



FOUNDED IN 1959 BY SARA O'NEARA + YVONNE FEDDERSON  
PREVENTION + TREATMENT OF CHILD ABUSE

# EVENT OVERVIEW

SECTION III



FOUNDED IN 1959 BY SARA O’MEARA + YVONNE FEDDERSON  
**PREVENTION + TREATMENT OF CHILD ABUSE**

## Section III: Event Overview

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## Events Overview

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Childhelp greatly relies on our Chapters and Auxiliaries to raise awareness about our organization and the impact and magnitude of child abuse in our nation, as well as raise money for our many vital programs, including our villages and advocacy centers. Our Chapters and Auxiliaries are our lifeblood and enable Childhelp to provide the hope, help, and healing that our children so greatly need and deserve.

As a Chapter, we ask that you plan two fundraising events each year, one in the spring and one in the fall, and Auxiliaries are asked to hold one event. These events are a great way to raise awareness about Childhelp in your community and raise needed funds. Fundraising events are also a way for you to be creative and throw an event that reflects the unique characteristics of your area and your Chapter. We are so honored to have so many amazing Chapters and Auxiliaries that produce so many great events that capture the essence of Childhelp and our mission and provide a memorable experience for our guests.

Please find the following guidelines for invitations, program books, and celebrity protocol. We ask that you contact National Headquarters with any questions regarding fundraising events. Thank you for all you do, and we look forward to working with you to plan wonderful events that help the children we serve.

## Event Checklist

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### **4 – 12 months ahead of your event**

- Establish event goals and objectives
- Select Date
- Identify venue and negotiate details
- Get cost estimates (ex. room rental, food & beverages, equipment, speaker fees, travel, etc., and create a budget) and submit to your Regional Director
- Recruit event committee, event manager or chair and establish sub-committee chairs
- Create and launch publicity plan & brand your event (ensure staff and/or volunteers are identified to manage specific tasks—e.g., media relations, VIP coordination, printed material design & printing coordination, signage, online/social media, etc.). Be sure to reference the **Childhelp Brand Vibe Guide**
- Identify and confirm speakers/presenters/entertainers
- Identify and contact sponsors/partners

### **3 – 4 months ahead of your event**

- Speaker/presenter/entertainer liaison: e.g.:
  - Finalize presentation/speech topics Get bio information, photo
  - Travel & accommodation arrangements
  - Have contracts signed if appropriate, etc. and send to your Regional Director to be approved by National
- Financial/Administration: for example, determine:
  - Registration fees
  - Set up/enable online registration
  - Sponsor levels/amounts (sponsorship/donation packages) Identify items to be underwritten and accounting tracking details
- Venue/logistics planning, e.g.:
  - Investigate need for any special permits, licenses, insurance, etc. If insurance is needed please send request to your Regional Director
  - Determine and arrange all details re menu, A/V equipment, registration set-up parking, signage, etc.
  - Review security needs/plan for the event with venue manager



- Publicity:
  - Follow publicity plan, e.g., Develop draft program
  - Create draft event script (e.g., MC, speaker, introductions, thank, closing, etc.)
  - Request logos from corporate sponsors for online printed materials
  - Develop and produce save the date, invitations, programs, posters, tickets, etc. (send out save the date 3-4 months ahead of time)
  - Develop media list & prepare News Release Media Advisory, Backgrounder and all media kit materials (e.g., speaker info, photos, etc.)
  - Create event page on your website (complete the Marketing Request Form) Enable/create email event notifications
  - Create a Facebook event page (follow the Childhelp Social Media Policies and Principles guidelines)
  - Register your event on a variety of online event calendars
  - Determine VIPs and Create invitation & tracking document (e.g., spreadsheet)

## **Two months ahead of your event**

- Send reminders to contact list re: registration/participation
- Presenters/Speakers: e.g.:
- Confirm travel/accommodation details
- Request press announcements about keynote speakers, celebrities, VIPs attending, honorees, etc.
- Request mobile pay login or passwords and readers if using

## **One week ahead of your event**

- Have all committee chairs meet and confirm all details against master Plan – and ensure back-up plans are developed for any situation (e.g., back-up volunteers as VIP greeters, additional volunteers for registration or set – up, etc.)
- Finalize event script
- Brief any/all hosts, greeters, volunteers about their event duties and timelines
- Final seating plan, place cards, etc.
- Provide final registration numbers to caterer
- Make print and online copies of any speeches, videos, presentations, etc.
- Final registration check, name badges & registration list
- Determine photo op and interview opportunities with any presenters, VIPs etc. and confirm details with interviewee and media
- Confirm Wi-Fi is working if using mobile platforms

## **One day ahead of your event**

- Confirm media attending
- Ensure all signage is in place
- Ensure registration and media tables are prepared and stocked with necessary items (e.g., blank name badges, paper, pens, tape, stapler, etc.)
- Ensure all promo items, gifts, plaques, trophies, etc. are on-site

## **Event day**

- Ensure you have copies of all instructions, directions, phone numbers, and keys, extra parking permits for VIP guests, seating charts and guest lists with you
- Check-in with each Committee Chair to ensure their team is on track

## **Immediately following event**

While you need to conduct a thorough evaluation and update your budget, there are post-event publicity, fundraising and member development opportunities that you can take advantage of with just a little pre-event planning. Here are some of the activities you might consider once the event is over:

- Financial status: gather all receipts, documentation, final registration data, etc. and update budget
- Send event platform report and or event workbook to National for tax receipting
- Send thank- you s and acknowledgement letters to:
  - Sponsors
  - Volunteers
  - Speakers/presenters
  - Donors
  - The media

In your thank-you notes, be sure to remind the recipients of the event's success – and how they contributed (e.g., dollars raised, awareness - - number of participants, etc.).

- Post event publicity
- Conduct a Post – Event survey – to learn what people enjoyed about your event, and where you have room to improve
  - Cultivation calls: Follow – up Communication with Event participants to thank them for participating
  - Conduct a post event evaluation

We hope you found this checklist helpful in getting started with event planning. Use this as a starting point to identify or assign activities to various volunteers or staff - or print this off so you can literally check-off items as they are assigned or accomplished.

# Sample Event Committee Positions

## **Sponsorship Committee**

### **Responsibilities/Duties:**

- Create Sponsorship Packages/Levels (Childhelp National Headquarters will assist as needed).
- Create target list of potential donors/sponsors, making sure not to approach the same donors consistently or donors affiliated with the Childhelp National Headquarters.
- Mail out and/or hand-deliver sponsorship packages, with introduction letter included.
- Follow-up with phone calls to potential sponsors, securing their commitment and/or interest.
- Invoice or follow up on sponsorship payments
- Follow-up with each sponsor to obtain guest names, program book ads, and general sponsorship package commitments

## **Entertainment/Celebrities**

### **Responsibilities/Duties:**

Celebrity Entertainers are to be secured through the Childhelp National Headquarters. If a member has a direct contact with a celebrity, prior approval should still be secured through the Childhelp National Headquarters before finalizing their commitment.

All Childhelp Celebrity Ambassadors are to be requested and secured through the Childhelp National Headquarters. To request a celebrity ambassador, speak with the Regional Chapter Director in your area. (See page 25)



## **Stage Director**

### **Responsibilities/Duties:**

- Review script/check that all components are covered
- Assist with timing and flow of entertainment/guest speakers
- Secure an individual (s) to escort and cue celebrities, entertainment, and guest speakers participating in the program

## **Table Favors**

### **Responsibilities/Duties:**

- Secure table favors, through obtaining a table favor sponsor, soliciting in-kind donations or discounts from a variety of different companies. Try to select table favors which help carry the theme of the event or would be appropriate for the audience in attendance.
- Order table favors in enough time to wrap favors prior to the event.
- Wrap table favors, with the help of other Chapter/Auxiliary members. Make sure the packaging/wrapping design is indicative of the event theme or style.
- Distribute/Layout table favors for each person in attendance, prior to the event. Make sure you recruit other Chapter/Auxiliary members to help in the distribution process.

## **Decorations**

### **Responsibilities/Duties:**

- Work with the Chairman to determine the design/theme of event
- Recruit Chapter/Auxiliary members to serve on a decorations committee, utilizing them to help create a theme, make decorations (if appropriate), set up decorations prior to the event and take down decorations down after the event.
- Responsible for ordering decorations, materials and the necessary items for the event.
- Work with Chairmen to determine if a design company can assist with some of the theme/decorations, and obtain three bids from different design companies, making sure that the cost is within the approved budget.
- Room Décor often includes lighting, video screen design and placement, table linens, chair covers, centerpieces, event entrance, overall room design, etc.

## **Invitations**

### **Responsibilities/Duties:**

- Work with the event chair and a graphic designer to design the save the date card, invitation, opportunity/raffle tickets, response card, envelopes and all other inserts appropriate for the event.
  - *Please allow the Regional Chapter Director two weeks to approve your invitation before going to print. Please refer to Invitation Guidelines in the **Childhelp Resource Manual**.*
- Work with graphic designer to determine graphics and printing timeline, and approximate schedule for stuffing and mailing invitations and management of postal process.
- Recruit other Chapter/Auxiliary members to help stuff, address, and distribute the invitations.
  - All invitations should be mailed 6 weeks prior to the event.

## **On-Site Registration/Reservations**

### **Responsibilities/Duties:**

- Allow home/business address to be listed on invitation response card so RSVPs go directly to your home or Chapter PO Box.
- Utilize personal/business computer to input all RSVP's, event donations, etc. related to event (format/layout provided by National Headquarters if necessary)
- Work with Treasurer, making sure money is in Chapter bank account, on weekly basis
- Serve as a resource for Event Chairmen during table seating
- Work with Registration Committee regarding check in process/Registration Binders.

## **On-Site Registration**

### **Responsibilities/Duties:**

- Work with Reservations Chairman to create registration check-in binders including maps and multiple versions of the database, listing all attendees.
- Recruit Chapter/Auxiliary volunteers to man on-site registration tables
- Set up registration tables prior to event and break down tables after event
- Make sure all materials and supplies are secured prior to the event, i.e. cash box, petty cash, pens, highlighters, etc.

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## **Program Book Design**

### **Responsibilities/Duties:**

- Work with committee chairmen/graphic designer on layout and design of program book. Please refer to the Event Program Book Guidelines on page 19.
- Work with Sponsorship Committee to get sponsor ads into program book by deadline.
- Secure printer (usually same printer for invitations) and make sure program books can be printed and delivered within a couple of days of the event for easy distribution.
- Work with hotel and on-site volunteers or Chapter/Auxiliary members to distribute program books
- **Have program book approved by the Regional Chapter Director BEFORE printing and please allow 3 days for approval.**

## **Silent Auction**

### **Responsibilities/Duties:**

- Mail out letters to secure silent auction items and maintain a database, keeping record of all companies/agencies who received a request, their address, the contact person, what their response was, the item secured, the description and value.
- Collect Silent Auction items, and create the packages and themes of all items, making sure to keep the actual gift certificates in a secured area until check out.
- Created Silent Auction Description and Bid Sheets, keeping a consistent theme throughout.
- Purchased and/or supply all Silent Auction decorating materials, display materials, and any supplemental items necessary to run the Silent Auction Area
- Recruit Chapter/Auxiliary Volunteers to Set up, Monitor and Break Down Silent Auction area
- Create, on-site, the results sheet of all of the Silent Auction winners and distributed
- Manage Silent Auction check out area (must be set up prior to the close of event), which includes processing of live auction items, silent auction items, and donor pledges (if applicable).
- Ensure all Silent Auction winners have picked up their items during or after the event.
- Mail out thank you letters to all Silent Auction donors along with an In-Kind Receipt for their donation and submit event platform reports or event template to National for tax receipting.
- Sample Silent Auction Ask Letter may be obtained from your Regional Chapter Director.

## **Live Auction**

### **Responsibilities/Duties:**

- Mail out letters to secure live auction items and maintain a database, keeping record of all companies/agencies who received a request, their mailing address, the contact person, what their response was, the item secured, the description and value. Please do not use the term 'priceless' as related to the value of the item.
- Collect or pick up all live auction items, and keep the items in a safe, secure place prior to event. Since there are typically only a few high valued live auction items at an event, designate one person(s) to be responsible for bringing the items to the event.
- Secure Professional Auctioneer for the event (as applicable)
- Recruit Chapter/Auxiliary Volunteers to Set up, Monitor and Break Down live auction
- Make sure all live auction winners have picked up their items during or after the event
- Mail out thank you letters to all Live Auction donors with an In-Kind Receipt for their donation and submit event platform reports or event template to National for tax receipting.

## **Raffle**

### **Responsibilities/Duties:**

- Please check with your state concerning Raffle requirements and submitting Raffle reports.
- Mail out letters or make calls to companies/agencies to secure raffle item(s).
- Obtain description of raffle items and work with the selected graphic designer to create design or raffle tickets.
- Secure a printer for the raffle tickets and work with the Fundraising Chair and the President to determine how many raffle tickets you will need to order. Make sure raffle tickets are completed in time to put into the invitation as well as sell at the event. Remember to mention that raffle tickets are non-deductible.
- Work with Volunteer Chair to secure volunteers to sell raffle tickets during the event.
- Secure raffle baskets, clipboards, pens and mobile devices for volunteers who will be selling the raffle tickets.
- Secure a raffle bin for the drawing on stage and determine who will be in charge of collecting all of the raffle tickets and putting them into the raffle bin. Also determine who will be drawing the winner raffle ticket.
- Make sure all raffle winners have picked up their items during or after the event
- Mail out thank you letters to all Raffle donors along with an In-Kind Receipt for their donation and submit event platform reports or event template to National for tax receipting.

## **Table Sales**

### **Responsibilities/Duties:**

- Secure hosted table/ticket sales to meet event goal
- Identify and develop potential table hosts
- Follow up on outstanding guest lists for seating

## **Gratitude Committee**

### **Responsibilities/Duties:**

- Handwritten thank you notes to sponsors
- Thank you calls to donors

## **Greeters/Host & Hostess Committee**

### **Responsibilities/Duties:**

- Greet guests as they arrive to the event and direct them to the different venues and/or event activities
- Escort special guests to VIP/Media reception and make sure they are escorted to their VIP table. *Note: Often there are special host/hostesses for this position, determined prior to the event.*

## **Volunteer Coordinator**

### **Responsibilities/Duties:**

- Secure day of event volunteers for committee chairs (if necessary)
- Secure Chapter/Auxiliary volunteers for day of event support
- Send thank you letters out to all participating Chapter/Auxiliary volunteers following the event

**\* When securing a third-party vendor for any type of event assistance, we ask that you secure three bids from vendors and go with the most economical that fits within your specific event budget.**

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## Event Sponsorship Guide

### **Event Sponsorship Proposals**

When thinking of sponsorship for a particular Chapter or auxiliary event, you need to put yourself in the potential sponsor's shoes.

- What do they like?
- Who knows them?
- Who can personally present the proposal?
- What's their capacity?
- What kind of things have they done for similar organizations like Childhelp?
- What are their interests and motivations?
- What would you as a Chapter or auxiliary be satisfied with?
- What avenue do you approach for funding (corporate funds, employee contribution funds)?

All these questions and others you might have are all the ingredients to a successful sponsorship proposal. The purpose of the sponsorship proposal is for you to get in the door to see the person face-to-face. The key to a successful face-to-face meeting is having someone with you who has a relationship with the decision-maker.

### **Helpful Hints: Putting Together a Sponsorship Package**

#### Guidelines:

- 1 Clear, short explanation of the Childhelp mission and how it pertains to local Chapter/Auxiliary.
- 2 Clearly explain the offer that you are presenting to the sponsor.
- 3 Outline clearly the details of the event and what you want the sponsor to underwrite or invest in.
- 4 Identify different levels of sponsorship pertaining to your event (see attached sample).
- 5 Clearly outline the specific benefits for the potential sponsor.
- 6 Include the most recent Childhelp annual report as applicable
- 7 Include supplemental materials specific to events, the following are optional:
  - Fact sheet on event
  - List of event committee members
  - List of honorary chairs (if applicable)
  - Childhelp support materials

Revised 09.15.2024



## **When a Prospect Agrees to Sponsorship**

- 1 When you secure a sponsor for an event, what do you do next? The following is a checklist of steps to follow:
- 2 Make sure the interested party receives the event sponsorship package outlining the benefits to the sponsor and different methods for payment.
- 3 Always stay in communication with the decision-maker or their designee as you get closer to your event. In other words, you are building a trust relationship; and they are beginning to own “the event” with you.
- 4 Designate one Chapter/Auxiliary member to make sure the Chapter is fulfilling its promises to the sponsor.
- 5 Make certain the sponsor is recognized appropriately at the event, per the sponsor benefit agreement.
- 6 After the event, mail a thank you letter.
- 7 Make certain sponsor is recognized in Chapter/Auxiliary newsletter (if applicable).

## Sample Event Sponsorship



The image is a colorful sponsorship menu for the 16th Annual Childhelp Wings Fashion Show. It features a red and white striped background with a yellow and blue border. At the top, there is a banner with red, yellow, and blue pennants. The Childhelp logo is prominently displayed, along with the text 'WINGS' and '16TH ANNUAL CHILDEHELP WINGS FASHION SHOW'. The main headline reads 'COME ONE COME ALL TO THE GREATEST SHOW ON EARTH'. Below this, there are two columns of sponsorship levels: 'SPONSORSHIP LEVELS' and 'UNDERWRITING LEVELS'. Each level includes a list of benefits such as runway table spots, model spots, name recognition, and promotional materials. At the bottom right, there is a cartoon illustration of a circus ringmaster with a megaphone. A small disclaimer at the bottom center states '\*All benefits based on print deadline.'.

**Childhelp**  
WINGS  
16TH ANNUAL CHILDEHELP WINGS FASHION SHOW

**COME ONE COME ALL  
TO THE GREATEST SHOW ON EARTH**

**SPONSORSHIP LEVELS**

**RINGMASTER \$10,000**

- Runway table of (10)
- Four child model spots in the fashion show
- Name recognition in event promotional materials
  - Event invitation (based on print deadline)
  - Event web page
  - Program book
- Name recognition in all media and news releases
- One full page premium ad in program book
- Company logo placement on step and repeat banner

**RIDERBOX \$5,000**

- Preferred table of (10)
- Four child model spots in the fashion show
- Name recognition in event promotional materials
  - Event web page
  - Program book
- Name recognition in all media and news releases
- Half page ad in program book

**MAGICIAN \$2,000**

- Preferred table of (10)
- Two child model spots in the fashion show
- Name recognition in event promotional materials:
  - Event web page
  - Program book
- Half page ad in program book

**JUGGLER \$1,500**

- Table of (10)
- One child model spot in the fashion show
- Name recognition in program book

**ADULT TICKET \$150 PER PERSON**

- Individual seat at a standard table

**CHILD TICKET \$100 PER PERSON**

- Individual seat at a standard table

**UNDERWRITING LEVELS**

**CARNIVAL (CATERING) \$15,000**

- Runway table of (10)
- Exclusive logo on menu cards and branded cocktail napkins
- Name recognition in event promotional materials
  - Event invitation (based on print deadline)
  - Event web page
  - Program book
- Name recognition in all media and news releases
- One full page premium ad in program book
- Company logo placement on step and repeat banner

**THE BIG TOP (DECOR) \$10,000**

- Runway table of (10)
- Exclusive logo on table numbers
- Name recognition in event promotional materials
  - Event invitation (based on print deadline)
  - Event web page
  - Program book
- Name recognition in all media and news releases
- One full page premium ad in program book
- Company logo placement on step and repeat banner

**FLYING TRAPEZE (VALET) \$2,000**

- Preferred table of (10)
- Exclusive logo placement on Valet Signage
- Name recognition in event promotional materials
  - Event web page
  - Program book
- Name recognition in all media and news releases
- Half page ad in program book

\*All benefits based on print deadline.

## Invitation Guidelines

Please review the Childhelp Brand Vibe Guide for all logo, color, and other branding specifications.

### **Required Items for Event Materials**

- Childhelp approved logo - *required* on the front of the invitation
- The Childhelp approved logo should also be listed within the invitation, where appropriate, as well as on the response card, inserts and invitation envelopes.
- Tax ID Number 95-2884608
- Tax deductibility statement on invitation and response card
- Website – [www.childhelp.org](http://www.childhelp.org)
- Social Service Permit (where required)
- Include on all response cards the option, “No, I cannot attend but would like to donate \$\_\_\_ to help abused and neglected children.”
- Response cards must state Complimentary and # of tickets, and/or the cost

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Drafts must reach the Regional Chapter Director for approval no less than two weeks prior to your printing deadline. No printing can be done without approval.

### **Optional Items for Event Materials**

- Enclose raffle/opportunity chance tickets



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**PREVENTION AND TREATMENT  
OF CHILD ABUSE**

**Complimentary Invitations for All Events Should be Extended To:**

- Founders' Sara O'Meara and Yvonne Fedderson
- Childhelp Executive Vice President and Spouse
- Regional Chapter Director
- Coordinating Council President in your region
- Childhelp staff participating in the event/program
- Event in-kind donors as determined by Chapter/Auxiliary
- Press or media *(as determined by the Event Chair, along with Chapter/Auxiliary Public Relations Chair. If an event is co-hosted by Childhelp, National Headquarters, staff will also be included in decisions on complimentary media passes and decisions on VIP press room attendees)*

**Invitations for all Events At Cost Should be Extended To:**

- All National Board of Directors and their spouses/guests
- Coordinating Council Members within your region and their spouses/guests
- All Childhelp members attending from out of state and other Chapters, as determined by the Chapter
- Staff members of Childhelp, as determined by Sara and Yvonne or the National Board of Directors
- Special guests or donors invited by the National Headquarters

**Sample Event Invitation**

**EACH SINGLE GOLF ENTREE INCLUDES:**  
**2-NIGHTS AT SENSEI PORCUPINE CREEK,**  
FOR YOU AND YOUR SPOUSE / GUEST  
**GOLF FOR ONE, AND ALL MEALS FOR TWO.**

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<p><b>EVENT DETAILS</b> April 7th - 9th, 2024 at SENSEI Porcupine Creek in Rancho Mirage, CA</p> <p><b>APRIL 7TH</b> Check in at SENSEI Porcupine Creek Evening casual pairings dinner</p> <p><b>APRIL 8TH</b> Breakfast in the clubhouse Driving range Shotgun start Spouses - Breakfast at their leisure Spouses - Lunch at leisure, time for spa, tennis, yoga, hikes etc.</p> <p><b>APRIL 9TH</b> Breakfast at leisure Check out</p> <p><b>THANK YOU</b> Our deepest gratitude to SENSEI Porcupine Creek and Larry Ellison for providing a beautiful experience for Childhelp's 10th Annual Golf Invitational.</p>	<p><b>CONTACT INFORMATION</b></p> <p>Name _____</p> <p>Company _____</p> <p>Address _____</p> <p>City _____ State _____ Zip _____</p> <p>Phone _____ Email _____</p> <p><b>RESERVATION</b> (\$7,000 per golfer. All-inclusive, except travel.)</p> <p>Individual Golfer \$ _____ per person.</p> <p>Foursome \$ _____ per person. (\$28,000 for four)</p> <p>I am unable to attend. Please accept my tax-deductible donation of \$ _____.</p> <p><b>METHOD OF PAYMENT</b></p> <p>Total amount payable to Childhelp \$ _____</p> <p><input type="radio"/> Check <input type="radio"/> Visa <input type="radio"/> MasterCard <input type="radio"/> AmEx <input type="radio"/> Discover</p> <p>Card # _____</p> <p>Name on Card _____</p> <p>Expires _____ CCV _____</p> <p>Signature _____</p> <p><small>(Your golf entree fee is \$1,500 tax deductible per golfer.)</small></p>
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childhelp.org

**THANK YOU FOR YOUR PLEDGE TO HELP US  
ERADICATE CHILD ABUSE AND NEGLECT.**

Proceeds will benefit the programs and services of Childhelp in California.  
Please send to Judy Jensen at [jensen@childhelp.org](mailto:jensen@childhelp.org) or call 760-674-9400.  
Childhelp Palm Desert Office, 74-333 Hwy 111, Ste. 206, Palm Desert, CA 92260  
Childhelp is a 501(c)(3) tax-exempt non-profit. Federal Tax ID #95-28184608.

## Event Program Book

### **Requirements**

All Childhelp programs must include the following components:

- Childhelp logo (please refer to the Logo and Name Policy section in this manual)
- Website address: [www.childhelp.org](http://www.childhelp.org)
- Tax ID #: 95-2884608
- Founders' Message – request from your Regional Chapter Director using the enclosed form (on page 21-22). A picture of Sara and Yvonne should accompany the Founders' Message.
- Childhelp National Child Abuse Hotline number . . . 1-800-4-A-CHILD
- Chapter/Auxiliary committee members and positions (pictures optional)

*The items listed below are updated on a regular basis and available through our Childhelp website. Please contact the Regional Chapter Director if you need assistance.*

- Celebrity Ambassadors – choose picture and name or name only
- Childhelp story
- Decades of Caring
- National Board of Directors, along with Honorary Members
- List of all Chapters and Auxiliaries
- List of all Childhelp facility locations

### **Optional Items**

- Advertisements
- Children's story
- Actual story for a Hotline call (*Regional Chapter Director* for an updated story)
- Various Chapter/Auxiliary pictures
- Choose a theme or consistent design – coordinate with National Headquarters theme, if applicable



# Sample Event Program

**Childhelp WINGS**  
PRESENTS THE 17TH ANNUAL  
FASHION SHOW LUNCHEON

**Pinwheels**  
FOR A PURPOSE  
MOTHERS AND DAUGHTERS MAKING A DIFFERENCE TOGETHER



**FASHION SHOW CHAIRS**  
IVY & BROOKLYN CIOILI AND MONIQUE & HARPER HAMPTON

**SUNDAY, APRIL 21 | 10AM-2PM**  
**CHATEAU LUXE | 1175 E LONE CACTUS DR. | PHOENIX, AZ 85024**

The Hehets Company  
The Value of Your AN @NPP COMPANY

 BlueCross BlueShield of Arizona

 CHEF JOEY CONCEPTS

 GRIMALDI'S  
EST. 1863 (1913)

 Foot Lane Drive

## MESSAGE FROM THE CHAPTER

17TH ANNUAL CHILDEHELP WINGS FASHION SHOW AND LUNCHEON: PINWHEELS FOR A PURPOSE



**Carol Hebets**  
Wings Founding Mother



**Parisa Gorg**  
Wings Chapter President



**Angela Phillips**  
Wings Chapter Vice President

*"The greatest gifts you can give your children are the roots of responsibility and the wings of independence." — Denis Waitley*

Every day at Childhelp Children's Center of Arizona Dedicated to Linda Pope, professionals from across the child welfare community join together for a shared purpose.

Doctors from Phoenix Children's Hospital, investigators from the Office of Child Welfare Investigations, the Maricopa County Attorney's Office, and the Crimes Against Children Unit of the Phoenix Police Department, with the Phoenix Family Advocacy Center upstairs — all share a roof, but share something far more important, too.

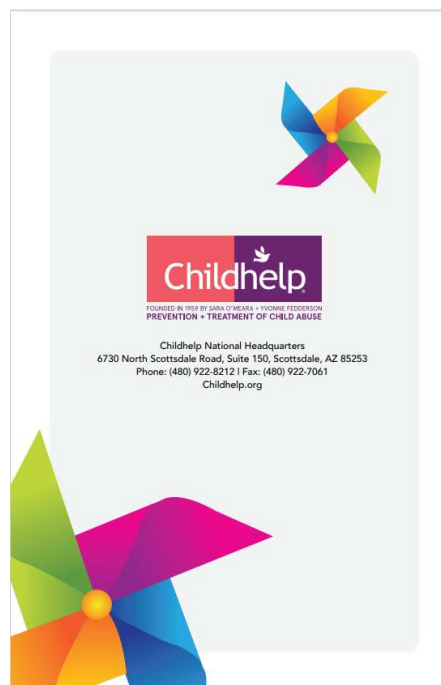
Likewise, teachers, counselors, coaches, trainers, and everyone who facilitates Childhelp Speak Up Be Safe and Childhelp Speak Up Be Safe for Athletes, 24/7 counselors on the Childhelp National Child Abuse Hotline, ready to answer a call, text, or chat, all have the same goal in mind. It's the driving force for this fashion show and the same that our families champion every day as Childhelp Wings members.

We gather hand in hand, forming a circle of protection for children who have been hurt. With our voices lifted, we speak the promise that every family can be safe and healthy. With hope in our hearts and love guiding our mission, we strengthen victims so they may thrive and inspire survivors no matter where they are in the healing journey.

Our purpose is to end child abuse. When a child is being harmed, each of us has the power to reach out and help. When survivors struggle, we can all be lifelines of love. Families in crisis rely on neighbors and friends just like you, and the pinwheel reminds survivors, care workers, and all of us: We are not alone.

Thank you for being there for children most in need and for making room in your own family for the hope we need to shape a future where child abuse is no more!

65 YEARS OF CHILDEHELP 4



**Childhelp**  
FOUNDED IN 1959 BY SARA O'NEARA • YVONNE FEDERSON  
PREVENTION + TREATMENT OF CHILD ABUSE

Childhelp National Headquarters  
6730 North Scottsdale Road, Suite 150, Scottsdale, AZ 85253  
Phone: (480) 922-8212 | Fax: (480) 922-7061  
Childhelp.org





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**PREVENTION AND TREATMENT  
OF CHILD ABUSE**

## Sample Founders' Message Request Form

Date of Request:

Due Date:

Name of Chapter or Auxiliary:

Contact Person:

Phone Number:

Email Address:

Address:

In order for us to expedite your request, please complete the following information:

This will be the \_\_\_\_\_ year this event has been held (e.g. 3<sup>rd</sup>, 10<sup>th</sup>, etc.)

Name of the Event:

Event Theme:

Date of the Event:

Location of the Event:

**Honoree #1:**

Name of the Award:

**Honoree #2:**

Name of the Award:

**Honoree #3:**

Name of the Award:



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Sponsors who should be acknowledged in the Founders Message:

Special Acknowledgements:

Any other information you would like us to know about the event:

**PLEASE SUBMIT THIS FORM A MINIMUM OF 2 WEEKS PRIOR TO DUE DATE**

Forms may be emailed to your Regional Chapter Director.

**PLEASE ATTACH ANY ADDITIONAL IMPORTANT INFORMATION  
(e.g. biography of Honorees, background on sponsors, etc.)**

## Sample Founders' Thank You Letters Request Form

Date of Event: \_\_\_\_\_

Name of Chapter or Auxiliary: \_\_\_\_\_

Event Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Address: \_\_\_\_\_

Sara O'Meara and Yvonne Fedderson are known for their very sincere and personal thank you letters to key individuals who plan and orchestrate Childhelp special events. With this in mind, please fill out the following form with important details about what the individual did or gave to make the event so successful. These thank you letters are limited to the individuals who went over and beyond the call of duty for Childhelp.

### **PLEASE SUBMIT THIS FORM NO LATER THAN 1 WEEK AFTER EVENT**

Name of the Event:

Event Theme:

Date of the Event:

Location of the Event:

### **Special Thanks to the following individuals:**

1. Name of the individual/couple: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

List what was done, given, extra special donation, etc.: \_\_\_\_\_

\_\_\_\_\_

2. Name of the individual/couple: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

List what was done, given, extra special donation, etc.: \_\_\_\_\_

\_\_\_\_\_

3. Name of the individual/couple: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

List what was done, given, extra special donation, etc.: \_\_\_\_\_

\_\_\_\_\_

4. Name of the individual/couple: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

List what was done, given, extra special donation, etc.: \_\_\_\_\_

\_\_\_\_\_

Please make sure to include any additional relevant information that could help personalize the thank you letters from the Founders. This may involve details about the individuals, specific event details (including photos of centerpieces or special decor), or noteworthy occurrences from the event. PLEASE NOTE: If this form is not completed, thank you letters will not be sent.

Forms may be emailed to your Regional Chapter Director.



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## Celebrity Protocol

### Requirements

- **All celebrity requests or solicitations must be coordinated through the Regional Chapter Director in your area, who will coordinate with the Founders. Even if a celebrity is a personal friend of a Chapter/Auxiliary member, the Childhelp National Headquarters must be contacted prior to soliciting a celebrity.**
- The Chapter/Auxiliary will coordinate all event travel logistics with the Childhelp Celebrity Liaison, at which point, the celebrity liaison will work directly with the celebrity ambassador to fulfill the requests.
- All Childhelp Celebrity Ambassador phone numbers and addresses are confidential and are kept on file at the National Headquarters. If a Celebrity Ambassador discloses their phone number or address to a Chapter/Auxiliary member pertinent to an event, that information is not to be utilized after the event. All celebrity correspondence including event solicitation, invitations and thank you letters are to be submitted to their respective Regional Chapter Director who will then give to the celebrity liaison to send out on Chapter's behalf.
- When a Chapter/Auxiliary requests a celebrity to participate in an event, either within the program or as an honoree, the Chapter/Auxiliary must take responsibility for the ancillary costs incurred. Listed below are some of the costs for which you may need to budget when hosting a celebrity . . .
  1. **Transportation (limousine or first-class airfare) to and from the event from their personal residence or hotel**
  2. Hotel (suite or upgraded room)
  3. Potential room incidentals (meals, movies, etc.)
  4. Complimentary event tickets provided to the celebrity and their guest
  5. Complimentary event tickets to the celebrity's family (optional)
  6. Flowers, a gift or fruit basket in their room with a "thank you" note from the Chapter/Auxiliary

When hosting a celebrity, make certain they fully understand what is expected of them, including events in which they will participate, their role at each event, how long they will be speaking, etc. Additionally, check with the celebrity to see if they have any special dietary need and arrange accordingly.

- If National requests or invites a celebrity, the ancillary costs listed above will be covered by National.
- All celebrities in attendance at a Childhelp event must be seated at a premier table and announced or introduced within the script.
- All celebrities/ambassadors in attendance at a Chapter/Auxiliary event must be assigned a host/hostess prepared to escort them to the different facets of the event(arrival/departure to the airport, if applicable; VIP reception; designated media interviews; main event; Childhelp facility tours; hotel room, etc.).

*Please note: Sara and Yvonne may choose to have a National Board member serve as the host/hostess for certain events.*



## Newsletters

### **Requirements**

Childhelp Chapter newsletters should include the following:

- Approved Childhelp logo(s)
- Message from the Chapter/Auxiliary President
- Dates and locations of future meetings (including cost of the meal)
- Highlights from recent events
- Updates from the Fundraising Chair
- List of new members and their contact information
- Birthday announcements

### **Additional Suggestions**

- Review of highlights from previous meeting to keep supporting members informed
- Review other Chapter/Auxiliary newsletters to get fresh ideas
- Childhelp facility information – upcoming trips to a Village or Group Home, special needs of the children, volunteer opportunities
- Child-related stories, child abuse survivor stories (contact National Headquarters)
- Updates on Chapter/Auxiliary financial reports

**Newsletters Should Be Sent To:** *(Names and addresses will be provided as needed)*

- Your Chapter/Auxiliary membership and requested guest list – email if possible, to save on cost
- Founders, Sara O'Meara and Yvonne Fedderson
- Your Regional Chapter Director
- All Chapter/Auxiliary Presidents (email, if possible)
- Coordinating Council Presidents (email)

*\* Please refer to the Childhelp Brand Vibe Guide to ensure compliance with organizational guidelines*

SUMMER 2024 NEWSLETTER



## PRESIDENT'S LETTER

You are an awesome group of dedicated members who love doing everything in your power to help children and families in need. I am honored to serve as President for the new season.

We recently finished another exceptional season! (See pg 3) I am so excited about our new Chapter and Board members, and I am looking forward to working with each of you this year. Welcome to our new Board members: Kay Constantine, Kathy Kilroy, and Clare Van Loon. We are also grateful to our continuing Board members: Paulette Carkonen, Libby Baracani, Joyce Sosebee, and Robin Iacono. I want to thank outgoing Board members Vonda Manley and Andrea Duffy for their wonderful contributions during the past year, too.

We continue to be inspired by our loving Founders,

Sara O'Meara and Yvonne Fedderson and the Childhelp mission statement: "Childhelp exists to meet the physical, emotional, educational and spiritual needs of abused, neglected and at-risk children. Childhelp believes that every child has a unique contribution to make to the world, and deserves the best that we can provide." Wishing each of you and your families a happy, safe

summer. A heartfelt thank you for your commitment to the precious children of Childhelp. I look forward to seeing you all at our first meeting on **Monday, October 21, 2024 at 11 a.m. at Toscana Country Club.**

With love and devotion,  
Diane Aaker  
Chapter President  
760.835.1138 - cell  
[diane.iwchapter@gmail.com](mailto:diane.iwchapter@gmail.com)



*Executive Board members Jim and Carol Hebets, left, join Bubbles & Bites hosts Tracy and Brian Webster (right) and Childhelp Founder Sara O'Meara at the Webster's home for the Fourth Annual Bubbles & Bites event.*

