



AMERICAN COUNCIL OF ENGINEERING COMPANIES
of Colorado

PHILANTHROPY

Philanthropic Event Program Guidelines

Purpose: Raise awareness of consulting engineers through giving back to the community.

Outreach: ACEC/CO is committed to evolving its philanthropic initiative by initiating statewide events bi-annually. Bi-annually a major event will be held in the Denver metro area.

Objective: Working with member firms in locations outside of the Denver metro, ACEC/CO is committed to providing \$1,000 in funding to support a philanthropic event that benefits a public space. *The public space to be beneficiary of the event must tie to the engineering profession by its unique engineering applications.* ACEC/CO will provide staff support services to assist with event development, implementation and public relations.

Examples: *In 2006 the Denver Botanic Gardens Boettcher Tropical Conservatory was identified as recipient of ACEC/CO's fundraising efforts. The Conservatory was identified by the Council as being one of the most notable engineering structures in the state.*

In 2007, Denver Zoo's Asian Tropics project was the chosen beneficiary for ACEC/CO's second fundraiser. The Asian Tropics project was identified by the Council because of its sustainable engineering platform (will be the first LEED® certified zoo exhibits in the world), which includes new energy systems.

Anticipated Outcome: For an event that is presented by ACEC/CO member firms in areas outside of the Denver metro, it is reasonable to achieve a fundraising goal of \$5,000 to be donated to a beneficiary public space.

Getting Started

1. Identify champion member firm (two would be preferable for shared responsibility)
2. Hold meeting with member firms in area to identify potential beneficiary
3. When considering beneficiary:
 - Identify tie to consulting engineering
 - Identify unique features of project (place)
 - How does the venue support the public? Why is it important to the public?
 - Identify members who are working on the project
 - Identify event that may be held at the space that would be co-sponsored by the beneficiary
 - Identify ways in which the engineering behind the space could be showcased

- Solicit member firm sponsors
- Hold event in month appropriate to venue
- Determine how relationship with the space can continue post-event
- Promote to vendors, suppliers, clients and member firms to encourage participation and ticket sales
- Solicit media sponsor to promote benefit (local newspaper, industry trade)
- Design and send invitations (ACEC/CO members, vendors, etc.)
- Work with beneficiary to coordinate event – *determine if beneficiary has internal resources that will be available to assist with the event, its promotion and execution*

Approval of Beneficiary

- Provide letter to ACEC/CO Executive Director that summarizes the following by November 1, 2008:
 - Name of beneficiary
 - Name of specific project to support
 - Tie to consulting engineering
 - Unique aspect of project (location)
 - Type of event
 - Anticipated number of people to attend
 - Champion member firm name
 - Timetable
 - Anticipated funds to be raised
 - Date
- ACEC/CO PR Committee and Executive Director screens the proposal and recommend to the Board of Directors; Board will review the letter and approve the proposal.
- We anticipate that several beneficiaries may be identified and submitted for consideration; the entities listed above will review and determine the beneficiary.
- The sponsoring member firm will be notified and the event will begin coordination and planning with ACEC/CO staff and the Public Relations Consultant

Budget

When determining a budget consider the following:

ACEC/CO will provide for baseline support of the event.

- Invitations, Tickets and Postage
- Posters – onsite signage for sponsor promotion
- Advertising
- Large presentation check – mounted on foam core board
- Photographer
- Thank you notes to sponsors
- Ticket cost
- Staff support

Other:

- Food - \$12-15 per person (depending on event)

- Linens, table and chair rentals

Timeline – *Project approval to proceed – December 1, 2008 for 2009 event.*

The following describes a timeline and basic schedule of activities to be performed to facilitate a successful ACEC/CO event:

- **4 Months Out:**
 - Initial meeting with beneficiary, establish event team (ACEC/CO / beneficiary staff)
 - Secure media sponsor
 - Set funding goal
 - Choose date, name the event, publish in ACEC/CO monthly newsletter and post on Web site
 - Determine where checks for tickets and sponsorships will be sent and which entity the checks will be written to
 - Create project budget
 - Create Ad
 - Meet with ACEC/CO staff and PR consultant)
- **Three Months Out:**
 - Design invitations and posters
 - Develop invitation list
 - Develop sponsor opportunities
 - Develop list of potential sponsors
 - Assign team member to solicit sponsors
 - Create sponsor package
 - Provide information to ACEC/CO for distribution support
 - Team meeting – onsite logistics walk-through
 - Identify VIP list, send invitations, make personal call invitations
 - Hire photographer for date
- **Two Months Out:**
 - Solicit sponsors
 - Print and mail invitations
 - Order A/V, Tables, Chairs, Linens, Catering, etc.
 - Team meeting
 - Follow-up on VIP invitations
- **One Month Out:**
 - Team meeting
 - Prepare sponsor display boards
 - Determine final numbers for catering, onsite logistics walk-through
 - Review numbers of ticket sales, sponsorships
- **Two Weeks Out:**
 - Contact caterer and suppliers, confirm numbers and set-up times
 - Prepare script for presentation
 - Prepare presentation check

- Check-in with photographer – discuss event timing
- Distribute script to participants for input
- Finalize script and presentation materials

- **Day of Event**
 - Meet at event venue 2 hours prior
 - Table for nametags and WILL CALL for tickets
 - Set-up AV and presentation boards
 - Photographer – arrives 30 minutes ahead of event start
 - Greet VIPs
 - Presentation
 - Acknowledgements

- **Post-Event**
 - Press release
 - Post story on ACEC/CO Web site
 - Thank you letters to ticket holders
 - Thank you letters to sponsors
 - Thank you letters to VIP attendees
 - *Team meeting – determine success, on-going opportunities between ACEC/CO and venue*

Accounting

- Total sponsor funds + tickets sales + ACEC/CO support as mentioned under Budget on page 2:
- Minus hard costs
- Donation amount