

Purpose of this Document: to facilitate and support community members in organizing events.

In a way that:

- Helps event organizers with the “how to” of running a successful event
- Details all the topics that you need to think about
- Provide suggestions, based on what has worked (or not) in the past
- Addresses issues around personal or corporate sponsorship
- Makes being a Team Leader an enjoyable and pain-free experience

EMCC-Sponsored Events

All ideas for fund-raisers, celebrations, special events, and other programming of benefit to the community are welcomed by the Board of Directors of Eden Mills & District Community Club (EMCC). Event ideas can be communicated via email to the President at president.emcc@gmail.com. If you would like financial or other support for your event from the Community Club let us know what you are planning and perhaps we can help.

Publicizing/Promoting the Event

Once an event is confirmed a poster should be created with reference to the event being an EMCC event and an email sent to info.emcc@edenmills.ca to get promotion started through these existing channels:

Events are promoted via the EMCC Wild Apricot system, Eden Mills FB account, Instagram, You know You are from Eden Mills When, and then individuals can also share via their own social media accounts. For special events that require a wider reach, ads can be placed using the EMCC account via the Wellington Advertiser free community postings, Kijiji, and Acton Tanner.

RSVPs and on-line ticket purchases go through the Wild Apricot software with the assistance of the Web Administrator.

Registration/RSVPs

All registration/RSVPs go through the Wild Apricot system. This is preferable to using private email or Facebook – it presents a consistent “user interface” to the public, and keeps your personal accounts out of the public domain.

There are a variety of ways to structure events. The Wild Apricot Event system can be set up to accommodate any combination:

1. Member only events:
 - a. Free events
 - b. Fee per person or per family.
2. Member & Non-Member events:

- a. Free events
- b. A set fee per person or per family.
- c. Variable price, one price for members and an alternate price for non-members

Contact Info

Correct address is 104 York St, Eden Mills. Posters & promotion of events should use one of the following emails:

1. info.emcc@edenmills.ca (edenmillsconnects@gmail.com)
2. family-events@edenmills.ca (emccfamilyevents@gmail.com)
3. events@edenmills.ca (forwarded to musicatthehall@gmail.com)

Information for Wild Apricot System

The web administrator will need the following information:

1. Event Name
2. Date & doors open time & event start time, & finish time (if known)
3. Cash Bar & Food Sales?
4. Total # of tickets for sale or RSVP event
 - a. Fee structure if any
5. Deadline for buying tickets on-line (e.g day before event is advised)
6. Sponsorship if any
7. For larger events with meals please coordinate with Web Administrator directly

Local Business Promotion

The Board recognizes that local business owners want to reach the close to 250 members of the community club & their families to promote their services.

Website Advertising

EMCC offers website advertising for all local businesses. The cost is \$50 per calendar year and includes a business card size ad (on home page) and a short profile posted at <https://www.edenmills.ca/Local-Business-Supporters>.

Sponsorship by a business or individual

If a community club member wants to organize &/or sponsor a club event and have their business name, company name or personal name used to promote an event and placed on promotional materials the Board of Directors must approve the event ahead of time. To date sponsorship has cost between \$150 to \$250 per event; however, there is no maximum sponsorship amount.

Business owners, self-employed, any community member that provides a service and would benefit from advertising to club members that are organizing events on behalf of the club

should be mindful that they cannot use club emails or club events as self promotion without a paid sponsorship. All EMCC events are organized on behalf of the club. Self promotion includes using an email with their company name/company domain, or the name they operate under (firstname_lastname@xmail.com; initial/last name@gmail.com) or anything else recognizable that could be seen as free self-promotion through a club event.

Club email addresses should be used whenever possible to field questions from the general public.