

# Community Event Toolkit

Thank you for hosting an event for DAIS (Domestic Abuse Intervention Services). Each year, individuals and groups from across Dane County volunteer to coordinate fundraising events on behalf of DAIS. The community awareness and financial assistance raised through these events are vital—they help us offer critical services to domestic violence victims and their children, and they strengthen the public's ability to recognize and counteract domestic violence's effects.

We are honored by the volunteer hours, creativity and dedication that go into making these events happen. DAIS is a local organization that relies on local support—we are fortunate to be a part of a caring community that shares our vision of peace, in which everyone feels safe in their relationships and in their homes.

The information below will help you plan and organize your event. Please contact our Development and Communications team at [devcomm@abuseintervention.org](mailto:devcomm@abuseintervention.org) with any questions.

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## First Steps to a Successful Event

### 1. What type of event will you host?

First, decide what type of event you would like to host. Will this be a bake sale, garage sale, house party, concert or something completely different? Be realistic about what you can take on, but get creative!

### 2. Identify your audience

Second, think about who you hope will attend this event. Will it be your friends, neighbors, faith congregation, or the general community? Also, identify how many people you hope to reach, as this will impact where you host

### 3. Set a date, time and location

Now you can choose when and where you will host your event. Make sure to give yourself enough time to successfully plan your festivities, remember successful events take time! Once you have your date, time and location you can start spreading the word about your event.

### 4. Find volunteers to help

Whether you need help planning ahead of time or executing your day-of needs, volunteers are vital for a successful event.

The logo for DAIS (Domestic Abuse Intervention Services) features the letters 'DAIS' in a large, purple, serif font. A small yellow circle is positioned above the letter 'i'.

DOMESTIC ABUSE INTERVENTION SERVICES

# Event Guidelines

## How DAIS Can Help

**Large events** (est. support raised: \$10,000 or more)

DAIS staff may be able to provide:

- Volunteers to help work the event
- Literature and information about DAIS
- An Executive-level representative to speak
- Assistance with promotion

**Mid-sized events** (est. support raised: \$5,000-\$9,999)

DAIS staff may be able to provide:

- Volunteers to help work the event
- Literature and information about DAIS
- Assistance with promotion

**Small events** (est. support raised: \$1-\$4,999)

DAIS staff may be able to provide:

- Literature and information about DAIS
- Assistance with promotion

**Speakers:** If you will need a DAIS speaker, please provide at least one month's advance notice.

**Name & Logo:** The use of the DAIS logo and/or name must be approved prior to usage. DAIS must also approve all promotional materials such as press releases, flyers, brochures, etc. before they are distributed. Community hosted event organizers and materials should not use language that states DAIS is hosting or sponsoring the event. DAIS should be listed as the beneficiary in these instances.

**Promotion:** DAIS can help with event promotion by posting information on the DAIS website, social media, and E-Newsletter and by disseminating information within DAIS' current networks. DAIS cannot provide mailing lists to event organizers.

**Event Expenses and Tax Exempt Status:** DAIS cannot advance for community-hosted events nor pay for event related expenses. DAIS sales tax exemption cannot be extended to a community hosted event.

**Tax Deduction:** Tax deduction receipts can only be provided to those individuals whose checks are written out to DAIS. If an event ticket covers part of the cost of the event, event organizers must clearly state this on the invitation. For example, if an event costs \$10 per person and the ticket for the event is \$30, only \$20 is tax-deductible. DAIS cannot provide a tax-receipt to individuals or companies who donate to an auction or raffle.

**Sponsorship:** If you plan to seek sponsorships for your event, you must review your list with the Development and Communications team. Coordinating your list of potential sponsors with other events helps ensure the success of each event. Please provide DAIS with a list of individuals and companies you wish to solicit for sponsorship, as well as in-kind donations. This includes raffle and auction items.

**The list must be approved before you begin asking.**

**Auctions and Raffles:** If you plan to hold an auction, review your list with the Development and Communications team. Keep a detailed list of all auction items received and their estimated value. Request auction-purchase sheets from DAIS before the event. DAIS' raffle license number cannot be used for community hosted events. Please contact the Wisconsin Department of Regulation and Licensing for more information. All raffles held to benefit DAIS must apply for and receive a raffle license.

## Registration/RSVP:

Registration/RSVPs must be collected by event organizer. If you are not a business or organized club that has the ability to collect money, DAIS can provide the following assistance:

- DAIS can accept checks made out to Domestic Abuse Intervention Services for event registration
- All payment must be collected by the event organizer and given to DAIS within 30 days after the event.

**Thank you letters:** Event organizers are responsible for thanking sponsors and in-kind donors. If applicable, DAIS will also send a tax-receipt.

# Event Checklist

Successful events rely heavily on advanced planning. The following checklist can help you make sure you're covering the bases. Not all items may be applicable to your event, just use the ones you think you need and tailor them to best fit your planning process.

Item	Description	Completed?
<b>Organize a Core Planning Committee</b>	People to help develop and implement ideas, promote the event, and recruit additional volunteers as needed.	
<b>Create an Event Timeline</b>	Make a list of what needs to be done and when it needs to be done. Try starting backwards from the event date.	
<b>Find an Event Space</b>	Once you have your date, time and audience in mind, decide where you would like to host the event and if needed, reserve the space.	
<b>Apply for Necessary Licenses</b>	If you are affiliated with an organization, will be hosting a raffle and don't have a raffle license make sure to give yourself plenty of time to apply for one as it takes a number of weeks to receive.	
<b>Determine Methods of Promotion</b>	Methods may consist of a large scale media effort, flyers, postings on community calendars and/or the use of social media (Facebook events, Twitter, etc.).	
<b>Sponsorship Solicitation</b>	Create and provide a list of potential sponsors to DAIS for approval. It's best to contact sponsors as soon as you have approval to best ensure their ability to give.	
<b>Auction/Raffle</b>	Provide a list of potential companies to ask for donations. Make sure each donor fills out a donation form.	
<b>Send Invitations</b>	Sent six weeks in advance is a good general rule.	
<b>Registration/RSVPs</b>	Track RSVPs as they come in.	
<b>Thank You Letters</b>	Don't forget to send a thank you letter to your sponsors and in-kind donors.	

# Past Community Events

Having trouble thinking of what type of event you would like to host?  
Find inspiration in the past events held for DAIS listed below!

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50/50 Raffle

Afternoon Tea Fundraiser

Art Fair/Art Show

Bake Sale Fundraiser

Benefit Concert

Birthday Fundraiser

Business Anniversary/Open House

Bowling Extravaganza

Car Show

Car Wash

Chocolate Salon

Christmas in July

Crab Boil

Customer Appreciation Event

Foodcart Night

Graduation Party Fundraiser

Golf Outing

Holiday Bazaar

Holiday Giving Party

Kickball Tournament

One Billion Rising Event

Self-Defense Class

Shower for DAIS (collected Wishlist items)

Softball Tournament

TRX Prom

Wild Women of Blues Event

Wine Walk

Yoga For Good Event

**Thank you again for thinking of**

**DAIS**

DOMESTIC ABUSE INTERVENTION SERVICES