



# Event Planning Packet

2022

*Rev 01.9*

# About the KBG Event Packet!

The KBG Foundation is honored to learn of your interest in raising awareness/fundraising for KBG Syndrome.

The Foundation is currently involved in several projects aimed at assisting individuals affected by KBG Syndrome live their best lives. A few of these include:

- Raising funds for research and hosting a patient registry
- Providing grants to researchers working to understand KBG Syndrome
- Care packages
- KBG Family Network
- Collaborating on drug discovery for treatments



As an all-volunteer Board with no administrative costs, you can be assured that all money raised go to funding one of these projects.

The KBG Foundation is an IRS recognized 501(c)(3) and all goods, services and funds are tax-deductible.

To help you in your fundraising endeavors we have assembled this packet to assist you in planning your event.

If you have any questions, please reach out to [fund@kbgfoundation.com](mailto:fund@kbgfoundation.com).

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# KBG Foundation Event Proposal

This form must be complete before an event may be presented to the Board of Directors for consideration of developing, funding, instigating or continuing an event. The purpose behind the Event Proposal is to ensure that important details relating to an event are considered before preparations for the event begin. Once the proposal is submitted, please allow approximately 30 days for consideration from the Board.

Having an understanding of what is needed for each event also allows for prospective committee members to know what will be needed and/or expected in order for the event to be a success.

If you have any questions or concerns about what is required here, please contact us via email at [pr@kbfoundation.com](mailto:pr@kbfoundation.com)

~\*~

## Point of Contact Information:

First Name: \_\_\_\_\_ M.E. \_\_\_\_\_ Last Name: \_\_\_\_\_

Living Address: \_\_\_\_\_

City: \_\_\_\_\_ ST \_\_\_\_\_ Zip Code: \_\_\_\_\_

E-Mail: \_\_\_\_\_@\_\_\_\_\_

Phone 1: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ (please circle) Home Mobile Other

Phone 2: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ (please circle) Home Mobile Other

Do you accept text messages on your mobile phone? (please circle) Y / N

## Office Use Only – Notes:

1. **Briefly describe the event** as you now perceive it, please incorporate what the main goal of the event is (ie awareness, fundraising, etc.):

2. **Promotional content and advertisements** are commonly requisite for getting the word out about events, what do you propose for advertising the event? (ie printed media, digital media):

a. Are you requesting promotional material(s) from the Foundation? Please List.

3. **When do you see the event taking place within the year?** Consider time necessary for preparations. When would preparations need to begin and a committee formed? Create a timeline if needed.

4. **Consider your contacts.** Do you know of anyone or anyplace that would benefit the preparation and completion of the event? (sponsors, donors, location, supplies, etc).

a. If you do not currently know of a person or place that would be beneficial to the event, do you know where you would like to start?

5. **Is there any other information** you would like to share with us about the event you have in mind? Please share as necessary.

~\*~

Submissions are accepted anytime. However, to ensure consideration to be giving as soon as possible, please submit this form at least one (1) week prior to the first Thursday of the following month.

To submit the form digitally, please email KBG Events at [pr@kbgfoundation.com](mailto:pr@kbgfoundation.com) and include “Event Proposal” in the subject line, along with your name.

~\*~

The KBG Foundation is a 501(c)(3) nonprofit organization, dedicated to providing support, assisting in research programs and advocating to raise awareness about KBG Syndrome.

*Volunteers don't get paid, not because they're worthless,  
but because they're priceless.  
— Sherry Ande*



# KBG Foundation Event Checklist

Congratulations on the approval of your event/fundraiser with the KBG Foundation! We look forward to a successful and fun event!

The following is a suggested Event Checklist that will help you get started in identifying all of the details you'll need to consider as well as an indication of the timelines involved with your event planning process.

*Please note that since Foundation and non-profit events can range from a small workshop through to a gala fundraising event, we were not able to drill down to the level of detail you'll need to consider when planning your event. But we hope this checklist gets you started with your event planning.*

## High Level Planning: 4-6 Months Ahead of Event \*

- Establish event goals and objectives
  - Select date
  - Identify venue and negotiate details
  - Develop Event Master Plan
  - Get cost estimates (*e.g., room rental, food & beverages, equipment, speaker fees, travel, etc.*) and create a budget
  - Recruit event committee, event manager or chair and establish sub-committee chairs
  - Create and launch publicity plan & brand your event (*ensure staff and/or volunteers are identified to manage specific tasks – e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online /social media, etc.*)
  - Identify and confirm speakers/presenters/entertainers
  - Identify and contact sponsors/partners
- \*start your planning as early as possible.***

## 3-4 Months Ahead of Event

- Speaker/presenter/entertainer liaison: e.g.:
- Finalize presentation/speech topics
- Get bio information, photo
- Travel & accommodation arrangements
- Have contracts signed if appropriate, etc.
- Financial/Administration: for example, determine:
- Registration fees
- Set up/enable online registration
- Create QR Code URL and table information form
- Sponsor levels/amounts
- Identify items to be underwritten and accounting tracking details
- Venue/logistics planning, e.g.:
- Investigate need for any special permits, licenses, insurance, etc.
- Determine and arrange all details re menu, A/V equipment, registration set-up, parking, signage, etc.

- Review security needs/plan for the event with venue manager
- Publicity: Follow publicity plan, e.g.,
- Develop draft program
- Create draft event script (e.g., MC, speaker introductions, thanks, closing, etc.)
- Develop publicity pieces -- e.g., *newsletter articles and/or ads, radio spots, print blog posts articles for submission to other publications and/or ads, etc.*
- Request logos from corporate sponsors for online and printed materials
- Develop and produce invitations, programs, posters, tickets, etc.
- Develop media list & prepare News Release, Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
- Create event page on your website
- Enable/create email event notifications
- Create a Facebook event page
- Develop a promo video and post on YouTube and your Facebook page
- Register your event on a variety of online event calendars
- Create some buzz on your blog or member forums
- Determine VIPs and create invitation & tracking document (e.g., spreadsheet)

## 2 months prior to event

- Send reminders to contact list re registration/participation
- Presenters/Speakers: e.g.:
- Confirm travel/accommodation details
- Request copy of speeches and/or presentations
- Sponsorship: Follow up to confirm sponsorships and underwriting
- Publicity:
- Release press announcements about keynote speakers, celebrities, VIPs attending, honorees, etc.
- Post your initial event news release on your website and circulate to all partners, affiliated organizations, etc.

## 1 week ahead

- Have all committee chairs meet and confirm all details against Master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set-up, etc.)
- Finalize event script
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Final seating plan, place cards, etc.
- Provide final registration numbers to caterer
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list
- Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media



## 1 day ahead

- Confirm media attending
- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promo items, gifts, plaques, trophies, etc. are on-site

## Event day

- Ensure you have copies of all instructions, directions, phone numbers, keys, extra parking permits for VIP guests, seating charts and guest lists with you
- Check-in with each Committee Chair to ensure their team is on track

## Immediately following event

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send thank-you's and acknowledgement letters to:
  - Sponsors
  - Volunteers
  - Speakers/presenters
  - Donors
  - The Media
- *In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - number of participants, etc.).*
- Post-event publicity – update any media with number from the event and thank you's.
- Conduct a Post-Event Survey – to learn what people enjoyed about your event, and where you have room to improve.
- Follow-up Communication with Event Participants
  - Reach out to event participants – thank them for participating and promote your ongoing programs and how they can support you throughout the year by joining, volunteering or making a sustaining donation.
- Conduct a thorough evaluation

Use this as a starting point to identify or assign activities to various volunteers or staff; or print this off so you can literally check-off items as they are assigned or accomplished.

Remember: be professional. We are all in this to create a fun and successful event for people living with KBG Syndrome!



# KBG Foundation Volunteer Application

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Other \_\_\_\_\_

E-mail Address \_\_\_\_\_

Date of Birth \_\_\_\_\_

What areas are you interested in helping the KBG Foundation?

\_\_\_ General Volunteer

\_\_\_ KBG Conference

\_\_\_ Social Media Support

\_\_\_ Alaina's Fun Run

\_\_\_ Professional Services

\_\_\_ Corporate Sponsorship (All Events)

Please list any skills or talents you believe could help the KBG Foundation improve our programs and services.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are you willing to undergo a background check (Fun Run Volunteers specifically) ? \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

The KBG Foundation is a 501(c)(3) nonprofit organization, dedicated to providing support, assisting in research programs and advocating to raise awareness about KBG Syndrome.



# KBG Foundation Materials Request

In order to receive feedback/permission please fill out this form at least 30 days prior to intended use. Use as much detail as possible and include the KBG Contact person, if you have one. Email to: [PR@KBGfoundation.com](mailto:PR@KBGfoundation.com) . Thank you for working with the KBG Foundation.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_  Cell  Work  Home

What materials are you requesting? (Provide a link, if possible.)

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Describe the project or event requiring their use? (Provide a link, if possible.)

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Proposed changes/additions to be made to KBG materials, if any: (attach a copy of the modified file or an example, if possible)

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Date Needed: \_\_\_\_\_ KBG Foundation Contact: \_\_\_\_\_

Would you like someone to contact you about a partnership or follow up? \_\_\_\_\_

FOR OFFICE USE ONLY	
DATE RCVD:	RCVD BY:
FWD:	



# KBG Fundraising Letter Example

**Date**

**Your Name**

**Street**

**City, State, Zip**

Dear *(Donor's Name)*,

*(Open with a personal success story, or an insightful appeal. Make it relatable.)*

At the KBG Foundation, we seek your help to ***(describe what program or goal you need their assistance to fund)***. While we have already worked with cutting-edge technology providers of face matching software and world-renowned researchers but we have more to accomplish!

We need your support to ***(insert your project or fundraising goal)***.

Would you consider donating ***(items or services you need)*** to help us achieve our mission?

I would be happy to provide more information on how ***(you or your company)*** can help the KBG Foundation. Please contact me at (phone number or email) if you have any questions.

We greatly appreciate your donation for ***(describe how the donation will be used, what program it would be applied to)***. If you wish to donate, please fill out the attached form.

With your donation, we are one step closer to ***(insert your goal)***.

Sincerely,

***(Signature of Author)***

***(Printed name of Author)***





# KBG Foundation Event Questionnaire

1. Overall, how would you rate the event?

- Excellent
- Good
- Fair
- Poor
- Terrible

2. Please rate the following aspects of the event:

	Excellent	Good	Fair	Poor	Terrible
Scheduling and Timing					
Entertainment					
Food and Beverage					
Parking and Directions					
Invitations and Guest List					
Choice of facility/venue					
Cost and Pricing					
Vendor Management					

3. Based on your experience at this event, how likely are you attend future events?

- Very likely
- Somewhat likely
- Not likely

4. What was your favorite part of the event?

5. What was your least favorite part of the event?

6. Any other suggestions or comments to help us improve future event?

# **KBG Syndrome Fundraiser Post- Event Committee Meeting**

1. What worked well before and during the event?
2. What did not work well?
3. Did the event encounter communication or organization problems?
4. Did you correctly estimate the amount of time needed for this event?
5. Do you feel appreciated, recognized and rewarded for your efforts?
6. How successful was cross-functional participation?
7. How adequately involved did you feel in event decisions?
8. How clear were you on your role?

9. How clearly defined were the objectives for event planning?

10. How committed do you feel the Committee was to the event?

11. How efficient or effective were Committee team meetings?

12. How well conceived were the requirements for this event?

13. How well do you feel the KBG Board supported this event?

14. How well prepared was the event documentation?

15. Do you feel you had the tools you needed for this event?

16. To what degree did any "people issues" get in the way?

17. Was the event experience enjoyable?