



An independent nonprofit organization improving housing & building community, one house & one neighbor at a time.

REQUEST FOR PROPOSALS

Fundraising Event Professional needed to coordinate the CHC Spring 2017 Signature Event

CHC MISSION AND BACKGROUND

Community Housing Coalition of Madison County (CHC) has led community efforts for over 15 years to reduce the dire need for safe, decent housing in Madison County. CHC's mission is to promote and facilitate safe, healthy, and affordable housing through advocacy, education, and resource development. We see our mission through a focused lens of community empowerment, where neighbors help neighbors, instead of a one-way giving approach.

SIGNATURE EVENT PROJECT REQUIREMENTS

The Fundraising Committee, CHC Board, and Executive Director are seeking proposals from individuals with event coordination experience to support the committee, Board of Directors, and staff in creating a signature fundraising event to be held in May of 2017. This will be a contract position.

The tasks to be completed by the contractor through coordination with CHC Fundraising Committee and staff are to:

- Develop a creative theme;
- Develop activities during the event that will further fundraising efforts (silent auction, live auction, games as appropriate);
- Develop marketing materials for the general public;
- Develop social media PR, scheduling and content;
- Update CHC website with an event page with online ticketing;
- Support in gaining sponsors/underwriters;
- Support in seeking auction items/donated food;
- Create timeline with tasks for volunteers/staff/board;
- Manage catering and communicate this to CHC Staff/Fundraising Committee, including caterer search, and potential donated food/beverage;
- Design event aesthetic;
- Manage tracking of sponsorships, ticket sales, and tasks;
- Develop event budget based on event concept/activities.

CHC will provide:

- Procured Venue
- Staff support for creating marketing materials, social media posts, and website updates
- Volunteer support for procurement, obtaining sponsors, and inviting guests
- Drafts of sponsor/event materials, timelines
- Assistance procuring donated auction items
- Event execution

Proposals should address the following criteria:

- Experience in coordinating events: *Please describe and provide two references*
- Ability to work in collaboration, identify organizational capacity to assist, and assign volunteer tasks
- Provide creative, fresh ideas that will provide guests with a memorable experience and will be related to the mission and work of CHC
- Explain how you will use your network to garner sponsors and new guests who may be unaware of CHC. We are seeking to draw guests to support the event, but also convert to new donors and participants in the Coalition. We would like to bring more awareness to the organization in the Asheville region, not just Madison County
- Provide your vision for such an event, and given the above, how you will implement the vision given our goal to convert new donors and meet the fundraising goal below.

Fundraising Goals for this event are \$15,000 - \$20,000

Contract Budget: CHC has a proposed budget of \$3000 - \$5000 to be paid to the contractor for the above coordination assistance. Pay can be negotiable based on activities of the contractor and will be discussed in interviews.

Please submit proposals to Christopher Brown via email: chris@chcmadisoncountync.org by **January 20, 2017**.

Proposal Review & Interviews: 1/21-2/3

Final Selection: February 6th