



P.O. Box 41048 * BETHESDA * MD * 20814
YellowRibbonFund.org

Event Host and Planning Guide for Yellow Ribbon Fund

Thank you for hosting an event to support Yellow Ribbon Fund!

We appreciate your dedication and efforts in helping our wounded, ill and injured service members and their families. To ensure a successful event, please follow this guide:

1. Register your event with Yellow Ribbon Fund
 - Complete the Yellow Ribbon Fund Event Proposal online form and submit it as soon as possible.
 - Read the form carefully before signing, and Jasmine Dodson, our event coordinator, will contact you to discuss it further and answer any questions you may have.
2. Know the Guidelines:
 - Read the event guidelines provided herein by Yellow Ribbon Fund. These guidelines will provide you with essential information and help you create a blueprint for your event.
 - Don't forget to sign and submit the guidelines to Jasmine Dodson (jasmine@yellowribbonfund.org) once you have read and understood them.
 - [Sign the Asset Acknowledgement and Return Agreement](#) and submit it to Jasmine Dodson (jasmine@yellowribbonfund.org)
3. Work with the Event Manager
 - Our Event Manager is here to support you and make your event successful.
 - You will be provided with:
 - Dedicated support from Yellow Ribbon Fund's Event Manager.
 - High-Quality logos for your event.
 - Unique links for your fundraising page
 - Promotion of your event through Yellow Ribbon Fund's monthly newsletter, social media, and website
 - Fundraising tips and guidance from Yellow Ribbon Fund
 - Materials to support your event include brochures, flyers, banners, teardrop flags, etc.
4. Prepare for your event by planning and budgeting:
 - Make a timeline for your event. Start by working backward from your ideal date to ensure you have enough time for preparations.
 - Draft an outline of your event, focusing on Who, What, When, Where, and Why.
 - Be creative and think of a fundraising event that you would like to attend.
 1. Some ideas:
 1. Back-to-school
 2. Races (Virtual and Live)

3. Golf
4. Tennis
5. Pickle-ball
6. Swim
7. Dinner Events
8. Happy Hours
9. Fishing trips

2. Alternatively, you can come up with your own unique event idea.

- Determine your target audience:
 - People you know: Family, friends, coworkers.
 - Target specific groups related to your event, such as athletes, families, students, runners, etc.
 - Develop a marketing strategy:
 - Email and social media
 - Local news (newspapers, TV, radio stations, community boards)
 - Flyers, one-pagers (provided to you by Event Manager)
 - Decide if you will need volunteers and how many:
 - Ask your friends, family, neighbors, and coworkers.
 - Select a location:
 - What type of facility do you need? Does it fall within the budget and align with your fundraising goal?
 - Identify the necessary items for your event:
 - Tents
 - Pop-ups
 - Banners
 - Tables
 - etc
 - Schedule your event:
 - Pay close attention to holidays, school schedules, and high vacation times.
 - Determine the best time of day for your event.
 1. E.g., if you are having an outdoor event, consider the season and the time.
5. Budgeting:
- Determine your fundraising goal and aim high while being realistic.
 - Explore various ways to raise funds:
 - Sponsorships
 - Raffles
 - Auctions
 - School fundraiser
 - Define your event's budget:

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- Identify all potential expenses, including printing, permits/insurance, venue fees, entertainment, audio/visual equipment, food and beverage, decorations, marketing, and supplies.
 - Explore different fundraising avenues, including sponsorships, ticket sales, donations, and auctions.
 - Keep a good record of all expenses and income.
 - Work with the Event Manager and Fundraiser throughout
6. Promotional materials and special considerations:
- Sign the collateral accountability form.
 - Determine what kind of promotional materials will be helpful at your event.
 - Do you want a guest speaker?
7. After Action Review:
- Return all collateral.
 - Provide all income and expenses to CFO.
 - Check in with the Event Manager to provide an update on your event.
 - Communicate with your Event Manager if additional monies will be sent directly to support your event.
 - Consider organizing a check presentation if a Yellow Ribbon Fund team member is nearby.
 - Share pictures and any great quotes/testimonials from your event.
 - Prepare an after-action review report, including feedback from attendees and your reflections on the event's success.
 - Send thank-you notes to all supporters who contributed to your event.
 - Take some time to relax and be proud of your efforts and the difference you have made.
 - Start planning for next year's event, building on the lessons learned from the current one.

Thank you for your support and dedication to the Yellow Ribbon Fund. Your time, resources, and heart have significantly impacted the lives of our wounded, ill and injured service members and their families.

We deeply appreciate your contributions.

Your Name (Printed): _____

Your Signature: _____

Date: _____