

Saint Martin de Porres School Gala & Auction Coordinators Expectations

Gala & Auction Chair

- Organize the Gala & Auction Event by overseeing coordinators and holding regular meetings
- Help to manage website and emails
- Liaison between PSA, administration, coordinators, and faculty

Marketing Coordinator

- Coordinator will be responsible for advertising the event to the school and the parish community
- Tools to use will include flyers, emails, bulletin, posters/handouts at school events, announcements at church, Facebook/Instagram
- Invitations
- Handle RSVP's and communicate with the event coordinator regarding seating
- Communicate with the Website Coordinator

Sponsorship Coordinator (2 or more)

- Coordinator will be responsible for reaching out to past supporters, local businesses, parish and school community members for sponsorship
- Understand sponsorship levels
- Reach out to past donors
- Send out flyers, emails, make phone calls and use social media to secure sponsors
- Help to manage emails received regarding sponsorship
 - Respond to those interested
 - Thank you for sponsors
 - Secure logos and PDF files for ads to be placed in Program
 - Tax Letter after event
- Communicate with Website Manager to make sure logos are placed on website and names listed appropriately under sponsors
- Keep a chart with sponsors obtained, check numbers, check copies, amounts
- Communicate with website coordinator

Donor Coordinator (2 or more)

- Coordinator will be responsible for organizing acquisition of donation items.
- Set up teams to cover local areas to make phone calls or physically present auction letters to businesses
- Communicate with school and parish community about seeking donation items or services
- Send emails or letters to past donors to obtain items and services
- Keep a chart of items/services, the donor and whether or not they have been received
- Enter items and description into website as they are obtained for online bidding
- Assist with a team in collection of items and assembling baskets
- Communicate with Website Coordinator

Classroom Coordinator

- Coordinator will be responsible for communicating with room parent coordinator and room parents to organize and obtain Class Auction Donations
- Goal should be for each class to secure services, overnights, trips, dinners, gift cards, make baskets for larger donation items. Room parents or those interested in helping could help grade levels develop themes or use networking to encourage business owners or those with connections to offer donations.
- Secure items preferably mid to end of January, no later than mid-February as they need to be listed, photographed and go on the website
- Responsible for entering items and descriptions into the website for online bidding

Once Upon An Auction Coordinator

- Coordinator will be responsible for working with teachers and faculty for donations of “Once Upon An Auction Experiences” for students
- Helping to make certificates for the event
- Making sure items needed for teachers donations are obtained (i.e. getting gift card for Barnes & Noble experience or tie dye supplies)
- Assist in class auction art projects – coordinate with teachers in completing projects and taking pictures
- Enter items and description into website for online bidding

Website Manager – Mike Novak

- Coordinator will be responsible for helping to maintain the website
- Make sure sponsors are appropriately listed with logos and names in appropriate locations
- Make sure donors are listed
- Manage payment systems for tickets and bidding

Venue & Event Coordinator

- Coordinator will be responsible for bidding out venues
- Venues will allow for:
 - at least 4 hours of time
 - cocktail hour
 - 3 course meal (hopefully)
 - goal to have wine and beer included, cash bar for liquor
 - space and set up for auctioneer, DJ, tables to display items, dance floor
- Obtain DJ
- Obtain Auctioneer
- Organize seating chart, table cards/numbers
- Decorations, floral arrangements, etc...