

Request for Proposal for Special Event Planner Asian Women's Shelter (AWS)

PURPOSE

1. Overview

Asian Women's Shelter is seeking to establish a qualified event planner to manage the planning and execution of a unique community-based fundraising event. It is imperative the event is inclusive of the diverse communities we engage. The event planner will oversee concept development, general planning, meeting planning for board committee, and overall event logistics, day-of coordination of event, budget management, programming (oversight, day-of), implementation, and analysis. See Scope of Work for more details. The event planner will work closely with both staff and board members making up the event organizing committee. The event planner is part of helps foster a collaborative, mission driven process reflective of AWS culture.

2. Organizational Information

Asian Women's Shelter (AWS) is a 30-year-old nonprofit organization in San Francisco whose mission is to eliminate domestic violence by promoting the social, political and economic self-determination of women and all survivors of violence and oppression.

AWS is committed to every person's right to live in a violence-free home. AWS works with all survivors and has specific expertise to address the cultural and language needs of Asian and other immigrant and refugee survivors, as well as others who face barriers to accessing existing sources of safety and support. In order to address how domestic violence is compounded for survivors and communities as it combines with sexism, classism, racism, homo/bi/transphobia, xenophobia, ableism and ageism, AWS operates through a margin-to-center, anti-oppression framework that can create holistic and lasting change toward peace and equity. This perspective is reflected in our broad strategy that integrates culturally responsive and language-accessible shelter and transitional services, training and capacity-building programs, systems and public policy work, and community mobilization initiatives and advocacy.

3. Date of Event: Anticipated September 2019, 5:30pm - 9pm.

4. Event Description

AWS has hosted an annual fundraising event for 30 years. For nearly 25 of those years, the event was largely volunteer-run, with coordination being seated in a Fund Development Coordinator on staff, working together with the Executive Director and coordinating multiple volunteer committees. In the last several years, AWS has shifted to working with a contracted event planner.

In 2018, 360 attendees helped raise \$136K gross. We raise funds through sponsorships, silent/online auction, pre-event raffle, night-of-only raffle, ticket sales, and a night-of

ask. The event includes a reception and silent auction, dinner and dessert, a cultural performance or two, simultaneous interpretation, a separate but on-site children's program led by select staff and volunteers, and a one-hour stage program.

Attendees to the event range in age from people in their 90's to babies and toddlers. Some are fluent English speakers, some are very limited English-proficient. Some are founders of the organization, others are current and former clients, and still others are potential donors being introduced to the organization for the first time. Some people in the room make six figure salaries; some only have limited government benefits.

AWS staff, board, and event volunteers fulfill numerous duties on the day-of the event, but additional staffing support tends to be necessary in specific areas such as silent auction and registration.

5. Scope of Work

a. General Management

Develop a detailed timeline and work plan leading up to event and day-of outline including program timeline. Identify quantity and location of volunteers/staff needed. Use an effective platform for coordination of tasks and timelines across a small active committee of staff and board.

b. Event Marketing

Develop and help implement a marketing and communication plan. Ensure timely execution of all creativity associated with event, including: Invitations, letters, tickets, pledge forms, signage, sponsorship signage, program book, advertising.

c. Event Management

- i. Identify venue in coordination with key AWS Board and staff. Assist AWS in finding event space within budget and can meet the needs of fundraising event including space for children's program, silent auction/reception, and a sit down dinner for 360+.
- ii. Manage and coordinate general event logistics, such as catering, venue coordination, contracts (catering, audio-visual, artists, etc.), staging, entertainment, floor plans, seating plans, décor, volunteers & staffing, presentations, emcee, protocol management of VIP guests and dignitaries, and any other relevant tasks as required.
- iii. Ensure all applicable licenses and appropriate insurance coverage is acquired.
- iv. Coordinate and implement Silent Auction with select Board member including developing and/or finding an electronic system. Ensure adequate staffing for silent auction for the evening.
- v. Create and execute system for volunteer assignments, training, and duty implementation.
- vi. Submit a post-event evaluation report with recommendations to AWS

- vii. Other duties as assigned.
- d. Day of Event
Supervise all aspects of the event and ensure logistics run smoothly. Includes coordinating set-up and take-down, and oversight of registration, volunteers, silent auction, and run of the program.
- e. Communication / Meetings
Regularly communicate and meet with event planning committee made up of Board Chair to the event, Executive Director, and 2-3 other select Board and staff working on specific elements (e.g. registration and seating, silent auction, raffle).

BUDGET: \$10,000 for Special Event Planner

SUBMIT:

- 1) Cover letter and Resume or CV (Include short description of work history in planning of fundraising events)
- 2) Portfolio that includes a few photos and event descriptions (size, location, type of event)
- 3) Description of event planning services offered & explanation of listing of fees
- 4) 3 event client references plus contact information—and respective event description (references will not be contacted without prior approval from applicant)

PROCESS:

1. Please send the above to: orchid@sfaws.org by December 10, 2018
2. Intent to Award Contract: December 22, 2018