



# CREATING YOUR IDEAL ORG EVENTS

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**I****NFORMATION:** Events are a vital tool in forwarding your PR message to get everyone on board in creating an Ideal Org. Successfully done, they will get the entire field involved and contributing to building your Ideal Org, whether it be through financial contributions or getting directly involved and active in making the target happen. The following will serve as a guideline to prepare your events.

- In planning your event, determine the publics as per HCO PL 13 Aug 1970, WRONG PUBLICS, the message, the intended purpose and product in alignment with HCO PL 7 Aug 1972, PR AND CAUSATION and how you will achieve this. Determine your event agenda, including working out who will speak, what audiovisual tools will be presented and when, the scheduling of any entertainment and when any meal or food will be served.
- Schedule the event against what time and day of the week is most preferred by the field, ensuring no other events are scheduled for this same time.
- Find an upstat location such as a convention hall in a hotel, a convention center, a space in the org or in your new building, and arrange for its use for your event date.
- In coordination with the org, mail invites well before the event to the intended publics with the time, location, who to contact to purchase tickets as applicable (such as for a fundraising banquet), dress code, etc.
- E-mail invites as well, in coordination with the org.
- Event tickets: If you are selling tickets for a dinner or an event, assign a Ticket I/C and all-hands personnel to start contacting public weeks before the event to buy their ticket.
- One week before the event, contact those who are confirmed to attend and reconfirm that they are coming.
- Work out the decor and theme for the event based on surveys and get all items ordered and/or purchased (tablecloths, candles, napkins, tables, chairs, etc.) prior to the event so there is adequate time to set up the space.
- Order refreshments for the event well ahead of time and set these up in a professional manner.
- For the Fundraising section of an event:
  - In coordination with your fundraisers, ensure named public are closed beforehand to make donations at the event as these donations will be used to kick off the fundraising. This is one of the most important points of your event preparations.
  - Make a list of your philanthropic public and key donors who have been invited and ensure they are fully confirmed to attend.
  - Ensure key prospects are seated with their OLs or with the person who will be regging them during the event.
  - Prepare two donation boards (paper flip charts are best as you will use these as a record of donations after the event) and bring these to the event along with stands.
  - Bring gift forms or envelopes and pens to the event location.

- If donation certificates will be awarded, get these produced in coordination with your org FBO. Get them very nicely framed and brought to the event location.
- Order flowers for those contributing large donations at the event.
- Display large signs with donation statuses.
- Put up Honor Rolls and list the names of public who have donated so far and the status levels they achieved.
- Bring an LRH bust and stand or a large LRH photo of very good quality to the event location and place it on the stage in a prominent position.
- Lighting, sound and any A/V equipment needed gets set up well before the event.
  - Ensure all items needed for any presentation (DVDs, video, CD player, slide show, large screen, etc.) are obtained, set up and tested in the event location well before the event.
  - If there is to be live music, ensure the band is at the event location two hours before the event so all set-ups and sound checks, etc., are done well before the public arrive.
  - Arrange for a photographer and cameraman to be at the event location at least one hour before the event to set up equipment and prepare for the needed shots. Both are to be hatted on the HOW TO SHOOT YOUR EXPANSION ACTIVITIES—AN INSTANT HAT booklet issued from Golden Era Productions.
- Set up sign-in tables outside the event hall where all public will sign in with their phone number and address. Arrange for hostesses to man these tables and sign up all attendees.
- Assign event personnel to cover the needed hats for the event. This should include the following:
  - Two very uptone ladies to man the donation boards. Their function is to hand public markers so they can write their donations on the board and then route them to the “acknowledgement” table where they fill in their gift forms.
  - 4-5 people ready with gift forms and pens at the “acknowledgement”/treasury table to take payments right there at the event. CONTROL=INCOME
  - Hosts and hostesses to greet and seat people.
  - Certificate and flower presenters.
  - Two people assigned to calculate the donations as these are made, so constant updated totals can be given to those in attendance.
- Run through the event in its entirety with speakers, awards, etc., and work out any bugs, so the event is very smooth and professional.
- After the event, as people are leaving, survey them to find out how they enjoyed the event and what they are going to do as a result.
- The day after the event, send commends and Thank You notes to all who donated.
  - Send copies of the photos and videos to the Visuals Collections I/C Gold with a filled-in log (as shown in this pack) and attach a short write-up that describes the event. Send copies of the photos and a report with the survey, feedback and results to the Building Expansion Chief at your Continental Liaison Office.