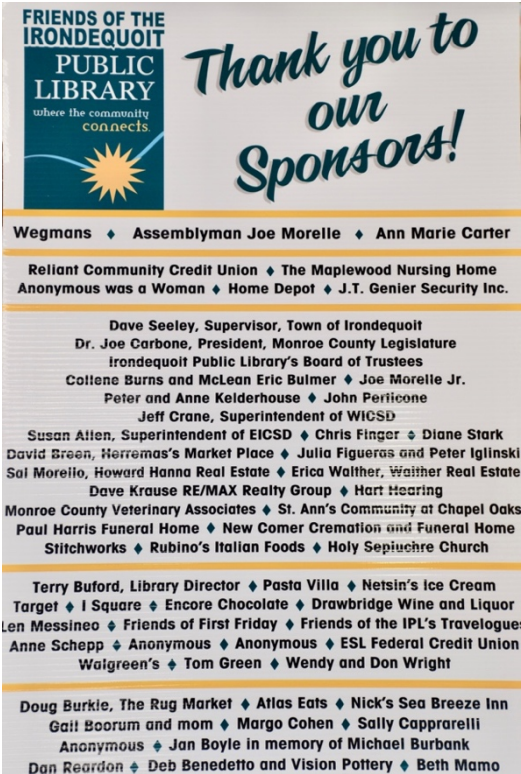


<p>14. Evaluate/identify what we learned.</p>	<ul style="list-style-type: none"> • Financially successful: earned all money upfront. • Community anticipation of event. • Weather dependent. • Duration of raffle too short: should be 3 weeks instead of 2. • Popular events: taekwondo, entertainment, and non-profits.
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Alternatives to Book Sales:
Trunk Treasures and Crafts Sale



Friends of the Irondequoit Public Library
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Steps	Description
<p>1. Establish goals</p>	<ul style="list-style-type: none"> • Increase name recognition of Friends of the Irondequoit Public Library. • Raise enough funds to cover expenses and realize significant profit. • Create enjoyable activity that embraces entire community.
<p>2. Brainstorm ways to reach goals</p>	<ul style="list-style-type: none"> • Explore ideas for event. • Determine funding availability for production of event. • Set date. • Create name for event.

Steps	Description
3. Determine target population	All groups
4. Decide the kind of event <i>Components</i> <i>Possible conflicts with and replication of other community events.</i>	<ul style="list-style-type: none"> • Raffle • Crafts sale • Trunk sales • Food • Entertainment • Table displays by non-profits • Petting zoo • Magician • Face painter • Animal shelter • Taekwondo
5. Choose venue <i>Clearance/permission</i> <i>Event insurance in effect.</i>	<ul style="list-style-type: none"> • Town Hall campus • Library conference rooms • Special security police
6. Obtain sponsors	<ul style="list-style-type: none"> • Listing of potential local sponsors. • Script for asking sponsors.
7. Market <i>Print media</i> <i>Social media</i>	<ul style="list-style-type: none"> • Recruitment of vendors. • Forms to sponsors and vendors. • "Save the Date" flyers. • Library staff support.

8. Recruit volunteers	Planning of shifts and tasks <ul style="list-style-type: none"> • Directing and assisting vendors. • Directing and assisting attendees.
9. Develop event committees	<ul style="list-style-type: none"> • Vendors • Sponsors • Marketing
10. One week prior to event	<ul style="list-style-type: none"> • Walk-through with volunteers. • Explanation to volunteers of their stations and roles. • Vendor, entertainment, and food confirmation.
11. Event day	<ul style="list-style-type: none"> • Crafts room set-up • Vendor directions and accommodations. • Parking lot traffic control. • Banners, signs etc. installation. • Directions to volunteers.
12. Celebrate after event ends.	Drinks!
13. Follow up with sponsors.	<ul style="list-style-type: none"> • Thank you notes to all sponsors. • Thank you gifts to sponsors of \$50 and higher.