

**MASTER GARDENER FOUNDATION OF THURSTON COUNTY**  
**Policies and Procedures Handbook**  
**FUNDRAISING EVENT COMMITTEE GUIDELINES**  
**Board Approval Date: 10/15/2025 Rev 2/11/2026**  
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The role of the Fundraising Event Committee is to plan and coordinate a fundraising event promoting the Foundation while providing gardening information. Sponsored speaker fees and donated prizes reduce costs.

**Objectives:**

- Expand the Foundation's diversity of fundraising;
- Plan, coordinate and publicize an organized, entertaining and educational fundraising event open to the public as well as Foundation members.

**Procedures:**

1. Obtain Board approval for proposed event and date, preferably as part of calendar planning in the fall.
2. Solicit, select and confirm committee members. Need publicity contact (could be MGFTC Publicity Committee Chair), several persons to brainstorm and solicit prizes. Appoint one person as primary contact for the speaker and for the venue.
3. Select and confirm speaker's availability. Obtain written contract signature at least 90 days prior to event date.
4. First meeting should discuss content, speaker, venue options, registration cost/format/publicity/prize donations-businesses and assign clear roles. Set up regular committee meetings. Once, basic expenses are known, ticket price should be approved by the MGFTC Board.
5. To minimize mailing of prizes, gift certificates from Foundation and local businesses are preferred if Zoom format is used.
6. Refer to the Resource List for Foundation Outreach on the Foundation Documents webpage for guidance on publicity timelines.
  - Work with Website chair to update event information on Foundation website.
  - Work with the Cheddar Up Collection developer to create Cheddar Up event and link (This process can take up to a month).
  - Keep Board informed of progress monthly.
  - Publicize internally through Friday Flash and Membership chair regular emails.
  - With Publicity Chair, consider which social media and/or print advertising will be effective. If time allows, a flyer could be prepared for distribution at Plant Sales or local bulletin boards.
7. Work with presenter and venue host to determine presentation content, technical support needed, agenda and procedure for handling prizes. If Zoom, hold Event Practice session in week prior to event to assure technology is adequate.
8. Monitor progress of registrations on Cheddar Up. Use CU to send reminder, event details a few days in advance.

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9. Host event. Document process and procedures, contact info and hints for future events. Contact winners to arrange for mailing prizes, if online event.
10. Send thank you notes to donors, presenter, and any volunteers.
11. Organize files. Provide list of prizes, donors and values to Treasurer; ensure expense/revenues reports are completed.
12. Conduct and document de-brief discussion with committee members and public relations coordinator. Share recommendations and/or suggested changes with Foundation Board.