Event Guidelines and Procedures

Impact the Palm Beaches appreciates the interest in sharing events with our members. In order to ensure that we remain true to our mission as a grant making organization, we have created guidelines to help us evaluate all requests and procedures for submitting an event for approval and promotion. Questions regarding these guidelines and procedures should be directed to info@impactpalmbeaches.org.

In general, the following guidelines are considered when evaluating events:

- **The value of the member experience.** We must carefully balance our desire to engage our members socially with maintaining the integrity of our member information and their interest in participating in Impact programs and events. Typically, only one or two Impact-wide events will be scheduled in any given month. Community events may happen more frequently. The event schedule is considered when evaluating event proposals.
- **The relationship to Impact.** As a general rule, we do not approve or promote events that are not directly related to the work of Impact the Palm Beaches. Additionally, we prioritize events that incorporate grant recipients (e.g. "See Your Impact" events) or reflect our focus funding areas:
    - Family
    - Environment and Animal Welfare
    - Health and Wellness
    - Arts and Culture
    - Education
- **Member Engagement Opportunities.** Events with a cause that brings members together to support Impact directly (e.g. shopping with proceeds to Impact or a special discount for Impact members) will be considered. Additionally, hands-on volunteer opportunities with our grant recipients will also be considered.

We do not, as an organization or at the community level, promote or solicit participation in fundraising events for other organizations, even those which we have funded. We understand and are grateful that our members are incredibly philanthropic and engaged in our community. We support and encourage organic one-on-one invitations to your Impact sisters to join you in celebrating one another and our nonprofit community, and promotion through your own email and social media.

Event Approval Process

Event Proposals should be **submitted here**. If the concept meets the criteria outlined above and is approved, it will be shared for promotion via the appropriate methods (e.g. community captains, event calendar, social media, newsletter, calendar email).

Impact-wide events are those that intend to invite our entire membership. **Community events** are those intended to reach the Impact members in that local community or in neighboring communities.

Impact-wide event request process

- Complete the **Event Proposal form** at least 3-6 weeks in advance. Once completed, **email Impact** to let them know a proposal has been submitted. Proposals will typically be reviewed within 3 business days.
- If your event is approved, you will be asked to provide additional information for promotion via appropriate methods outlined above. Once this information is received, the Impact team will do the following:
    - Post the event on the **Events section** of the Impact Website. The host will be responsible for confirming all information is posted correctly.
    - Schedule promotion via social media, in Impact newsletter, and/or in calendar email as appropriate and as timeline allows.
- Two days prior to the event, the event host should request the RSVP list and contact registered attendees to remind them and confirm. Please sent this request **via email**.
- Sample timeline for submissions/event promotion:
    - June 1 – Event Proposal submitted (**email Impact** to notify of submission and allow 3 business days for review)
    - June 4 – Approval granted and request for additional information is sent.
    - June 8 – Additional information is submitted. Allow 3 business days for posting.
    - June 11 – Event is live on Events calendar
    - June 15 – Event appears in newsletter
    - June 30 – Event appears in calendar email
    - July 5 – Host requests RSVP list and reaches out to attendees
    - July 7 – Successful Event!

Community event request process

- Community Captains must follow all guidelines outlined in above with regard to planning events for their local communities. The **Event Proposal form** must be submitted 4-6 weeks in advance of the event for review and to ensure there are no date conflicts with Impact-wide events.
- Community Captains will be given more leeway to create an experience unique to their community. Examples might include a “sip and shop” social gathering at a local retailer, a

"See Your Impact" event featuring a grant recipient, a monthly gathering for coffee or dinner, or periodic strolls on the beach. The idea is to engage Impact members in meaningful ways in their local area.

- Community Captains wishing to expand their invitation to neighboring communities should reach out to the Captains in those communities to gauge interest in sending to their members.
- All community events should include room for a member of the Impact leadership team to be included and to share an update on Impact news of interest to current and prospective members.

Thanking Sponsors at ALL events

- The recognition of sponsors throughout the years is critical and should be incorporated into every event we host. Ways to do this:
    - Include sponsors on a slide in your presentation if applicable. A slide can be requested from the sponsorship committee by **emailing Impact**.
    - Mention and thank sponsors during any remarks at the event. If there is a specific underwriter for the event, be sure to thank them.
    - If a sponsor is present, please plan to give them a minute or two in your presentation to speak. If you want to invite a sponsor to your event, let the Sponsorship Chair know.

Event Proposals Submission

To ensure maximum promotion for approved events, submit your proposal at least 3-6 weeks in advance of your event date.

- Submit your proposal using the simple, fillable form **found here**.
- Once you have submitted your proposal, **email Impact** to let them know a proposal has been submitted. Proposals will typically be reviewed within 3 business days.
- Information you will need for your proposal:
    - Host(s) Name, Email and Phone
    - Is host an Impact Member (Yes/No)
    - Is this proposal for an Impact-wide event or a Community Event? If Community event, which community(ies) will you engage?
    - Which of the Impact focus areas does the event underscore: Family, Environment and Animal Welfare, Arts and Culture, Education, and Health and Wellness.
    - A brief description of the event
    - Will there be Sponsor Involvement in the event?
    - Will there be Strategic Partner Involvement in the event?
    - Will there be Grant Recipient Involvement in the event?

    - Who will the key participants in the event be?
    - Proposed date/time
    - Proposed Venue name/location
    - Is the event free, ticketed, or pay on your own (if ticketed, include cost)
- Once an event is approved, the following additional information can be provided:
    - A longer description (including special instructions, directions, appropriate dress, who guests may bring, etc.)
    - A photo (.jpg format) to be used for promotion. Square (Instagram photo) is best. These will need to be sent as an attachment rather than embedded in an email or other document.
    - Reminder option: 1 or 3 days prior to the event.