



Your Event Kit

This event kit is designed to assist you in planning and executing a successful event. The contents of this kit, no matter the venue you choose to host in, include sample timelines, checklists, helpful hints and tips.

Please refer to the enclosed pages that refer to the weeks leading up to, day of, and after the event in order to find suggestions and tips that will help guide you through the planning of your event.

If at any time, you have questions or need additional information, please do not hesitate to contact Kerry Milhaven at 516-542-4700 x176 or e-mail at Kmilhaven@WomensSportsFoundation.org.

Thank you for your interest in hosting an event to support the Women's Sports Foundation. Events of this nature are extremely helpful in creating awareness of the Women's Sports Foundation and our mission to advance the lives of girls and women through sports and physical activity. We appreciate your support!

Suggested Timeline

PRE-EVENT PLANNING

Below is a suggested timeline and checklist. The information listed may need to be adjusted depending on the nature of your event. Please contact the Women's Sports Foundation as soon as possible so we are able to assist you in the best way possible.

4-8 Weeks Before Your Event

- ❑ Contact the Women's Sports Foundation to inform us about your event and to receive any necessary supplemental materials, i.e. video, membership brochures, etc.
- ❑ Secure a venue if the event will not be held at your home.
- ❑ Design and print invitations. You may also want to include some of the Women's Sports Foundation print materials, i.e. membership brochures, program-specific materials.
- ❑ Establish your guest list and keep a "database" of the people you invite. This can be a written or typed list with all of your invitees' contact information. This list will be helpful in follow-up after your event.
- ❑ Send a "Save the Date" e-mail to everyone on your list. This is optional, but often helps to increase the attendance at your event.

2-4 Weeks Before Your Event

- ❑ Mail and/or e-mail invitations. Be sure to include RSVP information and directions to the event.
- ❑ Plan for food and drink. Note: the host of the evening is responsible for securing all food and beverages.
- ❑ Connect with the Women's Sports Foundation to confirm final quantities of informational/promotional materials.

One Week Before Your Event

- ❑ Send a reminder e-mail and/or follow up with guests who have not RSVP'd.





The Event Schedule

DAY OF EVENT SCHEDULE

We recommend that you break your event into four sections, as this helps direct the flow of the event. Most events last approximately two hours, but you may want to adapt the schedule to fit your event.

6:30-7:00 p.m.

Guests arrive and mingle.

- ❑ You may choose to serve appetizers and beverages during this time.
- ❑ Have guests sign a contact sheet when they arrive. This is a good way to capture mailing/e-mail addresses for future events.

7:00-7:30 p.m.

Program begins.

- ❑ Use the enclosed talking points to introduce the Women's Sports Foundation.
- ❑ You may also want to use the enclosed "Get a Girl Active" Cards. Each section can be cut into individual cards and then passed out to guests. Your guests may read the cards in order of the number listed on the card. This activity can be done as an icebreaker and helps to reiterate the cause of the event.

7:30-8:00 p.m.

Show Women's Sports Foundation PSA Video. The video is approximately six minutes long.

- ❑ After the video, you can discuss ways to get involved with the Women's Sports Foundation.
 - ❑ \$20 - funds one participation opportunity for a girl in need.
 - ❑ \$100 - sponsors an eight-week physical activity program for five underserved girls.
 - ❑ See the "Get a Girl Going" membership brochure for more giving opportunities.

8:00-8:30 p.m.

Event wrap-up

- ❑ Encourage guests to make a donation, sign up to receive information from the Women's Sports Foundation, and to take a brochure/materials when they leave.
- ❑ Accept donations. Be sure to get all contact information from donors so that we may send them a tax receipt and send them a thank you.
- ❑ Donations should be made in the form of checks payable to the Women's Sports Foundation, or guests may fill out the membership brochure to make a donation by credit card.

www.WomensSportsFoundation.org



Event Follow Up & Additional Information

POST-EVENT FOLLOW-UP

After your event, please make sure to take all the following steps so the Women's Sports Foundation can follow up with all of your guests properly.

- ❑ Send a package to the Women's Sports Foundation including:
 - ❑ Any donations given at the event. Be sure to include all contact information for any donors who attended. A "Welcome Letter" will be sent to anyone who signed up for more information, and a tax receipt and a thank you letter will be sent to those who made donations.
 - ❑ Be sure to let us know of anyone who needs special acknowledgement - a vendor or someone who may have donated food or items for the event.
 - ❑ Completed Evaluation Form
 - ❑ Your sign-up sheets
 - ❑ Any unused materials
- ❑ Send out personal thank you notes or e-mails to your guests.

ITEMS TO BE MAILED TO YOU:

- ❑ "Get A Girl Going" Brochures
- ❑ DVD or VHS of Women's Sports Foundation PSA
- ❑ Any additional informational materials requested.

Please do not hesitate to contact Kerry Milhaven, Special Events Coordinator, at 516-542-4700 or KMilhaven@WomensSportsFoundation.org

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Talking Points

Organizational Information:

- ❑ **Mission:** To advance the lives of girls and women through sport and physical activity.
- ❑ Founded in 1974 by Billie Jean King, the Women's Sports Foundation is a charitable educational organization dedicated to advancing the lives of girls and women through sports and physical activity. As the Foundation enters into its 30th year, we continue to strengthen our programs, services and national initiatives.
- ❑ The Foundation's Participation, Education, Advocacy, Research and Leadership programs are made possible by individual and corporate contributions.
- ❑ The Women's Sports Foundation is a 501(c)(3) nonprofit organization; therefore all donations are fully deductible to the extent allowed by law. Our annual report is available upon request.
- ❑ Annually, the Women's Sports Foundation offers assistance to more than 2,000 organizations - helping them with gender equity situations, teaching them how to attract and retain girls in their programs and connecting them with volunteers in their communities to teach new kinds of sports and activities to girls.

Program Information:

The Foundation has a number of programs, here are just a few.

- ❑ **GoGirlGo!:** The GoGirlGo! Project combines physical activity with an educational intervention that focuses on reducing and preventing health-risk behaviors.
- ❑ **It Takes A Team:** It Takes A Team! Educational Campaign for Lesbian, Gay, Bisexual and Transgender Issues in Sport is an education project focused on eliminating homophobia as a barrier to all women and men participating in sport.
- ❑ **Advocacy:** Helping girls and women obtain equal treatment in sports.
- ❑ **Speaker Service:** The Women's Sports Foundation Speaker Service provides champion female athletes, academicians, businesswomen and legal and health experts who give issue-oriented programs, clinics, speeches and workshops.

How to Get Involved:

- ❑ **Sponsor:** Become a sponsor of a Women's Sports Foundation program or event.
- ❑ **Membership:** Become a member of the Women's Sports Foundation and help get a girl active.
- ❑ **Volunteer:** Become a volunteer at a Women's Sports Foundation event.
- ❑ **Host an Event:** Encourage your guests to host an event similar to the one they are attending!

www.WomensSportsFoundation.org



Evaluation Form

Please provide us with feedback about your event and this kit. Your feedback will help us to improve this kit and provide additional ideas to others who wish to host an event. Feel free to use additional paper if necessary. Please include this completed form with your packet that will be returned to our office at the conclusion of your event. Mail the completed packet to:
Kerry Milhaven, Women's Sports Foundation, 1899 Hempstead Turnpike, East Meadow, NY 11554.

1. Please fill in the following information:

_____ Number of Invitees

_____ Number of Attendees

2. Describe the type of event you held, i.e. luncheon, dinner, cocktail reception, potluck, etc.

3. Please provide details about what worked and what did not at your event. Is there anything that you thought went really well that you would like to suggest to others? Is there anything you would advise against?

4. Was the Event Kit helpful? Is there additional information or materials we should include in the Kit? Is there any that we should delete?

5. Are you interested in hosting other events in the future? Yes No

6. Do you have any additional comments, questions or concerns?

7. How did you hear about the Women's Sports Foundation?

www.WomensSportsFoundation.org



“Get A Girl Active” Cards

<p>1. High school girls who play sports are less likely to be involved in an unintended pregnancy; more likely to get better grades in school and more likely to graduate than girls who do not play sports.</p>	<p>5. Girls comprise 49% of the high school population (NCES, 2003-2004) but only receive 41% of all athletic participation opportunities.</p>
<p>2. As little as four hours of exercise a week may reduce a teenage girl's risk of breast cancer by up to 60%; breast cancer is a disease that afflicts one out of every eight American women.</p>	<p>6. Even though female students comprise 57% of their college student populations, female athletes received only 43% of participation opportunities which is 56,110 fewer participation opportunities than their male counterparts.</p>
<p>3. 40% of women over the age of 50 suffers from osteoporosis (brittle bones).</p>	<p>7. Female college athletes receive only 45% of college athletic scholarship dollars, which is \$148 million dollars less than their male counterparts.</p>
<p>4. If a girl does not participate in sports by the time she is 10, there is only a 10% chance she will participate when she is 25.</p>	<p>8. More than four out of five executive businesswomen (82%) played sports growing up - and the vast majority say lessons learned on the playing field have contributed to their success in business.</p>

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