



P R E E C L A M P S I A

foundation

Receptions, Wine and Tasting Events

Receptions and tasting events take advantage of people's desire to come together, have fun, feel part of a community and support a good cause. Dinner events are often held in a public location or someone's home. During the event, guests have the opportunity to mingle, eat, drink and learn more about preeclampsia and its affects on families. There may be a brief program and entertainment component as well as additional fundraising activities. These activities may include a silent auction, raffle or 50-50, all of which can help raise extra funds. The emphasis here is how you as volunteers for PF can organize and host a successful event.

Receptions and tasting activities are great when trying to accomplish the following goals:

- Raise awareness of preeclampsia and other hypertensive disorders of pregnancy
- Build community, celebrate accomplishments and deepen relationships with friends and colleagues
- Bring in funds from new people or sources
- Provide an opportunity for volunteers to be a part of the planning process

Keep in mind that tasting events can take a fair amount of time and attention to detail. A committee is essential with a goal of a core group of three to five volunteers. Other volunteers will be needed to assist with different parts of the event. Most of us have experience planning a large anniversary party, wedding or birthday celebration. Planning a tasting event is not much different; you just have a few more details to consider. The event can be organized as a one-time event or planned to be held on an annual basis. To be successful, event planners start planning anywhere from three months to six months before the event. Your event may take more or less time to plan depending on your particular event.

These are costs associated with a dinner party or tasting event. Expenses can be held in check by asking for donations for some of the following items:

- Event location fees
- Food and refreshments
- Tables, chairs and decorations
- Paper goods
- Entertainment such as sound system or D.J.
- Insurance (liability insurance may be required by the event location)
- Invitation design, printing and postage

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Steps to a Successful Reception or Tasting Event

- Plan the event
- Recruit volunteers to fill committee roles
- Develop an invitation list
- Select location and date
- Design, print and mail invitations
- Plan the program
- Arrange food, beverages and other logistics
- Publicize the event
- Review event details and hold successful event
- Evaluate event and send thank you notes

The event committee will create a work plan and budget to set the goals for the event. This work plan will include, determining which committees are necessary and recruiting willing volunteers to fill these roles. The next step is to set a realistic budget which will include both expenses and income. The committee will need to decide if there will be other fundraising activities in conjunction with the event (silent auction, raffle, etc.). These events will need to be worked into the plan. If soliciting donations for a silent auction, plan to start asking for the donations a minimum of three months prior to the event if possible. PF has sample letters and forms to help you get started writing your solicitation materials.

The next step will be to find a location and an available date. Some locations require you to complete an application form and may include a deposit or insurance. Please be sure that all event locations are handicapped accessible. You will want to explore the location and check on restrictions for serving food and beverages. Some locations require all food and beverages be purchased from them; others allow donated items to be brought in. If food and beverages are restricted, obtain menus and information on other incidentals (sound system, podium or other items that may need to be “rented” from the location) so you can effectively plan the budget.

Next your committee will need to develop an invitation list and draft an invitation for the event. You need not spend a lot of money on invitations. Many volunteers are very skilled in desktop publishing and may offer to create these invitations for you. Invitations should be sent at least 4 weeks prior to the event. If the event is an annual one, you may wish to send “save the date” cards so your guests can reserve the date on their calendar.

Your event committee will want to promote the event. Each of us is actively involved in various groups and activities, ask your neighbors, business associates and church members to attend or help promote the event by circulating flyers or invitations. To help increase awareness of preeclampsia and the event, call local media sources and draft news releases to send to local newspapers, TV, and radio stations. PF can assist in drafting these materials. Follow up calls to interested media sources are important in keeping your event on their calendar.

At the conclusion of the event, please be sure to thank all volunteers, contributors and sponsors for their support. This step is important in maintaining positive relations with supports and in building commitment to your cause with family and friends. PF will supply receipts for you to use. Evaluate the event, both the positive and negative aspects and determine which changes if any will be necessary for your next fundraising event.

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