

About the Advisory Board

The Advisory Board of Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) is composed of a group of civic and business leaders who volunteer to raise funds and awareness for W.A.G.S. 4 Kids.

Objective

To provide a structure for ensuring that potential members of the Working Animals Giving Service for Kids (W.A.G.S. 4 Kids) Board of Directors (BOD) receive support to perform successfully and contribute significantly. These potential members shall be called Advisory Members.

The Chairman of the Governing BOD, in conjunction with the Governing BOD, will appoint Advisory Members on an annual basis and as deemed necessary. Like Governing Board Members, Advisory Members are volunteers and have the same duties and responsibilities with the exception of voting rights. Advisory Members are part of the W.A.G.S. 4 Kids' Board succession plan which allows individuals to gain in-depth knowledge of W.A.G.S. 4 Kids and its business and mission to prepare for a position as a voting Board Member.

There will be no limit to the number of participating Advisory Members. They will report to the Vice President of the Governing Board of Directors and vote for themselves a committee chairperson to coordinate meetings, drive action items and communicate changes. Advisory Members may be appointed for renewable 1 year terms. The Vice President of the Governing Board of Directors will ensure the development of orientation and training programs for Advisory Members.

The Advisory Members have the opportunity to participate in meetings and Board activities to learn how the Board functions in its role of providing guidance and counsel to the W.A.G.S. 4 Kids management.

The purpose of the Advisory Board of Directors is, on behalf of the membership, to assure that W.A.G.S. 4 Kids reaches its agreed-upon goals in the best interest of the membership.

To be appointed as an Advisory Board Member (and to continue serving), an individual must:

- Be a Civic, Business or Community Leader in good standing.
- Display an interest in W.A.G.S. 4 Kids and a willingness to serve its members through Board activities.
- Be willing and able to devote the time and effort it takes to serve as an Advisor, on committees (as appointed by the Chairman), and in educational programs.
- Demonstrate that he/she is a team player who exercises sound judgment.
- Engage in fundraising as well as participate in current fundraising efforts, on behalf of W.A.G.S. 4 Kids

There will be no requirement that Advisory Members will eventually become Governing Board Directors. They may, however, be eligible to serve on the Governing Board of Directors.

Our Commitment

Advisory Members support W.A.G.S. 4 Kids in many different ways. All members focus on the execution of W.A.G.S. 4 Kids' calendar of major events and raise awareness of W.A.G.S. 4 Kids and its commitment to making a difference in the lives of people W.A.G.S. 4 Kids serves. The Advisory Board supports two main areas within W.A.G.S. 4 Kids:

Do

Some will volunteer to "do", volunteering on the W.A.G.S. 4 Kids' W.A.G.S.inCLE Night Out Planning Committee, acquiring silent auction items, selling tickets, planning entertainment, etc.. These members will lend a hand in planning efforts for all major W.A.G.S. 4 Kids events.

Reach

Some, will specialize in outreach. While all members volunteer to "reach" - some will be specifically tasked to reach out to your circle of influencers for corporate sponsorship, acquiring live auction items, PR, attendance at 2017 fundraisers, and additional fundraising opportunities.

FAQs about the Advisory Board

What are the benefits of joining the Advisory Board?

Making a difference in the lives of W.A.G.S. 4 Kids' children, families and inmate apprentices by supporting the "Charity That Cleveland Grew", your 2015 Cleveland Scene Readers Choice Best Charity and 2013 MTC Best Inmate Program, continues to be the benefit members appreciate most.

In addition, the board provides an opportunity to network with civic and business leaders, forming new lasting relationships. Members also have an opportunity to showcase talents and interests in planning fundraising events and organizing volunteer activities.

How do I join the Advisory Board?

The Advisory Board will host a cocktail mixer for Advisory Board nominees this March and welcomes those interested in joining the board to attend this or one of its business meetings or many events to learn more about the group.

To request a membership application or additional information, please Contact Sera Nelson at 216-586-5853 x 2. or sera@wags4kids.com.

How often does the Advisory Board meet?

Two full Advisory Board meetings will be held each spring and fall/winter. Event committee meetings are generally held on a monthly basis from April thru September. Meetings may be in the form of conference calls or in person meetings at a central location. Additional meetings, conference calls, etc. may be scheduled to meet select goals and timelines. Attendance at all major fundraising events is also mandatory, including The Mac 'n' Cheese Throwdown (Feb 25*), The CLE Have A Heart Date Raffle (Jun 29*) and W.A.G.S.inCLE Night Out (Sep 21*). Event days may fluxuate each year. See attached calendar for tentative schedule.

What are the expectations of Advisory Board members?

Advisory Board members need to attend the spring and fall business meetings, volunteer at W.A.G.S. 4 Kids and Advisory Board events, serve on Advisory Board committees and make an annual dues contribution in the amount of \$125.

How are philanthropic contributions to the Advisory Board distributed?

The Advisory Board directs its contributions to W.A.G.S. 4 Kids' Service Dog Training Program.

Tentative 12-Month Calendar

January - February

- Governing and Advisory BOD to nominate new year's Advisory Board Members
- Last Year's Advisory Member's to review previous year & renew membership
- Mac 'n' Cheese Throwdown (Feb 25)

March

- Advisory New Member Mixer March 2 at Pier W (for existing and potential Members)
- Advisory Members to submit all applications by March 16
- Kickoff Meeting March 30

April

- W.A.G.S.inCLE Committee Meeting
- Need all Advisory Members' contacts to receive W.A.G.S.inCLE invitations by April 13
- Need all Advisory Members to commit what they will "do" and who they will "reach" by April 13

May

- W.A.G.S.inCLE Committee Meeting
- Need W.A.G.S.inCLE Title & Presenting Sponsors confirmed May 1
- W.A.G.S.inCLE Save The Date! Cards mailed and e-blasted in your name May 15

June

- W.A.G.S.inCLE Committee Meeting
- Personalized W.A.G.S.inCLE Invitations mailed and e-blasted in your name June 15
- CLE Have A Heart Charity Date Raffle June 29 at Barley House

July

- W.A.G.S.inCLE Committee Meeting
- Feedback survey sent out to Advisory Board and Governing Board for feedback on CLE Have A Heart event. (In person meeting at the discretion of the Members)
- E-mail wrap up sent out to the Advisory and Governing Board with results from CLE Have A Heart.

August

- W.A.G.S.inCLE Committee Meeting
- Need W.A.G.S.inCLE Table Sponsors & Auction Items confirmed by August 15

September

- W.A.G.S.inCLE Night Out Sep 21 at Ariel International Center

October

- Feedback survey sent out to Advisory Board and Governing Board for feedback on W.A.G.S.inCLE Night Out event. (In person meeting at the discretion of the Members)
- E-mail wrap up sent out to the Advisory and Governing Board with results from W.A.G.S.inCLE Night Out

November - December

- Advisory Board Holiday Party
- Release Calendar for next year.

Special Events Timeline

12 months before event:

- Appoint Event Chair(s)
- Determine the purpose of your event. (Fundraiser or donor development)
- Establish a theme for the event
- Establish the BUDGET: expenses and revenue
- Your event can be priced to attract fewer people at a higher price, or more people at a lower price. Sometimes exposing the organization to a broader group of people is more important than reminding your loyal patrons how wonderful you are. Be sure to consider these costs: Venue & service Labor Publishing costs Special equipment Entertainment Decorations Acknowledgment
- Event chairs determine and appoint Key Committee Chairs:
 - Corporate Relations/Sponsorships Chair (immediately)
 - Volunteer Coordinator Chair (no later than 9 months before event)
 - Media & Public Relations Chair (no later than 7 months before event)
 - Event Chair(s) - Appointing specific committee chairs helps distribute the work However, event chairs guide the overall purpose and vision of the event and cannot avoid working closely with each chair.
 - Schedule timeline:
 - Create a timeline highlighting the important aspects of the event
 - Determine absolute deadlines and plan accordingly to achieve them. (Example: If reservations must be received by Nov. 24, the invitation must be mailed 4 to 5 weeks earlier. Furthermore, the invitation needs to be to the printer 2 weeks before that, and design time can take up to 3 weeks. So far, this is 9 to 10 weeks out from date event)
 - Determine guest list. (This will influence price per person costs.)
 - Be sure your guest list comprises appropriate people that will realize the purpose of your event. (Example: the more ritzy the event, the more affluent the guests.)
 - Start spreadsheet tracking: formal names, addresses, and phone numbers. This is the start of your guest list.
 - Use names from the organization's general patron list
 - Determine Where and When
 - Establish location, time & date (this is vital to the planning)
 - Book venue: make deposits and sign contracts if necessary

9 months before event:

- Initial committee meetings begin
 - Appoint last Committee Chairs
- Logistics Committee Chair
 - Logistics Committee Determine flow and timing of event Determine volunteers needed Brainstorm ideas for new and unique experiences
- Invitation Committee Chair
 - Invitation Committee Determine style (in-house? paper choice? professional print job?) Choose design Identify printer Choose and order paper. Be sure paper to be used will allow for the desired effect. Determine whether you will mail invitations first class or bulk
- Decorations Committee Chair
 - Decorations Committee Begin to determine theme Start cost evaluations
- Auction Committee Chair

- Auction Committee Identify financial goal Determine milestones for success (Set realistic goals and evaluate them regularly.)
- Get lists of past merchant donors Divide list among committee Design a solicitation mailing for auction donations
- If goal is large: Include: Letter, Brochure, Return envelope Determine postage needs Be sure to use a clean address list
- If goal is modest: Identify desired items and donors Divide solicitations among committee members based on their personal relationships Start asking
- Menu Committee Chair
 - Menu Committee Start brainstorming on menu ideas. Work with caterer on costs Some caterers may invite you to taste a sample of the menu options to help with your decisions
- Entertainment/Program Committee Chair Individual committees begin to plan the details of each area and adhere to budget constraints determined by Event Chair(s)
 - Entertainment/Program Committee Determine amount of time available for entertainment before or during the event. Determine use of band
 - Identify band
 - Check availability
 - Book ASAP (Some bands require a deposit)
 - Speaker/Auctioneer/Master of Ceremonies
 - Identify personality
 - Check availability
 - Book ASAP
 - Start drafting script Event chair finalizes all deadlines in each committee and recruits volunteers for their committee.
- Corporate Relations/Sponsorships Chair
 - Begin sponsorship solicitations
 - Mail packets and meet potential sponsors in person
 - Get high powered, influential people involved in the ask
 - Follow-up bi-weekly until you get an answer
 - If corporations are uninterested in sponsoring the event at-large, ask them to commit to purchase a table at the event or several tickets

7 to 6 months before the event

- Event Chair(s)
 - Begin monthly meetings for all Committee Chairs (Keep this a standing date to insure attendance.)
 - Each committee reports progress and expresses needs
 - Reconcile Budget
 - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- Corporate Relations/Sponsorships Chair
 - Continue with sponsorship solicitations and table/ticket sales
 - Start to collect sponsor logos for use in P.R. and signage
 - Ask sponsors to participate in volunteering for event
- Media & Public Relations Chair
 - Write press releases
- Continue to hold monthly committee meetings
- Include Date, Time, Location, name of organization holding event, volunteer groups involved, purpose of event, celebrities involved, contact information, sponsors
- Working with the Auction Committee Chair actively solicit large auction donations
 - Items such as cars, trips, art, etc. usually require formal requests

5 months before the event

- Event Chair(s)

- Start early ticket sales with board members and high end donors- use their names on the invitation later (be sure to get their permission)
 - Send letter with benefits of early purchase if necessary
 - If you plan to list on invitation, be sure to list a deadline for printing purposes
- Continue to hold monthly committee meetings
 - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- Media & Public Relation Chair
 - Fax press releases to all newspapers, radio stations & T.V. stations
- Corporate Relations/Sponsorships Chair o Mail second invoices to corporate sponsors (if necessary)
- Invitation Committee Chair Plan invite to drop in the mail 4-5 weeks before the event
 - Begin working with invitation design
 - Choose and order paper (be sure paper to be used will allow for the desired effect)
 - If you are using bulk mail be wary of busy mailing times: Christmas, Mother's Day, Valentine's Day; this could slow down your mailing
 - Including a return envelope will make the RSVP process easier for guests, but will increase expense of invitation.
 - Mailing envelope should have a "return service requested" statement. This will be more expensive, but all erroneous addresses will be returned to organization for correction.
 - Don't forget to use your organization's logo if possible

4 months before event

- Event Chair(s)
 - Begin cleaning up mailing list for invitations
 - Visit event venue
 - Continue holding monthly committee meetings
 - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- Corporate Relations/Sponsorship Chair
 - Report your progress to sponsors
- Decoration Committee Chair
 - Order necessary decorations
 - Finalize decoration details with Event Chair
 - Order necessary party favors
- Auction Committee Chair
 - Start collecting donated auction items
 - Keep an excel spread sheet going with all collected items and information
 - Make sure to keep all props to return to the donors

3 months before event

- Event Chair(s)
 - Start bi-weekly Committee meetings
 - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- Media & Public Relation Chair
 - Fax second round of press releases
 - Report progress to sponsors
 - Include any new/ early ticket or table buyers
- Logistics Committee Chair
 - Get volunteers committed for the day of the event

- Clarify any parking issues that might be attached to using the venue
- Invitation Committee Chair
 - Finalize invitation designs- last chance for early sponsor opportunities and tickets purchases!
 - Send to printer within two weeks
 - Allow one week for proofing and approval by committee and organization
 - Start early label printing if necessary
- Auction Committee Chair
 - Continue to collect the auction items
 - Determine bidding procedure for larger items:
 - Live - be sure to book an auctioneer
 - Sealed - start promoting items to guests
 - Send out booklet of items collected before the event
 - Silent - Generate bid sheets and determine minimum bids on all items
- Menu Committee Chair
 - Begin to focus on menu options
 - Work closely with caterer
 - Don't forget to consider special dietary needs of guests
 - Make menu match the season
 - Set up time for tasting of the menu if necessary
- Entertainment/Program Committee Chair
 - Final considerations
 - Sound systems
 - Transporting heavy objects
 - Get all information to the invitation committee for publication

2 months before the event

- Event Chair(s)
 - Continue with bi-weekly committee meetings
 - Go over budget with the Committee Chairs keeping close tabs on what each Committee spends
- Invitation Committee Chair
 - Get invitation volunteers together to assemble
 - Check on available postage first class bulk
 - Mail invitations
- Entertainment/Program Committee
 - Confirm entertainment

1 month to 2 weeks before the event

- Event Chair
 - Begin collecting reservations
 - Seat guests according to their priority. This can be determined by donation level, profile in the community, etc.
 - Final arrangements made and approved for decorations
 - Reconcile budget
 - Volunteer coordinator should meet with each committee chair to determine needs
 - Reconcile Budget
- Corporate Relations/ Sponsorship Chair
 - Start to design signs for sponsors
- Be sure to use the most updated logo
 - Report progress to sponsors
- Media & Public Relations Chair
 - Send another round of press releases

- Be sure to get local society reporters to cover the event (you may need to comp their tickets)
- Decorations Committee Chair
 - Order flowers
 - Make sure decorations have been finalized
- Auction Committee Chair
 - Continue to collect auction items
 - Print all necessary bid sheets for the auction
 - Mail mini-auction booklet to confirmed guests to promote items (if budget allows)
- Menu Committee Chair
 - Confirm menus with the caters
 - Be sure all rentals have been requested
 - Make sure all beverages are set including non-alcoholic beverages

The week of the event

- Event Chair
 - Fill empty seats with potential donors/sponsors, dedicated committee members or staff from the organization
 - Finalize the seating chart
 - Call each committee chair to check status
- Logistics Committee Chair
 - Confirm volunteers - tell them where to be and when
- Decoration Committee Chair
 - Coordinate final plan to deliver decorations
- Auction Committee Chair
 - Account for all auction items and bid sheets
- Menu Committee Chair
 - Confirm catering
- Entertainment/program Committee Chair
 - Confirm entertainment
 - Confirm arrival times
 - Emcee
 - Entertainment
 - Volunteers

Day before the event

- All Event & Committee Chairs
 - Arrive for set up
 - Be sure all aspects are in place before leaving for the night.
- Event Chair
 - Print out guest list in alphabetical order for the check-in volunteers
 - Generate checks for entertainment and deliveries if required
- Logistics Committee Chair
 - Be on site in the afternoon to take deliveries, confirm accuracy and set the room. (Confirm layout accuracy with the venue)
- Media & Public Relations Chair
 - Deliver signage to event site (any other items that can be delivered early should arrive in the late afternoon)
- Entertainment/Program Committee Chair
 - Be sure all necessary sound equipment is delivered early on the day of the event in case of problems

Day of the event

- All Event & Committee Chairs
 - Arrive for set up
 - Work in shifts
 - Be sure all aspects are in place before leaving to get ready
 - Return to the event (dressed for the evening) 45 minutes before guests arrive
- Logistics Committee Chair
 - Have volunteer coordinator lead his/her troops

- Keep timeline close at hand all evening to check the status
- Decoration Committee Chair
 - Check the quality of the decorations
- Menu Committee Chair
 - Walk through event one final time with the caterer
- Entertainment/Program Committee Chair
 - Have feature entertainment and speakers in place 20 minutes before you need them

Post-event follow up

- Take time to evaluate your event especially if you plan to repeat it!
- Don't forget one of the most important aspects of your event: saying "Thank you" to everyone that participated in the event.
- Event Chair
 - Reconcile budget
 - Collect any outstanding money or pledges
 - Mail or deliver all expenses from event
 - Send thank you notes to all committee members
 - Send a report to all sponsors with a thank you
 - Consider having a follow-up thank you party for everyone who participated
 - Send follow-up communications to all special guests encouraging them to continue to support the organization
 - Collect all articles and press clippings
 - Meet with individual committees 2 to 5 days after the event for evaluation
 - Discuss all successes and challenges of event
 - Offer suggestions to remedy problems
 - Offer explanations as to why certain things did and did not work
 - Evaluate whether the event served its purpose
 - Decide whether you would do the event again
 - Save all notes and compile a notebook for reference to future chairs
 - Include all budget to actual information
 - Include receipts
 - Include planning notes from each committee chair
 - Include all press releases
 - Include sample letters sent to sponsors
 - Include sample invitations
 - Include guest lists