

Tea Party... the Next Steps
July 11, 2009
Market Commons Grand Park

Event Planning Chair Position Overview

The Event Planning Chair's primary responsibility is planning and overseeing the event. The tasks that the Event Planning Chair is responsible for include:

- ✓ Establish a team of volunteers to work at the event
- ✓ Set an agenda for the event
- ✓ Identify speakers and invite them to event
 - Identify any costs associated with VIP speakers and work with Accounting Chair to determine if fees are feasible to cover
 - Secure educational speakers that can give short informative speeches about issues
- ✓ Coordinate VIP Accommodations
 - Secure lodging
 - Secure meal options
 - Oversee onsite "green room" or hospitality accommodations
- ✓ Obtain committee shirts and/or identification for day of event
- ✓ Ensure the event runs smoothly

Event Planning Chairperson: **Tricia Cunningham**
Event Planning Team: **Stephen Aldrich**
Marc Bohemier
Mickey Lattimore

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Internet Chair Position Overview

The Internet Chair's primary responsibility is planning and overseeing the website for the event. The tasks that the Internet Chair is responsible for include:

- ✓ Establish a team of volunteers on the internet team
- ✓ Plan and develop the website to be user friendly, informative, and allows the participant to act (ie: RSVP to event, sign petition, register to be a part of group, etc.)
- ✓ Oversee the facebook "fan page" and utilize to network
- ✓ Host internet broadcasting to get event information out

Internet Chairperson:

Luke Towery

Internet Team:

Gerri McDaniel

Jackie Gedding

Tricia Cunningham

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Fundraising Chair Position Overview

The Fundraising Chair's primary responsibility is identifying opportunities to raise funds for event, establish relationships with potential sponsors, and solicit funds for budget. The tasks that the Fundraising Chair is responsible for include:

- ✓ Establish a team to work on fundraising
- ✓ Identify what fundraising efforts will be sought and plan accordingly
- ✓ Solicit advertisement funds from businesses and organizations
- ✓ Solicit vendors to participate in event to sell food (possibly other items)
- ✓ Secure advertisements for signs and banners (corporate sponsors)
- ✓ Identify if t-shirts will be sold at event, secure advertisements from corporations, and coordinate with the marketing team for the printing of t-shirts. Also coordinate with registration team for the t-shirt sales.
- ✓ Obtain "goodie-bag" items for registration team to put in goodie-bags that will be distributed at event to participants
- ✓ Solicit organizations that will provide and hand out water to participants – ie: churches may offer to do this as an outreach effort.

Fundraising Chairperson:

Gerri McDaniel

Fundraising Team:

Marshal Brown

Tom Raub

Johnnie Bellamy

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Accounting Chair Position Overview

The Accounting Chair's primary responsibility is overseeing the budget, managing the incoming and outgoing monies for the event, and ensuring that all permits and insurances are secured. The tasks that the Accounting Chair is responsible for include:

- ✓ Identify at least one additional person to work on accounting team for accountability
- ✓ Plan and oversee budget
- ✓ Manage funds as they come in and go out
- ✓ Obtain any necessary permits, licenses, and insurance for event
- ✓ Report budget figures to committee on an ongoing basis

Accounting Chairperson: **Janet Spencer**

Accounting Team: **David Ognak**

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Registration Chair Position Overview

The Registration Chair's primary responsibility is planning and overseeing the registration for the event. The tasks that the Registration Chair is responsible for include:

- ✓ Establish a team of volunteers to work at the Registration site
- ✓ Plan and oversee registration process
- ✓ Plan and oversee voter registration process
- ✓ Plan and oversee signing of petitions
- ✓ Identify and obtain supplies needed for registration
- ✓ Hand out educational material and/or flyers at event

Registration Chairperson: **Pam Morgan**
Registration Team: **Daniel Cochran**
Janet Spencer
Sara Owen
Linda McHugh
Irvin Bibb
Steve/Lil Tuttle
Audrey Aldridge

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Marketing Chair Position Overview

The Marketing Chair's primary responsibility is preparing the marketing materials that will be used before and during the event. The tasks that the Marketing Chair is responsible for include:

- ✓ Establish a team of volunteers to work on the Marketing team
- ✓ Develop a marketing "logo" or design to be used for the event
 - Provide this logo or design to all chairs to be used consistently
- ✓ Develop a "save the date" postcard that can be provided to potential participants
- ✓ Develop invitations that can be used to invite participants
- ✓ Develop flyers that can be utilized in businesses and organizations advertising the event
- ✓ Develop a "Event Statement" that provides consistency to what the event is all about
 - Provide this statement to all committee members prior to event
- ✓ Develop a "FAQ" document that provides questions and answers to commonly asked questions that the media and others may ask committee members
 - Provide this FAQ document to all committee members prior to event
- ✓ Plan and implement the decorations of the event
- ✓ Develop educational material that can be handed out at the event that provides bullet list information of what the issues are and what action steps people can take
- ✓ Work closely with the Media / Public Relations Chair to accommodate needs and provide materials in a timely manner

Marketing Chairperson:

Gerri McDaniel

Marketing Team:

David Redding

Kerri Redding

Darrel Mellies

Joe Clark

Teresa Lattimore

Irvin Bibb

Lynda Schwanekamp

Tricia Cunningham

Luke Towery

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Media / Public Relations Chair Position Overview

The Media / Public Relations Chair's primary responsibility is dealing with the media before, during, and after the event. The tasks that the Media/PR chair is responsible for include:

- ✓ Work with the Event Representative to schedule interviews with media
- ✓ Establish a team to handle all aspects of Media / Public Relations tasks
- ✓ Identify key relationships in:
 - Newspapers
 - Radio Stations
 - Television Stations
 - Legislator's Offices
 - Chamber of Commerce
 - Civic and Associated Organizations
 - Area Businesses
- ✓ Invite media to participate in event
- ✓ Invite organizations to participate in event
- ✓ Follow up after event with thank you letters and keep relationships open

Media / Public Relations Chairperson: Jean Hampton

Event Representative: ??????

Media / PR Team: Tricia Cunningham
Johnnie Bellamy
Linda McHugh
David Ognak
John McHugh
Marc Bohemier

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Logistics Chair Position Overview

The Logistics Chair's primary responsibility is ensuring that all of the logistics for the event have been planned out, scheduled, and implemented. The tasks that the logistics chair is responsible for include:

- ✓ Establish a team to handle logistics
- ✓ Design layout of the event
 - Map out a place for all event needs first (stage, registration, VIP reception tent, etc.)
 - Map out a media relations area
 - Map out areas for food vendors
- ✓ Identify event needs & ensure items are obtained for the event
 - Stage
 - Sound System
 - Electricity & Power Cord needs
 - Committee Communication Needs (walkie-talkies)
 - Portable Toilets
 - Trash Receptacles
 - Tents
 - Tables & Chairs
- ✓ Coordinate the set-up and break-down of the event
 - Schedule and receive deliveries of items (stage, sound system, etc.)
- ✓ Coordinating a clean-up crew for the event
 - Communicate with City of MB to understand requirements as well as what they will and will not provide
- ✓ Coordinating security for the event
 - Communicate with City of MB Police
- ✓ Plan for possibility of EMS

The Logistics Chair is the "go-to" person for ensuring that all of the required hardware for the event are secured and set up the day of the event.

Logistics Chairperson: **Stephen Aldrich**
Logistics Team: **David Gedding**
James Stallings
Tricia Cunningham

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