

## Art For Change Event Mini Manual

**Program Topic:** A fundraiser for local non-profit Pocket Change, Inc. [Art for Change](#)

**Format:** The event will run from 7-10pm, with a special hour from 6-7 for VIP guests who will have a chance to purchase artwork before the event opens to the public. The event theme is *Give. Gain. Grow.* This relates to the mission of Pocket Change, Inc.

**Reserve Date:** Thursday September 4th, 2008,

**Reserved Location:** AiPD Gallery

**Recruit Speakers:** Rachel Hommel (the founder of Pocket Change) will be there for the whole event, and will give a little speech for the VIP guests thanking them for making it to the fundraiser. Also, co-presidents Kat Barrett and Allie Flanary will give a short introduction. Rachel and other members from the board of directors will be present throughout the event to offer information to anyone with questions.

**Distribute Save-the-date card:** BrashCreative will create the invitations and Pocket Change, Inc. will approve them. They will be sent out in the beginning of August at least one month prior to the event (8/1/08). All VIP guests and artists will receive a card. There will be an electronic invitation posted on the Pocket Change, Inc. website; [www.changeinyourpocket.org](http://www.changeinyourpocket.org)

### Logistics:

- AiPD Gallery
  - Number of guests to be determined
- Artist:
  - Artists will be gathered via friends and possible call for donations
    - All artists must confirm their participation three months prior to the event. We will target gallery owners and prominent artists within Portland community.
  - All artists have a minimum of twenty-five pieces they can donate
    - Minimum of twenty priced at \$25
    - Maximum of five priced at \$250
    - Maximum of two priced at \$2,500
  - Pocket Change, Inc. receives 40% of proceeds 60% goes back to artist
  - Materials to be supplied by the artist (working on possible discount with Art Media or Utrecht)
  - Art work must be completed two weeks prior to the event (8/18/08)
  - The smaller pieces of art (\$25) will be taken home at point of purchase. The large pieces of art (\$250-\$2,500) will be kept in the AiPD lobby for

the duration of the month. Buyers will sign a contract stating they are aware that they can't pick up the artwork until the end of the month.

- **Resource Table**
  - Set up at least one hour prior to event in AiPD lobby
  - Materials include Pocket Change, Inc. postcards, brochure of classes offered, and other related information
  - Set-up in corner of lobby and maintained by volunteers throughout the event
  - Sign-up sheet for Pocket Change, Inc. e-mail list
  - Table and chairs can be provided by AiPD
  - Tablecloths provided by caterer
- **Check-out table**
  - Can be the same table as the resource table
  - Have cash register (and possibly credit card machine)
- **Refreshments Tables:**
  - Refreshment tables will be set up in corner of AiPD lobby (or possibly in the seating area)
  - Buffet style
  - Food donated by friend of Rachel (Roger Leece at DPI Specialty Foods)
  - Catering donated by friend of Rachel (David Leach)
  - Simple table cloth provided by caterer (David Leach)
  - Table provided by AiPD
- **Coat Rack**
  - Large conference room?
  - AiPD or Pocket Change, Inc. not responsible for items left in room

## **Program:**

- **VIP Hour**
  - Welcome and thank you for attending
  - Intros (Rachel, and other board of director attendees)
  - Brief Introduction about Pocket Change, Inc.
  - Artwork pre-view and purchase time
  - Refreshments

## **Promotion:**

- **Save-the-date notice**
  - Will be e-mailed to VIP guests, artists, and other important invitees to be determined by Pocket Change, Inc. must be mailed one month prior to event (8/1/08)
  - Have designed and printed by 7/18/08
- **Web site, special promotion page links off of**
  - url [www.changeinyourpocket.org](http://www.changeinyourpocket.org)
  - managed by brashCreative and Rachel Hommel to ensure content, news, and important dates are accurate
- **Normal AiPD promotions for First Thursday events**
- **Guest list to be provided by Pocket Change, Inc.**
- **Possible promotion through Willamette Week**

## **Hospitality:**

- Welcome guests
  - Ushers will be at the main door for VIP hour directing guests to lobby
    - Point guests to correct areas (i.e. coat check, bathrooms, etc...)
- Restrooms
  - Provided by AiPD
  - Signs placed to show direction
  - AiPD Staff to make sure bathrooms are stocked
  - Event Manager will do run through of bathrooms 1 hour prior to event to ensure fully stocked

#### **Finances:**

- **Space:**
  - AiPD Gallery space to be donated by AiPD
- Catering & Food
  - Donated by DPI Specialties and David Leach
- **Photography:**
  - Member of brashCreative to photograph event

#### **Food and Beverages:**

- Food will be provided by DPI Specialty Foods
  - Food for expected guests of 500
- Catering will be donated by Let's Eat catering Co.
- They will provide us with:
  - Light appetizers
  - Desserts
- Beverages
  - Determine AiPD regulations on alcohol
  - OLCC License will be required (special event license), and no alcohol is to leave the building
  - Non-alcoholic drinks? (I believe we will make this an alcohol free event, unless we can get a client of mine to donate some wine and make certain that David Leach's catering company has an OLCC license to serve it!! I will look into it before writing this off entirely.)

#### **Evaluation:**

- Get feedback from artists to see how next year could be easier
  - Attendees can e-mail feedback on from [www.cahngeinyourpocket.org](http://www.cahngeinyourpocket.org) after the event.
- Recommendations
  - Recommendations will stem from the blog postings. All feedback will be considered for the next event.