



**ORGANIZATIONAL
EFFECTIVENESS**



The Terrible Ts: Trash, Toilets & Tents

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The Terrible Ts



The Right Questions



- **Fit with mission, vision and values?**
- **Fill a niche in market?**
- **Offer favorable results?**
- **Can attract attendees for financial success?**
- **Best use of staff time?**

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The Right People

- **Chair**
- **Committee members**
- **Honorees**
- **Staff**



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The Right Start

- **Budget—costs, net proceeds**
- **Attendance—who, how many**
- **Where—cost, parking, layout**
- **When—competing events, time of year, time of day**
- **Results—brand awareness, fundraising, friendraising, buzz**

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Timelines and Budgets

- **Tools that plan for success**
- **Keep you and volunteers on track**
- **Master timeline and day of event timeline**
- **Build in time for delays**
- **Revise often**

SAMPLE: BUDGET

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Staying Organized

- **Event binder keeps all in one place**
- **Portable for meetings**
- **Easily transferable in case of emergency**
- **Helps with succession planning**



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Event Binder Tabs

- **Budget and Timeline**
- **Committee Org Chart and Roster**
- **Sponsors**
- **Food and Beverage**
- **Decorations**
- **Entertainment**
- **Logistics**
- **Printed Materials** (use sheet protector for invitation samples, etc.)
- **Publicity** (use sheet protectors for clippings)
- **Volunteers**
- **Next Year**

**Use adhesive colored flags to sub-divide—tents, security, etc. under Logistics)*

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Volunteers

- **Take time to recruit and train the right people**
- **Written job descriptions**
- **Don't settle for the wrong volunteer**
- **Go high on the food chain—people recruit peers**
- **Build a volunteer succession plan (vice-chairs)**
- **Always make it FUN!**



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Committee Meeting Success

- **Mission Moment**
- **Build Accountability**
- **End with Action Item Recap**
- **Begin with Action Item Status**

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Remember

Done is better than perfect!

It's not your job to do it. It's your job to see that it's done.

If you do something that someone else can do, you do it at the expense of something only you can do.

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Logistics: Plan for the Worst Case

- **Site Issues**—flooding, parking, etc.
- **Communications**—Cell phone roster, Wi-Fi passwords, Google Hangouts
- **Medical**—plan for site and route
- **Security**—police detail for money; police bank escort; hotel safety deposit
- **Weather**—how will you convey changes?
VM, Website, Email, Text, Social Media

SAMPLE: LOGISTICS PLAN

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Creative Cost Cutting

- **Postage**
- **Printing**
- **Entertainment**
- **Food**



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Creative Cost Cutting

- **Postage**—Large company or board members divvy up
- **Printing**—best customer asks
- **Entertainment**—Underwriting w/ signage
- **Food**—Home/Food Shows
- **Amazon Wish List**—supplies, gift cards
- **Credit Card Points**—hotels, cars
- **Volunteer Recognition**—think outside the plaque

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Event Day Sanity

- **Volunteer Jobs Listed**
- **Flags for site set up**
- **Site plan on easel**
- **Volunteer Wrangler**
- **“Office in A Box”**



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Office in A Box

- **Scissors, tape, tie wraps**
- **Stapler, paper clips**
- **Pens, markers, Sharpies**
- **Band Aids, Bug Spray, Super Glue**
- **Other?**



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Site Visit

- **Virtual Guest**
- **Signage List**
- **Parking**
- **Entrance**
- **Hazards, Critters**



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In-Kind Partnerships

- **Bottled Water—Car Dealership**
- **Jambalaya—Oilfield service companies or civic clubs**
- **Decorations—Artist, Interior Decorator**
- **Portolets—Construction Company**
- **Valet Parking**



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The Right Follow Up

- **Follow up calls to key people—What was your impression of....?**
- **Electronic Survey**
- **Pre-write all thank you letters**
- **Debriefing Meeting**
- **Volunteer Recognition**
- **The “Six-month” Letter**

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