

NJ Rotary Events Guidelines

Mission/Vision:

The mission of hosting an event for a nonprofit organization is to advance its core cause by raising funds, increasing public awareness and cultivating meaningful relationships with donors, volunteers and community partners. Not only do these events create a community driven space to showcase the organization's direct and tangible impact, but they also create a strong bond within the organization. By fostering emotional connections and shared purpose, events inspire long term support, engagement and advocacy for the organization's mission.

Event Committee:

An Event Committee should be formed for each event. This committee is separate from the Sponsorship Committee and is responsible for the planning and execution of the event.

Responsibilities include:

- Event planning and logistics
- Event setup and coordination
- Ticket sales and registration
- Marketing and advertising
- Social media promotion
- Volunteer coordination
- Day-of event management

Sponsorship Committee:

A Sponsorship Committee should also be established to support the financial success of events.

Responsibilities include:

- Identifying and securing sponsorship opportunities
- Building and maintaining relationships with community partners
- Helping reduce overall event costs through sponsorship support
- Promoting Rotary within the community through partnerships

- Sponsorship opportunities should remain flexible and unlimited when possible, to maximize funding potential.

Examples include:

- Table sponsorships
- Centerpiece sponsorships (cost-effective branding opportunities)
- Program or activity sponsorships

Event Pricing Guidelines:

To maintain accessibility and encourage participation:

- Ticket prices should not exceed \$90.
- Ticket revenue should primarily cover the cost of food.
- Additional event costs should be offset through sponsorships.
- Cash bar only — no open bar option.

Participant Incentives

To increase attendance and encourage engagement, consider offering incentives such as:

- Bring-a-Friend Discount: Bring a guest and receive 50% off one ticket.
- Loyalty Reward: Attend two consecutive events and receive one free admission to a future event.

Volunteer Involvement

When possible, Interact members should be invited to assist with event operations, including:

- Event setup and breakdown
- Guest check-in
- Activity coordination
- General event support

This involvement helps strengthen connections between Rotary and youth leadership programs. (Don't forget certifications of completion for School Community Hours requirements)

Fundraising Focus:

Each fundraiser should be tied to a specific Rotary cause or initiative, such as:

- Gift of Life
- Walter D. Head Foundation
- Rotary Foundation
- PolioPlus

Clearly identifying the purpose of each event helps donors understand the impact of their contributions.

Community Engagement:

Events should also aim to:

- Attract new members, particularly families
- Encourage community participation
- Showcase the mission and impact of Rotary

Following each event, participant surveys should be distributed to gather feedback and identify opportunities to improve future events. We can do this for free via surveymonkey and it will make it much easier to keep track of trends.

Event Suggestions:

Suggested event formats that are engaging, family-friendly, and cost-effective include:

- Guest Speaker Events (engaging and informative)
- Bowling Night
- Annual Picnic
- Halloween or Masquerade Party
- Pocketbook Bingo
- Comedy Show
- Family Feud / Trivia Night
- Karaoke Night
- Miniature Golf
- Topgolf Group Event

- Racetrack Event at Monmouth Park
- Wine tasting
- Pasta Party (contact local restaurants to donate one pasta dish for, say 50 people. If we can get 20 restaurants to donate, that's a lot of different kinds of pasta!)
- Trivia Night
- Murder Mystery Night
- FIFA Watch Party
- Super Bowl Party
- World Series Party
- Paint n' Sip (21 and over)
- Paint n' Puff coordinating with a licensed cannabis dispensary (they have LOTS OF CASH!!) (21 and over)
- Booth at a local Carnival to attract new members during the summer

District Event Calendar:

To maintain quality and avoid overscheduling:

- The district should host no more than 4–5 district-level events per year.
- This limit does not include individual club events.
- Events should be strategically spaced throughout the year to maximize participation.
- Charge the host region with coordinating the event and marketing working directly with the events committee (for example, if we do a pocketbook bingo in Bergen County, then our region would handle logistics, booking, etc and the Events Committee provides parameters and support) This will take some of the workload off of Rotarians who aren't familiar with the area.