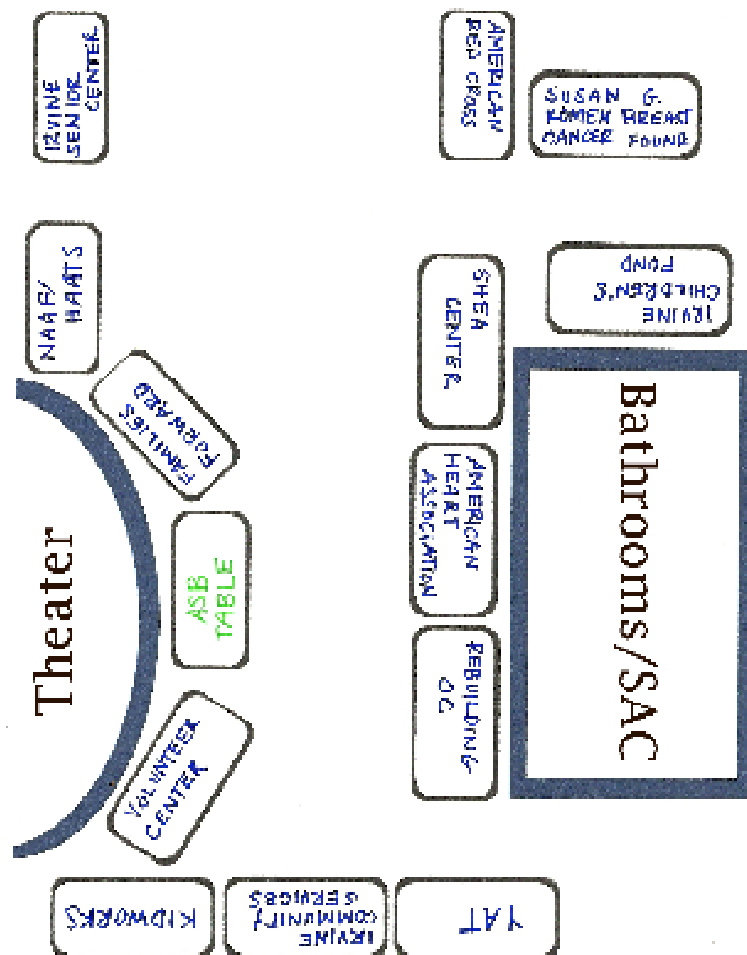
Closing and Thank yous.

1pm

Post team meeting to gather up sign up lists and scan them assist with event clean up.



Example E: Sample Event Map/Layout





Example F: SET UP Volunteers Sign Up List

This is a sample volunteer sign up list that can be distributed to your class councils or your ASB to solicit help. This is based on an 11:40 start time so adjust according to your event start time.

“Count Me In For My Community” SET UP Volunteers Sign Up List

A. 10:30am - Table Set Up – Need 10 volunteers

1. **Look at Set-Up Map** - to determine where tables and signs go.
2. **Set up (x) Philanthropy tables** – follow map/layout provided.
 - ♦ Put Blue table cloth on table- tape underneath if necessary.
 - ♦ Place the correct poster for the organization on the easel next to the right table. Gently tape its back if it's not staying put.
 - ♦ Place (*x qty*) Count Me In Postcards on the table.
3. **Set up Easels** - next to each Philanthropy table
4. **ASB Table and Two Easels**
 - ♦ Put blue tablecloth on
 - ♦ Set up an easels on each side of the table with the following signs:
 - ♦ Here's How it Works.....
 - ♦ Thank you to (x sponsor)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____



8 _____

9 _____

10 _____

All ASB Members and Student Council wear Count Me In Shirts on event day.

B. 10:30am - Check in Table – 4 Volunteers

- ◆ Under the Count Me In Banner, set up Easel and “Check in” Sign Next to table
- ◆ Put (25 qty) Count Me in Postcards on table.
- ◆ Put Philanthropy name tags out on table in Alphabetical order
- ◆ Make sure to distribute ASB name tags to each person.

1 _____

2 _____

3 _____

4 _____

C. 10:30am – AUDIO SET UP - 3 Volunteers

- ◆ Set up Sound System with Microphone
- ◆ Set up podium

1 _____

2 _____

3 _____

D. 10:40 Parking Valets – 3 Volunteers

Reserve a total of 15 spots in parking lot. Reserve 13 parking spots for the organizations coming. Reserve 2 spots for any Council members.

1 _____

2 _____

3 _____

Once set up is done, please volunteer to work the event.
All ASB Members and Student Council wear Count Me In Shirts on event day.



Sample Working Event Volunteers Sign Up List

A. 10:45 am Check in Table Volunteers - Need 2 volunteers

- ◆ Welcome the organizations and sign them in on clipboard provided.
- ◆ Hand them a “Count Me In” Postcard
- ◆ Then, direct them to the *(quad)*
- ◆ Stay at the table until everyone is signed in
- ◆ Come help out in the event area - *(quad)*.

1 _____

2 _____

All ASB Members and Student Council wear Count Me In Shirts on event day.

B. 10:55am Philanthropy Reps for each table – Need 13 volunteers

- ◆ One ASB Member per organization.
- ◆ Welcome the organization and thank them for coming.
- ◆ Manage the opportunity drawing tickets.
- ◆ Each student can get up to four tickets and mark their hand.
- ◆ Tell students to save their tickets and bring them to the Pep Assembly on Friday where the winners will be announced.
- ◆ Make sure to be energetic and tell the students to visit another booth.

1. _____

2. _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9. _____

10. _____

11 _____

12 _____



13 _____

C. 11am - ASB Table in the Crossroads – 4 Volunteers

- ◆ Answering students questions and directing them on how it works.
- ◆ Handing out any Free Gift certificates that were donated.
- ◆ Promote the Prize Giveaway!
- ◆ Giveaway and extra T-shirts

1. _____

2. _____

3. _____

4. _____

D. ASB Promoters - Everyone else

- ◆ Please go around campus and steer students to the (quad).
- ◆ Tell them they have a chance to win a great prize.
- ◆ Giving away free gift certificates.

1 _____

2. _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9. _____

10. _____



Example G: On Campus Publicity Recommendations

Below, are ideas to promote the event on campus.

a. Postcards

This is a great way to do pre-advertising on campus. Hand out postcards at lunch time everyday for one – to two weeks prior to your event. If you get school approval, you can even place them on car windows. These will also be used as the roadmap for the event. They should be distributed at the event and stacked on tables. Ask a friend that's great at photoshop to design it and do the layout.

b. Posters

Individual posters should be printed for each Philanthropy with name and event logo. Posters will be displayed on easels next to each organization's table. Also recommend posters that say "Check-In", "Here's How it Works." Check out Kinkos, printrunner.com or fastprint.com for pricing.

c. Event T-Shirts

This is a great way to get students and faculty involved on campus. Hand out t-shirts two days prior to the event. We recommend each class president communicate with ASB or student government officers and student councils to help distribute the T-shirts. Use the same friend that did the design layout for the postcard to design the layout for your t-shirts. Find an inexpensive t-shirt printing company and talk to your event sponsor for ideas.

Goal on the T-shirt distribution - to create excitement and awareness about the event ahead of time. Ask all councils and ASB to wear the day of the event.

Distribution Ideas:

1. Set up a table at lunch time to hand out free shirts.
2. Set up a table in the Main office for staff/faculty to pick up their own t-shirts.



d. Sample Weekly Announcements

This is an opportunity to make morning announcements as part of the pre-promotion program. Below, are samples:

- ♦ Are you wondering how to get *(x)* Community Service Hours....attend "**Count Me In**", on *(x)* date during Lunch in the *(quad)*. Numerous non-profit agencies and philanthropies will be at the *(quad)* to answer your questions about how to find out what your are interested in, get involved and how to earn community service hours.
- ♦ Come to the first- ever "**Count Me In For My Community event** - *(Wednesday, x date)* during Lunch in the Crossroads. Find out what community organizations you're passionate about. Then, sign up to volunteer. And, **you could be the WINNER of *(x prize donated by x company)***.

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