



# Vancouver Elks Event Planning

## 1. Where to Start

Define your event.

**A. What's the purpose of my event?** This will give you a clear focus for the coming stages and help you prioritize.

**B. Who's the target audience?** This will affect your communication strategy, which channels you use, your tone of voice.

**New Chairs:** there are 3 ways to get past information:

1. Meet with last year's chairperson

2. Check in the event binder. After each event, the chairperson is responsible to put together an event binder (*keep this in mind as you organize your event*).

3. Our Elks Bookkeeper, Treasurer, or Secretary will have access to past accounting, available money in that event account or projected yearly budget amount (*remember this is not real money*).

**C. Check the Lodge planning calendar.** <https://teamup.com/ksdvts1za1gaa1fhad>

## 3. Budget — What to include in your budget

Before your event can take place, your budget will need to be presented to our Board of Directors.

**A. The Menu:** Estimate the number of people attending, and then work with the CMB Chair to coordinate food needs and costs with our available cooks.

**B. The Drinks:** Are you serving alcohol? Please contact a Trustee to make sure you are following the WALCC laws.

**C. Entertainment Costs**

**D. Decorations Costs** —The Lodge decoration chair may have free decorations that will work for your event.

**E. Advertising Costs**— Don't forget Signage

**F. Additional budget items to keep in mind:**

1. Staffing/Security (recommended for public events).

4. Outdoor event needs, i.e tenting

## 4. Get on the Board Agenda-Budget Approval

To get approval you will need to attend a board meeting with your budget. The Board of Directors meet twice a month. Email the Chairman of the BOD to get on the agenda.

**A. Information to include in your presentation:**

1. Purpose of Event: Membership/Charity event/ Target audience (*from the "Essential" section*)

2. Date(s) & time

3. Facilities/location needed

4. Food & drink details: Prepared in house/catered

Once event is approved, it is a good idea to inform in writing (email) the date, time and place of your event to the Banquet Manager, Lounge Manager, Kitchen coordinator, and Emblem Club.

## 5. Volunteers-work with the volunteer committee

**A. Determine needs:**

1. Number of volunteers needed/ Date(s) and times you need volunteers.



**Food handlers card link:** <https://doh.wa.gov/community-and-environment/food/food-worker-and-industry/food-worker-card>

**MAST card:** [https://lcb.wa.gov/mastrvp/mandatory\\_alcohol\\_server\\_training](https://lcb.wa.gov/mastrvp/mandatory_alcohol_server_training)

## 6. Customer Experience—Set up your event for success

Think through the event as your customer will experience it. Don't forget Signage

## 7. Ready to Promote (90 days out)

Fill out a "PR Event Form", they will promote to:

INTERNAL:

- **The Snooze**-Advertisement must be to editor by 15th of month for following month Snooze
- **Weekly Blast**-Blast Published every Tuesday for weekend and Future Events
- **Elk Cove Lounge Screens**

EXTERNAL: Elks Facebook, Elks Instagram, Elks Website, Online community calendars

Other ideas for You:

PRINT (*does it fit in your budget*)

Posters / Save the date cards and/or flyers —local business, place of work, other events

DIGITAL MARKETING

Your friends and contacts (*email, social media accounts*)

LODGE MEETINGS

***Tickets-Does your event require tickets?***

## 8. What to Do Next—the Event is approaching

### A. Meet with volunteers-make sure they know their role and time slot

1. Obtain copies of any Food handler cards or MAST cards that are needed (*have on hand at event*)

### B. Funds-Coordinate these needs through the office IN ADVANCE.

1. Sales require money bags, handheld credit card machines and/or a need for POS button on register.

### D. Paper work

1. Have your volunteer forms ready for tracking
2. Include copies of food handlers and MAST cards in your day of event folder
3. Include a accident report form in your day of event folder
4. Start collecting any receipts
5. Donations keep track of all donations. If the event is to be replicated, the next chairman will need to know the "real" cost of putting on the event.

(*After the event, the treasurer will want: the budget for the event, a balance sheet with itemized income and expenses "Event Budget" spread sheet provided), with all original receipts and invoices. As the chairman, please gather the invoices from you committee and submit them within 5 days post event.*)

## 9. After the Event—You did it! Well done, congratulations, and your Lodge thanks you!

### A. Clean up with your assembled team

### B. Turn in your final "Event Budget" spread sheet to the treasurer within 5 days

C. Turn in Volunteer Hours Worksheet to the lodge office or they can be emailed to [secretary@elks823.com](mailto:secretary@elks823.com)

### D. Write a summary of your event and submit it to the CBM chairman

### E. Share the success of your event with our members

1. Email PR any details or photos to [pr@elks823.com](mailto:pr@elks823.com), and they will share it with the membership where appropriate.

### F. Complete the event book for future use— turned in to the office within 30 days after the event

1. Summary
2. Contact info for next year's committee.
  - a. volunteers
  - b. vendors / entertainment
  - c. A copy of the budget, and invoices
  - d. Examples of advertising
  - e. List of left over inventory

### G. And most important, thank all the volunteers!



**PUBLIC RELATIONS EVENT FORM**  
*(Please turn in three months prior to your event for the best results)*

Chairperson(s) Name: \_\_\_\_\_

Email: \_\_\_\_\_

Phone number: \_\_\_\_\_

Name of event: \_\_\_\_\_

Date of event: \_\_\_\_\_

Location of event: \_\_\_\_\_

Time of event: \_\_\_\_\_

Is event on the official lodge calendar:  Yes  No

This event is:

Members only

Members and their guests

Public

This event is:

Free

Requires tickets in advance \$\_\_\_\_\_

Requires tickets at the door \$\_\_\_\_\_

PRICE

The purpose/goal of the event is: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This event should be promoted via:

The Blast

The Snooze

Social media

Vancouver Elks website

Posters round the club

Fliers for community

Local media

Other: \_\_\_\_\_

Do you have a budget for advertising/printing  Yes  No

*The public relations committee does not have a budget to print materials for events*

**PLEASE SUBMIT TO PUBLIC RELATIONS:**

email to [pr@elks823.com](mailto:pr@elks823.com) or deliver to PR mailbox located in the lodge office.

Immediately after an accident, fill out this form and send to:



**GALLAGHER BASSETT SERVICES, INC.**  
(See Claim Procedures on previous page for Complete Instructions)



THIS ACCIDENT RESULTED IN:

- BODILY INJURY
- PROPERTY DAMAGE ONLY

# ACCIDENT REPORT

(Please fill in all spaces — This form is to be completed by Lodge Management, **NOT** by the Claimant)

## CLIENT: B. P. O. ELKS

LODGE #	LODGE NAME	ADDRESS		
CITY	STATE	ZIP CODE	PHONE	
E-MAIL		ALTERNATE PHONE		

## CLAIMANT

NAME	AGE	PHONE	E-MAIL	
ADDRESS	CITY	STATE	ZIP CODE	
OFFICIALS CALLED TO THE SCENE	<input type="checkbox"/> POLICE <input type="checkbox"/> FIRE DEPT. <input type="checkbox"/> AMBULANCE	IS CLAIMANT	<input type="checkbox"/> AN ELKS MEMBER? <input type="checkbox"/> A LODGE EMPLOYEE? <input type="checkbox"/> RECEIVING ANY COMPENSATION?	

## DETAILED DESCRIPTION OF INJURY/LOSS (What Happened?)

DATE OF INJURY/LOSS	TIME OF INJURY/LOSS	AM <input type="checkbox"/>	WHERE DID INJURY/LOSS OCCUR? (parking lot, kitchen, bar, etc.)
		PM <input type="checkbox"/>	

DID INJURY/LOSS OCCUR DURING RENTAL EVENT?	<input type="checkbox"/> YES	<input type="checkbox"/> NO
IF "YES," DID RENTER PROVIDE INDEMNITY/EVIDENCE OF INSURANCE?	<input type="checkbox"/> YES	<input type="checkbox"/> NO

## WITNESSES

NAME	PHONE	E-MAIL	
ADDRESS	CITY	STATE	ZIP CODE
NAME	PHONE	E-MAIL	
ADDRESS	CITY	STATE	ZIP CODE

## LODGE OFFICER OR MANAGER WHO COMPLETED FORM

NAME	TITLE		
DAYTIME PHONE	WHEN TO CONTACT	E-MAIL	
	A.M. <input type="checkbox"/> P.M. <input type="checkbox"/>		
DATE OF REPORT	SIGNATURE		

CLAIMANT IS NOT TO COMPLETE/SIGN/SUBMIT REPORT.

