

Building Your Tommy Moose Event Team

In planning a Tommy Moose public event, the Lodge Community Service Chairman's first objective is to create a Tommy Moose Event Team. The team will take responsibility for the planning stages below. Your Tommy Moose Event Team will include several people, but some team members may fill more than one role.

Each team member will have assigned contact tasks, so it is important to coordinate these efforts to ensure that several members are not making requests of the same individuals or group.

ONE: Project Development

Under the direction of the Lodge Community Service Chairman, the whole group comes up with suggestions for Tommy Moose themed public invited events (*see Event Springboards in the Promo/Media Guide*). With the help of the Lodge Board of Officers, the Tommy Moose Team will determine who will be the official Lodge spokesperson. They will also decide which community organization or organizations are to be the beneficiaries of a Tommy Moose presentation. Some events may take place at the Lodge, while others are more suited to the facilities of the group(s) being given Tommy Moose items. For example, a community invited event awarding Tommy Moose Plush dolls to local Police and Fire workers might be better held at the Lodge, while dispensing Tommy Plush and Color Along Story Books to ill or sheltered children would probably be best held at the beneficiary facility. Other community projects may be better opportunities for a Tommy Moose mascot appearance.

The Project Development process will assign:

Volunteer Recruitment Coordinator to establish the numbers of volunteers and special skills needed for projects

Fundraising Coordinator to plan budgets and determine in-kind resources, such as supplies or materials needed for projects

Communications Coordinator to identify project messages and should possess skills needed for creating promotional materials and press releases

Community Outreach Coordinator to identify opportunities at high-profile sites and community VIP contact.

TWO: Volunteer Recruitment and Management

The Volunteer Recruitment Coordinator recruits needed volunteers to bring projects forward. They help with volunteer management, training and on-site supervision. They also evaluate the volunteer experience and create a system to capture information from participants interested in on going Tommy Moose or Community Service projects.

The Volunteer Recruitment Coordinator will:

Advise the group on the number of volunteers estimated to complete each project, including the most it can accommodate and the fewest needed to be successful, and any special skills volunteers may need

Consult with the Communications Coordinator to develop volunteer recruitment messages

Work with the Fundraising Coordinator to explore corporate volunteer opportunities and to secure volunteer incentive items such as T-shirts, key chains, gift cards, or discount coupons

THREE: Fundraising

The Fundraising Coordinator's primary role is to identify and secure financial and in-kind resources for the Tommy Moose Event while building lasting relationships with donors. The Fundraising Coordinator will determine the funds needed to secure the materials to go forward with the Tommy Moose Event. Based on the Fundraising Coordinator's input, the Tommy Moose Event Team will move forward with an appeal to the Lodge Board of Officers for funds to run the event. If no funds are available, or if additional funds are needed, the Fundraising Coordinator will reach out to appropriate local businesses as well as individuals, local community leaders, civic groups and others who have connections to resources that may have an interest in helping with a Tommy Moose Community Event.

The Fundraising Coordinator will consult with:

Tommy Moose Event Team to list items and funds needed for implementing the event

Volunteer Management Coordinator to secure incentive items if needed for volunteers

Communications Coordinator to obtain services such as printing and materials needed to support outreach and marketing of the event

FOUR: Communications

The Communications Coordinator markets the event and volunteer opportunities, publicizes the fundraising efforts, and increases the community's awareness of the Tommy Moose Event through multiple high- and low-tech media. (see *PR Letters*)

The Communications Coordinator works with and supports:

Project development and the Volunteer Recruitment Coordinator to develop materials promoting service projects and volunteer opportunities

Community Outreach Coordinator to contact and utilize VIPs and leaders to promote the Tommy Moose Event by providing quotes, event appearances, or writing letters in support of the Tommy Moose Event

Fundraising Coordinator to design messages and materials appropriate for fundraising solicitations to various groups and businesses

FIVE: VIP/Leadership

Under the direction of the Lodge Community Service Chairman, the entire group works to secure the support and participation of public officials and community leaders, who will take part in the Tommy Moose Event. The team will also identify opportunities for Lodge leadership to showcase the work of the Loyal Order of Moose.

VIP/Leadership coordinates:

Efforts with the Communications Coordinator to utilize VIPs, as appropriate, in pre-event and day of promotional activities and participation

Participation of VIPs including elected officials, community leaders, and leaders within the Lodge who are given appropriate speaking roles at events.

Project Development identifying high-profile opportunities that match the VIPs' interests

SIX: Event Planning

In planning your Lodge Tommy Moose Event, the Committee will be responsible for communicating clearly to the Lodge Board of Officers all of the details of the event and obtaining their authorization. Care should be taken to make sure all General Laws are obeyed and proper dispensations are obtained.

The Lodge Community Service Chairman will oversee:

Volunteer Management Coordinator to estimate the number of volunteers that may participate in which part of the event

Communications Coordinator to ensure that any materials needed for participants or the press are at the event, in the proper location

Fundraising Coordinator to appropriately recognize and thank project and event sponsors for their support

Community Outreach Coordinator to ensure appropriate roles for VIPs at events

If the Tommy Moose Event will be a component of a larger event, the Event Planning Committee will be responsible for integrating the Tommy Moose message, and coordinate all Tommy Moose integration.

The Tommy Moose Event Team will coordinate participation (for example participation in a Special Olympics event or a Children's Hospital event) so the Tommy Moose message is not misrepresented and to make sure all guidelines are adhered to regarding Tommy Moose mascot appearances, and to organize transportation for volunteers to and from the event location (see *Tommy Moose Use and Guidelines* document)