

Cheetah Conservation Fund

CCF USA Chapter Guidelines

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Introduction to CCF

Cheetah Conservation Fund (CCF) was founded in 1990 by Dr. Laurie Marker as a Namibian non-profit dedicated to the long-term survival of the cheetah and its ecosystems. CCF activities include conducting international research, conservation and education programs to ensure the survival of the cheetah for future generations.

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Namibian Non-profit Registration #: 21/20002/341

CCF Mission Statement: To be the internationally recognized center of excellence in the conservation of cheetahs and their ecosystems. CCF will work with all stakeholders to develop best practices in research, education, and land use to benefit all species, including people.

Dr. Marker has grown CCF into an international organization that is headquartered in Namibia with operations in Somaliland, Canada, Australia, France, Italy, Netherlands, United Kingdom and the United States along with partnerships with several other nations.

CCF USA

CCF USA is a registered 501(c)(3) that oversees the CCF USA Volunteer Chapters. A large percent of the support raised for CCF Namibia is contributed to CCF USA and the CCF USA Chapters. Together we work to educate the public on the plight of the wild cheetah.

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22301-0496 US Toll-free:
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www.cheetah.org
U.S. Non-profit Registration #: 31-1726923

The job at hand is to save the cheetah in the wild. The work is not for the faint of heart! We need to work with the speed and determination of a cheetah. It is noble work in which to be engaged, it's a true reward that comes from knowing that what we do is of prime importance, not just for the cheetah but for humanity as well. Dr. Laurie Marker asks: *“How can we say to future generations that we let the world's fastest land animal go extinct in our lifetimes? And it will if we don't save it! The fate of the cheetah rests in human hands, our hands.”*

CCF USA has a minimum number of staff and relies heavily on volunteers to assist with fundraising, community education, governance and daily operations. Current full-time staff positions in the USA are as follows:

- Director of Operations and Finance
- Digital Media and Graphic Design Manager
- Constituent Relationship Manager
- Development Manager - Grants and Designated Giving
- Development Manager - Events and Special Projects
- Development Manager - Conservation Specialist
- Development Manager - Executive Assistant

In addition to their fundraising efforts, the four development managers have each been assigned to cultivate and support volunteers and donors in large geographic areas. The four geographic areas are currently as follows:

- West Coast - California, Oregon, Washington
- Central West - Nevada, Idaho, Utah, Arizona, New Mexico, Colorado, Wyoming, Montana, New Mexico, North and South Dakota, Nebraska, Kansas, Texas, Alaska, Minnesota and Hawaii
- Central East - Alabama, Arkansas, Oklahoma, Illinois, Michigan, Missouri, Ohio, Tennessee, Wisconsin, Louisiana, Iowa, Mississippi, Kentucky, Indiana
- East Coast - Connecticut, DC, Florida, Georgia, Maryland, North Carolina, New Jersey, Pennsylvania, Rhode Island, South Carolina, Virginia, New York, Vermont, Maine, Virgin Islands, New Hampshire, Delaware, Washington, Massachusetts

The development manager assigned to your geographic area will be your main point of contact and they will bring in other staff as necessary to support your efforts on behalf of CCF. If you are not sure who your assigned development member is, please call 866-909-3399 or email info@cheetah.org.

For more background on CCF see www.cheetah.org and explore the “about us” section.

For more information on CCF USA see cheetah.org/USA.

USA Chapters

The purpose of the USA Chapters is to raise funds for CCF's globally reaching work and expand the CCF network. The importance of this fundraising work cannot be understated.

USA Chapters, managed by dedicated volunteers, range in size from a few to several hundred. Each has a leader to coordinate volunteers and organize fundraising and public awareness events. Participation in a local CCF Chapter is a rewarding commitment. Many USA Chapter members have been to CCF Namibia, or other areas of Africa, have seen cheetahs in the wild, and enjoy working with others who love and support the cheetah. A common passion brings CCF's supporters together to help save this incredible cat from extinction.

The main activity of USA Chapters is to sponsor fundraising events throughout the year and to support the annual USA Spring and Fall Tours of CCF's Founder and Executive Director, Dr. Laurie Marker. Chapter members also get to know key donors and foundations in their geographic area and keep them engaged. It is important that Chapters hold events throughout the year (outside of tours), as well as maintain involvement in other ongoing initiatives (e.g. with media and grant funding bodies). Fundraising is a shared responsibility that our Founder and Executive Director, Board of Directors, Trustees, CCF staff and volunteers all participate in.

Events help spread the CCF messages and support our organizations fundraising efforts. They also create opportunities to sign up new people that are interested in CCF communications. The names are very important and are also used by CCF to grow our base of contacts for fundraising. Attending fairs and local events can assist in our education awareness building as well as bringing new "cheetah friends" into CCF.

Official Chapters

As of January 2020, there are official CCF USA Chapters in the following regions:

- Dallas/TEXAS
- Denver/COLORADO
- Detroit/MICHIGAN
- Indiana/INDIANA
- New York/NEW YORK,
- New Jersey & Connecticut
- Portland/OREGON
- San Diego/SOUTHERN CALIFORNIA
- San Francisco/NORTHERN CALIFORNIA
- Seattle/WASHINGTON
- Washington, DC/VA AREA

CCF personnel will work with dedicated volunteers who are willing to set up a chapter in their region.

Needs of a Successful Chapter

Chapter Lead, President, Facilitator, Chairperson or Coordinator

- Assumes the primary Leadership role of the Chapter
- Appoints and reappoints chapter roles
- Provides guidance for chapter development
- Encourages and appreciates volunteers
- Dedicates time and energy to CCF's cause
- Leads scheduled meetings
- Coordinates local activities
- Provides oversight of financial management
- Commits to the cause and mission of CCF

Chapter Secretary

- Writes and distributes minutes for all chapter meetings
- Records minutes for all chapter meetings
- Takes attendance at all chapter meetings
- Maintains a volunteer member list with contact information

Chapter Planning Members

- A core group of volunteers who help plan and execute all activities within the chapter
- Regularly attends scheduled planning meetings
- Take an active role as a leader for events like galas or home-hosted venues, etc.
- Recruits other volunteers to participate in chapter events
- Commits to the cause and mission of CCF

Chapter Support Volunteers

- Volunteers who can commit to event support or intermittent volunteer roles
- Commits to event(s) developed by the chapter
- Occasionally may attend chapter meetings
- Commits to the cause and mission of CCF

Regularly Scheduled Meetings

- Will depend on the geographic distribution of the chapter and general availability. The following guidelines will assist in meeting planning
- Meetings can take place in person at a set location or via an online platform or telephone conference (Conference lines are available through CCF headquarters at request)
- Once conference call times are scheduled send out invitations out at least a week in advance
- Distribute meeting agenda within a week of the scheduled meeting
- Scheduled start time and projected end time should be adhered to stay on schedule
- Stay on agenda and allow all members to have a chance to participate
- Ensure that assignments are clearly understood
- Minutes are distributed within a week of the adjournment of the meeting

A Kick-off Meeting

- Work with the CCF staff to notify everyone in the CCF Database for your area
- Contact other organizations in your area who may know interested people
- Serve simple refreshments to help members and potential members to socialize, always important to a Chapter's success
- Choose a modest, fun event that won't require too much planning, time or volunteer effort
- Attempt to plan one kick-off meeting a year

Attracting Volunteers

The success of a chapter is directly related to the volunteers who willingly give of their time and talents to promote CCF. This section will give you insight as to how to recruit valuable volunteers that will help you reach your goals.

Why People Become Volunteers...

- They possess a love for the cheetah and desire the species' survival
- They have an interest in wildlife, conservation and/or Africa
- They have extra time and/or want to do something worthwhile
- They wish to make an association with a group
- They want to meet other like-minded people
- They wish to gain a broader perspective
- They have been persuaded by a family member or friend

Where You Can Find Them...

- Accessing contacts through the existing volunteer base (family/friends/colleagues)
- Asking donors to help at events or attend meetings
- Using events to find people who are already interested
- Recruiting through the database with the support of a CCF staff member

How to Keep Them...

- Ensure they really want to be a volunteer
- Get to know them, their interests and skills
- Utilize their skills, most people are proud of what they do and like to share their skills
- Assign duties matching personalities and talents
- Avoid overburdening them with tasks
- Encourage them to work as a team and hold regular meetings
- Respond to concerns, questions and suggestions
- Encourage individuals to be creative and investigate other ways of doing things
- Be supportive of creative ideas
- Give them opportunities to learn something new, e.g., designing a flyer, coordinating raffle prizes, talking with local artists, etc.
- Be sensitive to their busy lives and schedules, make reminder contact by phone or email two days before meetings
- Most importantly, show appreciation.
- Thank them for their efforts, have an annual volunteer party where they are relaxing, not working, write thank you notes, give praise for the work well done. International Cheetah Day, Dec. 4 is a great day to celebrate. (See Appreciation section on Page 15)

Fundraising Events

The main goals of the USA Chapters are to raise funds, promote the education of CCF's worldwide work, and to promote tourism to CCF Namibia. When starting a new chapter, attaining a fundraising goal should be set. The USA Chapters are the fundraising cheerleaders which support CCF's vital mission. Fundraising annual goals should be projected for the first year with an annual goal of growth by set amounts on an annual basis. There are tools and platforms available to help with this goal. The importance of this fundraising work cannot be understated. These funds keep CCF's work alive in Namibia, Somaliland and other places where wild cheetahs may have a chance to survive.

To be successful, a fundraiser needs to know their region, community and the individuals involved. What works well in one region may not work in others; however, the following tips gleaned from chapters' experiences may help set standards, and engage ideas and plans.

Starting Up – First Events

Host a simple first event as a useful testing ground for a newly formed group before embarking on larger events. Even a modest event can demonstrate a commitment that will quickly draw additional volunteers. Such an event should be fun and easy to organize.

High Profits for Little Effort

Host a special attraction, a CCF slide show or a video by someone who's recently volunteered at CCF Namibia, and charge admission. You can sell CCF merchandise and have silent auction items donated. Entertaining people is a crucial part of a good fundraiser!

Host a Speaker

CCF has some staff members available for speaking engagements. Check with your area Development Manager for information about scheduling a speaker.

Dr. Marker's Tours: A Fundraising Opportunity

Because of her passionate speaking abilities and dynamic presence, guests connect with Laurie, thus connecting with the cheetah's plight and CCF. Before an event with Dr. Marker is scheduled, it must be determined that there is great potential in the geographic area. Scheduling is done in coordination with CCF staff. Sponsoring an event featuring Laurie is very rewarding and requires a strong commitment from many chapter members and supportive volunteers to make the event a success.

Chapter Opportunities

Although a Chapter's primary purpose is to support CCF's fundraising efforts, many other opportunities fall within a Chapter's domain and often overlap with fundraising. Here are some suggestions to increase public awareness, provide education and engage the media.

Education

Many CCF Chapters work with local schools, zoos, community groups and other organizations to raise awareness of the cheetah's plight. Showing slides and videos, giving talks, using the website creatively, handing out brochures or simply spreading the word about CCF and the cheetahs are all part of chapter work. This also takes place in Namibia, with CCF's education team going about the country, spreading the message of the cheetah's plight! Children are especially drawn to the cheetah, youngsters around the world have been known to hold cake, cookie and pie sales as well as sponsoring 'cheetah adoptions' amongst friends and schoolmates. Many teachers also get involved.

Art

Chapters can develop special, ongoing relationships with well-known artists as well as talented newcomers, especially wildlife painters and photographers. This relationship benefits CCF as well as artists and is an attractive draw for guests.

Festivals and Community Events

There are often community events that you can participate in as a representative of CCF. Attractive booths stocked with CCF or related merchandise and information can help get the message out.

PR and Marketing

Contact TV, Newspaper and Radio to develop relationships and become friends with the media. Post on community boards/websites and groups in the area. Invite the media to join the event. Send press releases that have been approved by the CCF Office. As a nonprofit, ask for free PSA's (Public Service Announcements). Begin press coverage early as TV books early. Call and stay in contact. Try to get Dr. Marker or CCF representatives visiting your area on local morning TV news. Often radio takes walk-ins or schedules a call (you need to still be invited), but you can ask for a time for an interview.

Visit CCF - EcoTourism

Our Namibian headquarters in Otjiwarongo is our pride and joy. We want to share our work firsthand with everyone. Our headquarters are open year-round (364 days, closed on Christmas Day) to guests; they can tour CCF and see our innovative programs in action. This is a key component to clearly understanding how many multilevel holistic programs go into saving the cheetah and conservation work. Visit our tourism website www.cheetahecolodge.com and encourage others to make reservations at the exclusive Babson House luxury guest house or the Cheetah View Lodge. Chapters should promote visiting CCF Namibia at every opportunity.

Runs and other Crowdfunding Opportunities

Volunteers can run/bike/swim etc. at any event as an individual or a team as part of CCF's *Humans for Cheetahs* initiative. The *Run for the Cheetah* event is also an option to be utilized by a chapter for a unique (but more labor-intensive) fundraising event. Humans for Cheetahs can be found here - <https://cheetah.org/usa/volunteer/>.

Merchandise

Namibian merchandise, plush cheetahs/dogs and books are available on request. Other merchandise may also be available. If you have a request for merchandise you would like to see, please let a member of CCF staff know. Once a year, we determine what merchandise will be ordered. Merchandise sales must be well managed.

Partnering

Wildlife or animal welfare projects can be beneficial partners as many conservation issues are interrelated. This must be done in consultation with our CCF USA Office.

Standard Procedures

Constituent Records

CCF is committed to safeguarding the privacy of its constituents. CCF is the sole owner of and the only organization that uses the information collected. CCF does not sell, share, or rent this information to others under any circumstances. Upon request, Chapter members who have confidentiality agreements on file will be given access to the contact information of CCF donors and prospects for the sole purpose of communicating CCF sponsored events. At no time should this contact information be shared with third parties. Donor information will not be shared with Chapter volunteers.

Whenever Chapter volunteers collect contact information from people who attend an event or sign up at an information booth, the contact information should be forwarded to CCF's Constituent Relationship Manager along with any notes or information. Anyone who the Chapter communicates with regularly, on behalf of CCF, should be in the CCF USA database.

Accounting Procedures for Events

The following documents will be provided to you in advance of your event:

- **Pre-approved budget** (CCF Staff can supply a budget form)
- **A spreadsheet with the guest contact information** for those who purchased tickets in advance (if purchased online at cheetah.org or ticket sales were set up by CCF - this will be provided by the main office)
- **A spreadsheet on which to record your guest contact information** (optional): a CCF sign-in sheet or spreadsheet template is available for your use. This document will theoretically not be necessary if it is a larger event with advance ticket sales. Events, where there are no advance ticket sales, should use this spreadsheet.
- **An income & expense spreadsheet:** to be completed after your event, provided by CCF (required) (Can be provided by CCF)
- **In-kind donation form** for sponsorship/silent auction solicitations provided by CCF (required) (Provided by CCF)
- **Letter to solicit auction items or event sponsorships** (optional)

Accounting for Cash

Do not send cash in the mail. Instead, a chapter officer will purchase a **money order** with the cash received to send to headquarters. For our accounting purposes, we must directly credit the person who wrote the check or money order. Therefore, it is imperative that we can easily reconcile the single money order to all the individuals who gave cash so that they can receive proper credit and acknowledgment. Do not submit a personal check. **Please send a money order** to CCF USA Office within 48 hours of your event with an accounting list of donations or purchases. If processing with the POS Square app always enter cash, checks and credit cards by customer name. CCF will provide you with training and instructions for POS processing.

Accounting for Credit Cards

Credit Card transactions will be made through Square or another pre-approved Point of Sale System. No Credit Card numbers should be written down or stored. Training on how to use the system will be provided.

Accounting for Checks

If using POS, please add checks as checks to the POS app. Simply enter and collect the checks and mail them to the headquarters after photocopying all checks!

Reimbursement for Expense Outlays

Any monies collected at an event must be sent to the office via money order or Cashier's Check. Under no circumstances may someone keep the money to reimburse themselves for expenses. If you have a *pre-approved* reimbursement, continue to send all monies collected to CCF following proper protocols as described above. CCF will then reimburse your pre-approved expense. **Do not reimburse yourself.** This is a legal requirement to keep our accounting as clean as possible.

Fiscal Management

Becoming familiar with the rules of donations and tax deductions is crucial as many donors are very concerned about their deductions. In-Kind donation forms must be completed by the donor that states the value of the donated item. CCF Staff members are not permitted to assign value to the donated items.

For ticket purchases, only amounts in excess of the fair market value are tax deductible. For Example, if you have a dinner and charge \$50 per person, and the dinner would have cost \$30 at a restaurant, the person purchasing the ticket is entitled to a \$20 tax-deduction. This is true even if all ingredients are donated.

Acknowledgment letters and receipts are sent from the U.S. office. They state the fair market value of the donation. Any item donated for auction is deductible by the donor based on current tax laws. Donors must consult the IRS or their tax adviser.

Event Software

Software is a good choice for larger events like a Gala, or events that utilize a live and silent auction (pen and paper) platform and expect to raise greater than \$50,000 in proceeds. The software handles ticketing, table assignments, silent and live auction, paddle raise and the fund-a-need. Please consult with your Development Manager to discuss the best software options for your event(s).

Contracts

No contractual commitments may be entered on behalf of CCF without approval from the Director of Operations and Finance or the Founder and Executive Director of CCF/USA.

Communications

All communications bearing the CCF name and logo will be monitored and approved by appointed CCF Staff. The CCF name, logo, and materials are protected by copyright laws worldwide. The use by unapproved groups of the CCF name, logo, and materials constitutes the infringement of our trademarks and copyrights, which carries the potential for serious legal consequences. Usage licenses for CCF intellectual property are only available after submission of the CCF Chapter Agreement. Continued usage of these materials is dependent on compliance with CCF requirements.

All CCF chapter websites, social media pages, and blogs will be approved by a CCF appointed staff member before being developed. Administrative rights, for all CCF chapter websites, should be shared with the Digital Media Manager and they will have final authority to post and/or remove any content.

Chapters have great success in recruiting and advertising events through social media. CCF requires that Chapter pages are clear that the group is a Chapter of CCF so that the page is not confused with the CCF site. Stay updated and share CCF events on the Chapter page and share Chapter events with CCF staff for posting. It works well to advertise the Chapter's fundraising progress through the Facebook US page <https://www.facebook.com/CCFCheetahUS/> and Twitter. Get creative. Start a group or event that connects friends to the Chapter's fundraising page. Use the Chapter's status to update people on Chapter progress and encourage friends and family to share posts with all their connections. Post photos and videos that demonstrate the impact of donations. Don't forget to thank donors who support the cause. Many organizations are working on various conservation issues. Expressing appreciation for specifically donating to CCF will encourage future donations to CCF. Reach out to them privately with a personal note or phone call and ask for their permission to thank them publicly. It works particularly well to use the Chapter's Facebook status to recognize supporters as this encourages others to donate as well.

Any invitations sent out for events must be approved by CCF's Staff before being sent. The mailing list will be provided by CCF's Constituent Relationship Manager with criteria set by CCF's Director of Operations and Finance. If additional invitations are sent out by the chapter, the contact name and address should be sent to CCF.

All Press Releases should be approved and sent out by CCF Staff.

Standard of Conduct

It is imperative that volunteers exhibit behavior that is professional, honest and responsible. CCF's nonprofit status demands that fiscal conduct is impeccable. CCF will not tolerate the following behaviors and they are grounds for immediate termination of a volunteer position:

- Volunteers, their spouses, friends or business associates should not benefit monetarily from any CCF interaction
- Rudeness to the public, other volunteers or staff, disparaging and inflammatory remarks about CCF, CCF founder or staff
- Harassment: the act of systematic and/or continued unwanted and annoying actions of one party or a group, including threats and demands
- Theft: intentionally and fraudulently taking of personal property of another without permission or consent and with the intent to convert it to the taker's use
- Falsifying information of any kind
- Substance Abuse: Individuals need to conduct themselves in a manner that is respectful at events by CCF standards. Abuse that is notable during CCF gatherings will result in loss of chapter status
- Engaging in any unlawful conduct
- Unauthorized release of any confidential information which directly affects CCF
- Unauthorized removal of records or copies from premises
- Disregard for or non-compliance with policies and procedures
- Assault or possession of a concealed weapon during events or while representing CCF. A weapon is defined as any instrument that may be used to harm another person. Assault is defined as the threat of bodily harm coupled with an apparent, present ability to cause harm

The Cheetah Conservation Fund is committed to providing a work environment that is free of harassment. Any type of insulting, degrading or exploitative actions, words, comments or treatment based on gender, race, ethnicity, age, religion or other legally protected characteristics will not be tolerated. Forbidden conduct includes any such conduct that creates an atmosphere that is intimidating, hostile or offensive. Any volunteer who has reason to believe that they are the victim of harassment by other volunteers, staff, vendors or visitors should promptly report the incident to the CCF Development Manager, who will inform the CCF Director of Operations and Finance.

Additional Reasons for Release of a Volunteer

Reasons can be but are not limited to not completing a project, no show, no call for events, speaking poorly of CCF including volunteers, leadership, staff and/or programs. Placing false bids or talking about CCF programs without really knowing the answer. Chapter volunteers' participation is crucial to the success of an event.

CCF realizes that there will be times when Chapter members need to take time away from their responsibilities as volunteers. It is the responsibility of every individual to let CCF and Chapter leadership know when there are unexpected interruptions in their ability to perform volunteer duties.

The following examples are situations where notice should be given illness, school, vacation, military service, prior engagement, doctor's appointments, and/or family/work emergencies. Chapter leadership and CCF are to honor these situations with no questions asked. Under no circumstances should the volunteer be asked to provide proof or documentation for these absences.

If appointments, meetings or obligations are habitually canceled due to any reason other than listed above, the Chapter Leadership - Chapter Lead, President, Facilitator, Chairperson or Coordinator must make every effort to figure out why that volunteer is not participating appropriately. There may be a fixable underlying issue within the chapter that is causing this volunteer to lose interest.

If appointments, meetings or obligations are habitually missed without notice (3 or more occurrences) it should lead to termination of the volunteer position. It is always encouraged that Chapter leadership will speak with any individual who is not upholding their obligations and not communicating. If mediation and assistance are required, the Development Manager must make every effort to figure out why that volunteer is not participating in an appropriate way. There may be a fixable underlying issue within the chapter that is causing this volunteer to lose interest.

CCF volunteers and individuals that make the commitment to take on a project or to work at an event are greatly valued. CCF thanks you in advance for embracing the expectation that you agree to complete projects as you volunteer your expertise and time.

Appendix 1 - Event Planning Tips

Members of CCF staff can help you with additional resources when you begin planning an event, but these are some things to consider.

Plan the Event Well in Advance

Estimating the amount of time needed (adding an extra month for good measure) and assigning specific tasks with reasonable deadlines to each volunteer or staff (depending on numbers) is invaluable. Avoid overburdening enthusiastic volunteers (who may burn out early). The most successful events start planning a year in advance, right after the last one is over, meeting for feedback, reorganization and determining whether a Chapter can do it again next year.

Choosing a Date and Time

Finding out what works best in your area is the first step. Weekends, especially Saturday and Sunday afternoons work well in many areas. However, in some areas, many people leave on weekends, so an evening during the week is a more viable option. Watch for conflicts with holidays, local festivals and major sporting events. With Dr. Marker's tours, Chapters must take what works for the entire tour.

Choosing A Good Venue

Volunteers' homes and ranches, community colleges, and supportive zoos all work well as venues. Some gala events have been held at elegant hotels or law offices. Choosing a place where a wide variety of people will feel comfortable is the key factor, whether 'grassroots' or 'elegantly simple.' However, if it appears as if a lot of money has been spent to rent a space (unless it's donated/which can be indicated in invitations, etc.), people may well wonder where their donations are really going. (Please get permission with CCF USA and submit a Budget form for all expenses). Dr. Marker and CCF have many contacts throughout the USA. Please discuss your venue choice with them before thinking about an expensive venue. Working with a sponsor is an alternative to help defray costs.

Target Interested People

Other wildlife and animal organizations and events, African safari companies, zoos, etc., attract people who are already interested in cheetahs, conservation and/or wildlife. One person who has been personally "touched" by the cheetah through a safari trip or some other connection will ultimately be more supportive of CCF than 20 "random" people who have no previous experience or interest in the cheetah.

Charging an Admission but Offering Special Rates

CCF Chapters and CCF Sponsors have been known to charge as much as \$1,000 'a plate' at high-end events down to \$125 per person at a good Zoo location and possibly an open bar (when all drinks have been donated). Charges have been as low as \$50 for an event and a cash bar. Offering reduced or comped tickets for children (with adults), students, seniors, couples and whole families can facilitate greater attendance and should be considered if appropriate. Due to safety concerns and the nature of wild cats, children five and under should not be given entry to events with cheetahs in attendance. During the planning phase the CCF Office will ask what the expected return will be for hosting an event and will help to make the event profitable, recognizing that Dr. Marker's time as well as that of all the volunteer's time is very valuable. It is helpful to have a calling committee to "get" people to the event. A call can act as a personal invitation or a reminder about the event occurring and is also very important; just sending out an invitation may not be enough. Have an estimate of how many people will come to attend the event and a financial goal. This should be discussed with the CCF Office well before the event.

Having Supplies and Services Donated

CCF does not allow the deduction of expenses from funds raised. ***All expenses must be approved before scheduling the event.*** It's important to start very early to secure donations. Whenever possible, the venue, refreshments, chairs, tables, audio-visual equipment, raffle prizes, auction items, speakers, event caterers and other services, should be donated. Even administrative items

such as paper, envelopes, stationery and flyer design, software, and postage can often be obtained for free or at a reduced rate. Businesses that supply in-kind donations can receive credit for event or tour sponsorship. These sponsors will be acknowledged according to their giving level at the event and can be offered a predetermined number of comp tickets. Official CCF tax-acknowledgment letters can be requested. CCF staff can give you an in-kind donation form and solicitation letter for your event.

Traffic Flow—Human and Vehicular

Adequate, convenient parking (including handicapped) is a must, as is providing enough space and volunteers at registration tables, as well as a “mingling area” outside the main event area. Ideally, an event is confined so people are never too far from the action, but spacious enough to avoid crowding. Valet or shuttle service could be donated or secured by a company. The chapter often will cover or find a donor to cover the cost of valet/shuttle service. Be sure to take care of any parking fees before the event, or let your guests know that they will have to have change ready to pay for parking.

Keeping to Schedule

Adhering as close as possible to a workable schedule makes for a successful event. Develop a schedule in advance and include it with the invitations. Distributing it at the event also helps, as it reminds speakers of their time frame and does not give guests too much idle time. An organized, smooth-running event makes a much better impression than a chaotic one and volunteers will be more likely to help out next time, often bringing along more family and friends to join a worthy cause and have fun!

Appreciation

When appreciated, they will continue to help. Ensure written thank-you letters go to each individual, volunteer and organization who donated an item or service. These gestures go a long way toward building lasting relationships. Pass on the names/addresses/receipts/information of such donors to CCF/USA for in-kind thank-you letters along with copies of receipts. Finally, hold a post-event meeting soon after the event, giving statistics (number of attendees, funds raised, comparisons to former events), discussing what went well, what didn't and what improvements could be made for next time. Share this information with the CCF Office ASAP.

Obtaining Contact Information at Fairs

People respond well to raffles (if permitted by local laws). Request each group member to get at least one good item donated. Prizes can range in value. A “Grand Prize,” such as a trip with airfare or a special tour, can prove a key motivator for selling tickets. Sports teams and amusement parks often donate free tickets. Bed & Breakfasts and hotels will donate free stays. Try restaurants and spas for gift certificates. Be creative - a cheetah theme is great, but many prizes are unrelated and still very desirable. A popular ticket price for most raffles is \$5 per ticket or \$20 for 5 tickets. The key point here is to obtain contact information, so using a raffle at a booth of a local fair is a perfect way to get names, addresses, and email addresses for the raffle tickets. You can also offer a plush cheetah and sponsorship of a CCF Namibia cheetah (with updates twice a year for one year) as an attractive raffle item.

Holding Auctions, Silent and/or Live

Auctions work well and people enjoy them. Feature a few quality pieces. Develop relationships with local artists and galleries featuring cheetah or wildlife pieces. Check out art and gift catalogs for cheetah items that could be donated. Auction items must be solicited. CCF can provide a letter and an in-kind form for you to use. Service-type auction items, such as restaurant gift certificates, stays at Bed & Breakfasts, plane tours or other travel-type items are always very popular. Sometimes chapter members can personally supply auction items, such as a catered dinner or a stay at a beach house. Private, behind-the-scenes tours of zoos and/or wildlife parks with cheetahs are also great auction items. Some CCF board members are also willing to use some of their holiday homes as auction items – ask the CCF office if you are interested in this.

Have a well-planned procedure for checking out so that auction item payments are accounted for; this is best facilitated by bidder number or name. Best practice would recommend that you utilize bidder numbers for ease of process. You can also check in with a CCF USA staff member and see if the CCF auction software can support checkout for your event. Do this while first planning your event. Software can be utilized for 100 or more people or a venue that projects \$50k or more in fundraising.

Silent Auctions

Attractively display auction items for viewing; place a description and reserve amount on the bid card and place a pen next to each item. Have your event MC profile some of the best items. Dovetail this to coincide with the beginning or end of a speech as very few people will listen if they are having too much fun eating and talking!

Make sure you have a set timetable for closing your auctions and stick to it. Remind bidders frequently as the time to close the auction comes to an end; people often make last-minute bids. If you are not using software, make sure that a monitor quickly collects bid sheets and pens. It may be beneficial, depending on the number of items, to close tables at different times and not all at the same time, as it can motivate people to bid more.

To determine the suggested number of items for your silent auction look at your RSVP's and divide for example 100 attendees by two people per household and then additionally divide this number by two to determine the number of items that will work well for your venue. 25 items for a 100 person venue works well. Smaller venues may find that this calculation might provide too few items to be interesting. Always consider creating packages. Less is more during a silent auction.

Live Auctions (a few high-quality items)

There should be at least 3 people: an auctioneer (with an outgoing personality), one person to show off an item as bids are taken and another person to record winners. There should also be "spotters" in the audience. Items should be chosen carefully and limited to six or fewer as it takes time to sell these. The ideal price point is \$100-\$3000. If two people battle for the same item (such as a tour), accept both bids if you have a backup voucher. If an item doesn't sell, save it for the next year.

Suggested Timeline

The following is a suggested timeline for a typical event. If in doubt, allow more time:

- Six - Eight months: plan event: what, where, when and how
- Five months - secure venue
- Four months - secure items for auction/raffle items/sale merchandise
- Two months - hold planning meeting to assign volunteer duties
 - Choose caterer
 - Make flyers
 - Send invitations
 - Submit press releases
 - Contact local radio stations
- Eight - Twelve weeks: send out a Save the Date
- Six weeks - mail invitations distribute press releases, post flyers, confirm rental of all necessary equipment (tents, audio-visual, chairs, tables, linens etc.)
- Two weeks - secure all merchandise, refresh flyers and contact media
- One week - secure refreshments (except perishables), call volunteers to confirm participation
- Day before - set up venue if available
- Day of Event - enjoy event and participate as assigned

Volunteer Help, Food & Refreshments Tips

To ensure a smooth-running event, plan for a few more people than expected, making certain there are enough volunteers to easily handle the guests. The challenge is in the balance, volunteers not being overwhelmed but also not bored. Generally, guests prefer a lot going on, but not to be crowded or rushed.

Recommended for 100 people:

- 2-3 volunteers at the registration table (give each person their own task--one person signs guests in, one person hands them a name tag and program, etc.).
- 2-3 volunteers at the bar (all serving drinks). Stock basic beverages don't get fancy. A selection of water, sodas (regular & diet), familiar fruit juices and some beer and wine satisfies most everyone.
- Additional volunteer positions not limited to; pre-event auction item recruiters, auction set-up & display, live auction runners, bid spotters, event night recorders, check-out, coat check, raffles, inventory manager, CCF store, silent auction item descriptions, packaging, set-up, tear down, clean up, games, photographer, gratitude committee, six month follow-up, software close-out and more.

Specific arrangements for other volunteers depend on the type of event but ensure there are people to help set-up before and clean up after. Ideally, each volunteer will have a specific duty (or duties). For an estimate of what to expect, the Northern California Chapter tallied beverage consumption for an event with 100 people. If you are expecting 200 people, double these numbers:

<u>Beverage</u>	<u>Consumed</u>
Water	18 bottles
Fruit Juice	16 bottles
Diet Soda	24 cans
Soda	20 cans
Beer	24 bottles
Wine	10 bottles

Note: Experience has shown that on a hot, sunny day, people drink more water than any other beverage. Consider the weather when estimating types/numbers of beverages. Also consider the geographical location of the event to determine what beverages are likely to be consumed. Different beverages may be consumed in different regions.

Provide adequate recycling bins to handle bottles and cans. Food types and amounts vary. Factors include guest numbers, type of event (formal, casual, sit-down, active), number of children and families, weather and facilities available. Many facilities, such as colleges and zoos, have specific requirements about food service (for example, some venues are alcohol-free). Find out what the host facility's rules are, and make sure there is an agreement in plenty of time to make alternate arrangements if necessary. Some caterers require several months' notice, especially if donating services. Many restaurants and delis will donate one tray of food or appetizers. By asking around, several businesses may choose to participate. In addition, Chapters may have good cooks and some of these Cheetah friends, if asked, will cater food for the event. Other Chapters bring food in during talks like store-bought chips in a bowl, snacks, something gluten-free, eco-friendly cups and liters of soda. A happy crowd completes a great guest experience. The guest experience with snacks can be as simple as a Girl Scout type gathering, a group effort like a potluck experience or go big and utilize your favorite catering company.