

## **Recommendations for Implementing a Signature Event**

### North Carolina Coalition Against Domestic Violence

One of the ways in which the North Carolina Coalition Against Domestic Violence (NCCADV) seeks to build its capacity as an organization is to hold a signature event. The goals of the event would be to: 1) raise awareness about the issue of domestic violence and the Coalition's mission and 2) raise unrestricted funds to support the work of the organization.

A successful **signature** event requires a *minimum* of 10 months of planning, coordination and implementation. To help ensure successful implementation of NCCADV's first signature event, it is recommended that the organization takes the following steps:

1. Hold a small event in conjunction with the Annual Men for Change Award event held in October 2006, i.e. press conference, event at the state legislature or other event.
2. Hold a signature event in the spring of 2007.
3. Convene a meeting with the Media Advisory Board, NCCADV staff, and Fundraising Committee lead by Ruth Peebles, consultant, in May 2006 to:
  - determine the small event to be held in conjunction with the Annual Men for Change Award event in October.
    - items to consider: purpose of event (awareness and/or fundraising); available resources, resources needed, opportunity to promote signature event (save the date).
  - brainstorm signature event ideas (including an event associated with NASCAR).
    - items to consider: image of organization, uniqueness of event, timing and location (What other events are taking place in community during desired month?), available resources and contacts; resource needed, proposed timeline for implementation.

The key to having a successful **signature** event is planning and establishing an effective special events planning committee. The following steps related to planning and organization should be taken during the first month of planning and implementation:

#### Planning

1. Draft an event **timetable**
2. Write a **strategic plan** for this the signature event (amount of funds organization wants to raise, how and from whom?)
3. Specify **responsibilities** for event leadership
4. Write a **tactical plan** for utilization of volunteers
5. Construct an event **budget**
6. Develop a specific **marketing plan** for the event

#### Organization

1. Establish and define the role of subcommittees and skills needed for each subcommittee.
2. Identify a planning committee chair (co-chairs).
3. Recruit planning committee members (hold kick off meeting during the second month of planning).

