



## **Auction Chairs (Live Auction & Silent Auction Chairs)**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. The Auction Chairs will focus on driving revenue for the gala through securing donations for the Live and Silent auctions.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum one-year term- attending meetings January-October.
  - Live Auction Committee: Solicit 5-8 night-of-gala event live auction items.
    - Revenue Goal: \$170,000
  - Silent Auction Committee: Solicit 100-150 silent auction items packages.
    - Revenue Goal: \$50,000

### **Pre-event**

- Recruit committee members who will secure donations for live and silent auctions and volunteer night of event.
- Ensure a master auction solicitation list is maintained and frequently updated to prevent duplication and for ease in creating auction reports.
  - ACS Staff partner has a past list to start from
- Contact businesses and donors soliciting donations of items, gift certificates or experiences.
- Collect the required paperwork with each donation (item donation form provided by ACS staff partner)
- Establish a procedure amongst the committees for obtaining & storing auction items and communicate this procedure to the committee members
- Assign a committee member(s) to Input auction items into the mobile bidding platform (GiveSmart)
  - This includes organizing items into packages, taking photos of each item/package, writing descriptions & pricing items.
  - Specific instructions will be provided by ACS Staff partner on Givesmart
- Live & silent committee chairs coordinate with the appropriate committee chairs regarding day of event needs: Display location, lighting, table size and location, signage, utilizing volunteers to model or showcase certain items during the Live or Silent Auctions.
- Committee chairs establish a night of check out process with the ACS staff partner and other committee chairs (ie: revenue enhancer chair, check in chair, etc)

### **Event Set Up**

- Set up the auction display area (tables/linens, etc).
- Transport all auction items to the event and set them up for display prior to the event.
- Ensures that there is proper security at all auction locations with the appropriate Chair before and during the event

### **Day of Events**

- Committee Chairs are required to manage their portion on event night.
- Recruit committee members to volunteer night of event to assist with auction duties as needed.
- Facilitate the process of retrieving the winning guest's silent auction items per the check out process.
- Pack up any unclaimed items and return to the ACS office within three days of the event.



## **AV/Technology Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Identifies, coordinates and manages the AV & technology needs for the event. This includes, but is not limited to:
  - Projectors screens, sound system & microphones for the night of program.
  - Computers, printers, wifi, etc for the auction, registration, check out and other needs as determined by other committee chairs.
  - Coordinate the sound needs for entertainment as determined by the Entertainment Chair
- Work with the Gala Chair and ACS staff partner to identify vendors and solicit proposals.
- Coordinate with the Logistics Chair on layout & equipment needs and set up/tear down details.



## **Corporate Development Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. The Corporate Development Committee is composed of the Gala Chair/Co-Chair, members of the Corporate Development Committee and appropriate ACS staff. The Corporate Development Committee will focus on driving revenue for the gala through securing sponsorships, underwriting and selling tables.

***60-70% of the budgeted revenue is generated by this committee in advance of the event***

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Committee chair and/or Gala chair to recruit committee members to assist.
- Approach companies & individuals for event support from your personal network and a working list of past supporters. \*A sponsorship packet of options provided.
- Work as a committee to obtain the sponsorship/table sales budgetary goal outlined by the committee chair.
- Meet a fundraising minimum goal of \$25,000 per person through securing sponsorships, underwriting and selling tables.
- Attend the Northern Colorado Cattle Baron's Ball in September.



## **Decor Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. The Décor Committee develops and manages a décor plan for the event per the theme chosen by the Chair. Many sponsorship and underwriting opportunities are available with-in this committee. An emphasis of this committee should focus on budget-relieving efforts (ie: work with Corporate Development on décor underwriting opportunities and leverage committee member's personal networks).

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Work with the Chair and ACS staff partner to develop a décor plan that aligns with the theme and budget.
- Coordinate event needs with other committees as needed, ie:
  - Work with Sponsorship/Underwriting Chair to fulfill underwriting obligations & solicit these opportunities to businesses and individuals.
  - Work with Logistics Chair for set-up and tear-down of event decor.
  - Coordinate with the Auction Chairs to furnish any décor items needed for their specific areas and establishes set-up and tear-down times.
- Attend the Northern Colorado Cattle Baron's Ball in September.



## **Entertainment Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. Upon the Gala Chair's entertainment selection, this committee is responsible for planning and managing the logistical requirements of the event's entertainment.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Work with the selected vendor(s) to fulfill production needs.
- Ensures the stipulations on the entertainment rider are coordinated & fulfilled with the necessary committees (includes, but not limited to):
  - Coordinate with the AV/Technology Chair & Logistics Chair on stage, electrical, lighting and sound needs.
  - Coordinates food and beverage, transportation, security, accommodations, etc.
- Works with Sponsorship/Underwriting Chair to determine/fulfill sponsorship/underwriting opportunities.
- Provides information to Marketing/PR and Invitation/Program Chairman, as soon as possible including: entertainer's bio, photos etc. to be used for press releases and advertising.
- Purchases tickets to attend the event in September.



## **Food & Beverage Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. The Food & Beverage Committee is responsible for the selection, management and delivery of all food and beverage for the event, per the set budget.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Work with the Chair and ACS Staff Partner to select and manage the following (per the budget):
  - The menu and catering company
  - Alcoholic and non-alcoholic drink service, ice, bar supplies, etc
  - Secure a professional bartending company
  - Ensure any local food and liquor permits are in place
- Work with the Sponsorship/Underwriting Chair to determine sponsorship/underwriting opportunities. Coordinate donation asks as appropriate from existing and new donors.
- Coordinate with Event Production/Logistics Chair to determine set-up and tear-down of food and beverage stations or areas.
- Makes sure appropriate signage is ordered for bars, specialty areas, etc. (Signs can say: Please drink responsibly or Bar is closed at this time and will reopen at \_\_\_\_, etc.)
- Ensures there is available transportation and signage for alternate transportation to discourage driving under the influence.
- Attend the Northern Colorado Cattle Baron's Ball in September.



## Logistics Chair

The Northern Colorado Cattle Baron's Ball is one of the premier million dollar cancer fundraising events benefiting the mission of the American Cancer Society. The Logistics committee is responsible for the physical set up, layout and teardown of the event and ancillary needs (ie: parking, restrooms, town permits, etc). It is crucial this Chair and committee work with-in the set budget.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- The Logistics Committee Chair serves on the Executive Committee as the "Event Logistics" Rep
- Commit to a minimum of a one-year term- attending meetings January-October.
- Work in conjunction with the ACS staff partner & site host on planning, preparation and layout of the venue site per the set budget.
- Committee Chair and members responsibilities include, but are not limited to:
  - Tent and equipment rental (power, port-o-lets, trash, tables, chairs, etc)
  - Event layout, Set up & Tear down
  - State, local & town permits
  - Life safety (emt's, security, fire permit)
  - Parking (staff, layout, Lyft/Uber)
- Works with other committee chairs to determine their on-site logistical needs and coordinate all on-site logistical activities.
- Attend the Northern Colorado Cattle Baron's Ball in September.





## **Marketing & PR Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million dollar cancer fundraising events benefiting the mission of the American Cancer Society. This committee is responsible for the marketing elements and PR tactics to benefit the event's success.

### **DUTIES & RESPONSIBILITIES:**

\*Any marketing/PR collateral requires approval by your ACS staff partner prior to release.

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- The Chair and committee members will assist with the marketing & PR needs. Event theme may be determined by the Gala Chair. Duties include, but not limited to:
  - PR: editing, and follow-up of all methods of publicity.
  - Marketing: Develop campaigns & content for print, radio, digital and social media exposure.
  - Graphic Design: Works with ACS Staff Partner and/or design team in the creation and design of all event collateral including: event stationary, note cards, save-the-date postcards, invitations, response cards, raffle reservation cards, raffle tickets, menu cards, table numbers, event program, signage
  - Social Media and Website: Content management of social media accounts and event website
  - Photography: coordinate a professional photographer for night of event photos.
- Provides image and awareness of the event/gala in the public and private sector of the community.
  - Ensures that the date, time, theme, location, cause, and uniqueness of the event is known to the community as early as possible.
- Purchases tickets to attend the event in September.



## **Mission Support Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. This committee is responsible for soliciting and securing lead gifts to support the mission paddle raise.

\*These donations are restricted to the event's selected mission and 100% tax deductible.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum one-year term- attending meetings January-October.
- Work in conjunction with ACS staff to educate your personal and professional network on the ACS mission.
- Utilize your personal and professional network to cultivate and solicit mission gifts to meet/exceed overall mission fundraising goal for the event.
- Attend the Northern Colorado Cattle Baron's Ball in September.



## **Revenue Enhancer Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Per state and local laws, plan, coordinate and implement event revenue enhancer activities night of event. (i.e. chance drawings, alcohol inclusion/prizes, 50/50, random drawings etc.)
- Plan activities that can generate revenue per the budget goal.
- Coordinates the logistics with the appropriate committees to provide the best environment for implementation of additional revenue enhancers (volunteers, tables, space in layout, donated items/prizes etc).
- Purchase tickets to attend the event in September



## **Stewardship & Hospitality Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier cancer fundraising events benefiting the mission of the American Cancer Society. The goal of this committee is to:

1. Develop feeder events that expand the participation/donation base of Cattle Baron's into Northern Colorado. These fundraising events can take place throughout the year in advance of the Gala.
2. Develop events to engage past chairs, donors, sponsors, etc.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Chair & committee duties include, but not limited to:
  - Determine the type of pre/post parties that will be held such as: Reveal Party, Past Chairs Gathering, feeder events, etc.
  - Plan the logistics of any events. (ie: location, food/beverage, guest list, theme, financial goal, etc)
- Works with appropriate committees to communicate needs/support.
- Writes personal thank you notes in a timely manner to all underwriters, auction donors, in-kind donors and anyone else who contributes to the gala.
- Purchases tickets to attend the event in September.



## **Volunteer Committee**

The Northern Colorado Cattle Baron's Ball is one of the premier million-dollar cancer fundraising events benefiting the mission of the American Cancer Society. The volunteer committee is responsible for recruiting and managing one of our most valuable assets, our volunteers.

### **DUTIES & RESPONSIBILITIES:**

- Knowledge of the American Cancer Society's mission and desire to advance the mission in the community.
- Commit to a minimum of a one-year term- attending meetings January-October.
- Work with other committee leads to determine day-of-event volunteer needs.
- Actively recruit & organize volunteers through event website, corporate partners, community organizations, churches, synagogues, colleges and at other locations
- Manage communication with volunteers in advance of the event- ie: volunteer opportunities, pre-event communication, thank you's, etc.
- Organizes and facilitate the training for volunteers who will be working in specialized areas at the event (i.e. volunteer manager(s), registration, banking, cashiers, auction and raffle).
- Manage the volunteers on set up day, event day and tear down day.
- Work with Logistics Chair to set up an on-site volunteer area.
- Solicits support (promo items, gifts, dinner snacks etc) for volunteer gift bags and volunteer raffle drawing from area businesses and corporate partners.