

# **The Fast and the Furriest Committees**

## **Auction/Donation Drawing**

Coordinates the acquisition of auction items and the set up and operations of the silent and live auction. Creates the auction donation form, solicitation letter and auction bid sheets. Compiles the In Kind contribution list for the event program. Provides the instructions to PAL members for monitoring and closing the auction. If a Donation Drawing is desired, solicits appropriate items for inclusion. Coordinates the printing and distribution of drawing tickets. Manages the ticket sales prior to and during the event. Sends out all thank you letters pertaining to the auction and donation drawing.

## **Sponsors**

Manages the identification, solicitation and procurement of donors (individuals, foundations and companies) at various monetary levels. Produces Sponsor Packet and works with sponsors to tailor marketing/event exposure packages to meet their particular needs.

## **Invitations and Programs**

Coordinates the design, production and distribution of the benefit invitation, program and promotional materials. Provides the signage for the benefit site.

## **Publicity**

Responsible for all press releases and benefit publicity. Distributes promotional materials. Oversees photography for the benefit and meets with the press on the day of the event. Maintains the scrapbook of information pertaining to PAL throughout the year.

## **REC (Rentals, Entertainment, Catering)**

Coordinates the rentals, catering, entertainment, flowers and the general design of the benefit. Works with other Committee chairpersons to determine celebrity host, rental needs and space requirements. Sends out thank you letters for all donations or services pertaining to REC.

## **Ticket and Auction Sales**

Works with the PAL Treasurer to track and organize benefit ticket sales and financial donations. Coordinates the recognition of financial donors in the benefit invitation, benefit program, promotional materials, and “The Fast & The Furriest” web page and on the PHS website. Reports the progress of all financial donations and ticket sales. Organizes and supervises the event Check-in area and Auction Check-out. Sends donor recognition letters (thank you letters) after the event.



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**2011 Auction and Donation Drawing  
Committee Responsibilities**

**Committee Goal:**

- To maintain 2009 event auction and donation drawing income of \$50,000.
- Determine and procure a limited quantity of desirable art pieces, vacation, entertainment etc. packages based on sales performance at past events.
- Determine if donation drawing is needed and develop a plan.

**Chairs are responsible for:**

- 1) Presiding at all committee meetings.
- 2) Working with Event Chairs to develop a timeline on tasks.
- 3) Working with Event Chairs and Committee members to coordinate the acquisition of auction items.
  - a) Determine what items are suited best for live or silent auction.
- 4) If Donation Drawing is decided, manage ticket sales prior to and during the event.
  - a) Give Ticket Committee the number of volunteers needed on event day to sell DD tickets.
- 5) Working with the REC Committee Chairs on the set-up and operation of the auction.
- 6) Creating the auction donation form, solicitation letter, and auction bid sheets.
- 7) Compiling the in-kind contribution list for the event program.
- 8) Providing the instructions to PAL members on obtaining art for the event.
- 9) Providing the instructions to appropriate PAL members and Volunteers for monitoring and closing the auction.



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**Committee Members are responsible for:**

- 1) Support Chairs in the coordinating and obtaining of auction art, packages, and Donation Drawing item.
- 2) Ensure all auction and Donation Drawing donors receive thank you letters.
- 3) Wrapping and storing all auction items (storage at one or various Committee member's homes.)
- 4) Set up auction on June 11, 2011
- 5) Wrapping sold auction items at event check-out.
- 6) Cleaning up auction after event.
- 7) Donation Drawing: Coordinate the printing and distribution of drawing tickets.



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## **2011 Invitations and Programs Committee Responsibilities**

### **Committee Goal:**

Develop and provide benefit invitation, program and promotional materials.

### **Chairs are responsible for:**

- 1) Presiding at all committee meetings.
- 2) Working with Event Chairs to develop a timeline of tasks.
- 3) Working with Event Chairs and Committee members to coordinate the design, production and distribution of the benefit invitation, program and promotional materials.
- 4) Maintaining budget goal for committee.

### **Committee Members are responsible for:**

- 1) Supporting Chairs on the design and execution of invitations, programs and promotional materials.
- 2) Helping to find vendors for all materials at the lowest (preferably no cost) cost.
- 3) Providing the signage for the benefit site.
- 4) Ensure all appropriate vendors receive thank you letters.





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**2011 PR, Marketing and Advertising  
Committee Responsibilities**

**Committee Goal:**

Increase attendance from 320 people to 400 people by broadening our media exposure in all mediums.

**Chairs are responsible for:**

- 1) Presiding at all committee meetings.
- 2) Working with Event Chairs to develop a timeline of tasks and advertising calendar.
- 3) Working with Event Chairs and Committee members to create PR, advertising and marketing strategy.
- 4) Working with Event Chairs and committee members to develop list of prospective media contacts and sponsors.
- 5) Coordinating and meeting with press on day of event.
- 6) Maintaining budget goal for committee.
- 7) Develop marketing and ad goals with Committee members.

**Committee Members are responsible for:**

- 1) Brainstorming with PR Chair, Event Chairs to develop comprehensive list of PR and marketing opportunities.
- 2) Helping to create plan to encourage increased attendance.
- 3) Contacting newspapers, television, radio and internet media outlets to increase attendance.
- 4) Helping in the creation of the master calendar of E-Mail, mailings, advertising, press releases media alerts, PSA's etc.
- 5) Coordinating, developing and ensuring timely media releases.
- 6) Scheduling evening of event photographer
- 7) Distributing photos and PR for post event releases
- 8) Maintain the scrapbook of information pertaining to PAL throughout the year.



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**2011 Rentals, Entertainment and Catering  
Committee Responsibilities**

**Committee Goal:**

Provide elegant venue to include the rentals, catering, entertainment and general design of the benefit.

**Chairs are responsible for:**

- 1) Presiding at all committee meetings.
- 2) Working with Event Chairs and Committee members to develop and create an overall design and theme.
- 3) Working with Event Chairs on detailed timeline and individual assignments.
- 4) Responsible for maintaining committee budget goals.

**Committee Members are responsible for:**

- 1) Coordinating and securing the following:
  - a) Rentals not provided by Annandale
  - b) Celebrity Host
  - c) Supervision of catering, including wine and beverage
  - d) Band and interim music
  - e) Flowers and decorations
  - f) PA System
  - g) Parting gift
- 2) Ensure all donation donors and services pertaining to REC receive thank you letters.



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## **2011 Ticket and Auction Sales Committee Responsibilities**

### **Committee Goal:**

- Ensure attendance of 400 people by maximizing ticket sales.
- Ensure an efficient check-in and auction check-out process.

### **Chairs are responsible for:**

- 1) Presiding at all committee meetings.
- 2) Working with Treasurer to develop a timeline on tasks.
- 3) Working with the Treasurer to track and organize benefit ticket sales and financial donations.
- 4) Coordinating the recognition of financial donors in the benefit program, promotional materials and “The Fast and The Furriest” web page.
- 5) Secure volunteers as needed for the event.

### **Committee Members are responsible for:**

- 1) Supporting Chairs in developing a plan to increase ticket sales.
- 2) Supporting Chairs in the organization and supervision of the event check-in and auction check-out procedures.
- 3) Ensure donor thank-you letters are sent after event.