

NYWCA PROGRAM PLANNING KIT – 2019-2020

Sharing all things culinary is what the NYWCA is all about, and as a member, you undoubtedly have something special you would like to showcase in a program. We on the Programs Committee are delighted that you want to host an event, and are here to assist you through the process from beginning to end.

PROGRAM COMMITTEE nywcaprograms@gmail.com

Committee Mentors: Zoe Mikhailovich, Kathy Oberman, Shanna Zhou, Lauren McGrath, Sarah Abrams, Brona Cosgrave, Mindy Hermann

IMPORTANT TO KNOW

Credits nywcacredits@gmail.com

Send sign in sheets here

Treasurer nywcatreasurer@gmail.com

Questions about payments and refunds

Reports/Photographs nywcasocialmedia@gmail.com

Send post-event write-up and photos here

PROGRAM SUB-COMMITTEES

Happy Hour nywcahappyhour@gmail.com

Wellness nywcawellness@gmail.com

# PLANNING A PROGRAM

1. DEVELOP AN IDEA FOR YOUR PROGRAM, and IDENTIFY A VENUE

1. SET A DATE FOR YOUR PROGRAM

Begin planning your program at least 8-10 weeks in advance to allow time for announcements to be placed on Wild

Apricot and the Newsletter, and to give members time to respond. Contact nywcaprograms@gmail.com to reach Program Committee Chair with your top three dates; she will confirm the date that will work best or suggest alternate timing to confirm a date that won’t conflict with other planned events. She also will assign you a Programs mentor.

1. RESERVE YOUR VENUE

1. PREPARE A BUDGET AND FIX ADMISSION CHARGE

Use the Excel Sheet “NYWCA Program Planning Spreadsheet” to estimate your expenses. Consider all the potential costs, such as rentals of space and equipment; supplies like groceries, paper goods, napkins, plates, utensils; services like printing, name tags, copying of handouts, postage, tips, gratuities, delivery charges, A/V equipment; and sales tax. You are responsible for keeping the event within budget.

Note: We rarely pay honoraria, but if one is required for your event, it must first be approved by the Board.

* Set the admission charge: Conservatively estimate the number of paying attendees your event will attract or the maximum number your venue will hold, and divide the total budget estimate for a per-person charge. Be sure to check if your venue has a deposit policy or requires a guaranteed minimum of attendees.

* Add $5 on admission charge for members for NYWCA operating expenses and set the price: Please note! The average cost for an event, with the exception of a Dinearound, should be no higher than $40-50. You, as the organizer and host, do not pay an admission charge, nor does any speaker; you are required to pay if your event is held at a restaurant. Your volunteers pay admission. Guests are usually welcome at programs that accommodate 20 or more people (unless space restraints dictate a “members only” event) and must be charged $10 more than general members.

Example: Members $15 ($10 admission + $5 NYWCA fee), Guests $25 ($10 admission + $15 NYWCA fee)

1. CONSIDER YOUR NEED FOR VOLUNTEER ASSISTANTS

At a minimum, you will need one reporter and one photographer for social media (each earn 1 extra credit). You may need others to sign people in and to hand out name tags, set up, clean or cook before or during your program, make phone calls, or handle other tasks. If more than four volunteers are needed for your program, please contact your Program Mentor, who will seek approval from the Credits Committee.

1. WRITE AN EXCITING PROGRAM DESCRIPTION FOR YOUR EVENT LISTING

NYWCA uses Wild Apricot to manage program listings, registrations, and payments. Fill out the Host Program

Information Sheet on the website and all the fields that apply. Be sure to include all the benefits – what members will learn and experience, who they’ll meet, what they’ll take home – to make your program irresistible (and worth the money.)

Your event listing will be published in the weekly NYWCA programs email after you submit your completed Program Information Sheet. If you need it published right away, the deadline is the prior Sunday. Your event may be listed in the monthly newsletter if the information is submitted by the 5th of the month to be published by 15th. .

Your Programs Mentor and the NYWCA administrator will monitor registrations and help answer questions. Stay in close contact with your Programs Mentor as questions arise.

# THE PROGRAM

1. RESERVATIONS AND CANCELLATIONS

All program reservations can be made by following the link on the NYWCA.org calendar or within the weekly programs email or monthly newsletter. You can check with your Programs Mentor for updates on the list of registrants for your program. Online ticket sales should end at least a day before the event. However, if your event is undersubscribed, don’t discourage a last-minute registration!

Individual Cancellations: The NYWCA policy is that all requests for cancellations must be processed by the NYWCA administrator through Wild Apricot. Cancellations less than one week before an event are not refundable unless the member who is canceling can fill her space with someone on the wait list, or find another replacement.

Program Cancellations: Programs must be cancelled at least 24 hours before the event in order to avoid incurring any unnecessary costs or fees, and to give members due notice. If a program is cancelled by the host, members who have registered will be given a full refund, however they will not receive NYWCA points/credit for the event.

1. EVENT PROCEDURES

* + Sign-in Sheets: The NYWCA administrator will email your sign-in sheet to you a day before your event. Members receive credits for attending events and if they do not sign the sheet, they do not receive the credit. For the legal liability waiver to the Alliance, members and guests must sign their names on this sheet. If alcohol is served at an event where students will be in attendance, you must check their identification to be sure they are of legal age before allowing them to consume any of those beverages.

* + Name badges: The NYWCA administrator will email the name badges file to you a day before your event. Purchase standard name badge paper at an office supplies store. Print name badges before the event and set them out alphabetically on the sign-in table. Be sure to include these in your budget.

* + If up-front payment is required and pre-approved, the treasurer can call the location and give the NYWCA credit card information or cut a check for 50% of the guarantee. The balance should be paid with your own credit card. Within a very short time after you submit final expenses, the treasurer will issue you a reimbursement check.

1. POST-PROGRAM PUBLICITY AND DOCUMENTATION

Two members who have already signed up to attend a program can each EARN AN EXTRA CREDIT by volunteering to be the "on-the-scene" social media reporter and photographer. About five days before your program date, if no paid up attendees have volunteered for the position, your Programs Mentor can email those on the list of attendees and ask them to perform the extra-credit functions.

Here are the specifics for the reporter:

* + Write a short description (approximately 5-6 lines) about the event. Be sure to include: planners, speaker, any sponsors and location. Include pertinent social media handles from the event (ie: @nywca, @sponsorname and your own @janedoe etc. and hashtags #)

Here are the specifics for the photographer:

* + Take 4-5 pictures that are clear of people, food, product or establishment, and be sure to include corresponding captions. If there are members in pictures, please write down their names so it can post with caption.

* + Visit this site for tips on taking pictures with Android phones: https://www.androidcentral.com/10-androidphotography-tips-beginners, or visit the following video link for a tutorial on taking pictures with an iPhone: https://www.apple.com/iphone/photography-how-to/.
  + IMPORTANT: please turn off location on your phone when taking pictures using your phone to prevent technical problems with uploads to the NYWCA website.

Feel free to upload to our Private Facebook NYWCA Networking Group, www.facebook.com/groups/nywca/ and you post on your own Instagram or Facebook page (and if it’s public), please add handle @nywca and #nywca ( include hashtags of key words such as #pasta, #farmtotable, or other relevant terms

Who to send to: Please email the write-up and photos within 3 days of the event to nywcasocialmedia@gmail.com.

# IMPORTANT! PROGRAM DOCUMENTATION OF CREDITS AND REIMBURSEMENTS

All paperwork must be sent to the Treasurer and Credits Coordinator no later than two weeks after the program!

1. SIGN-IN SHEET CHECKLIST:

LIST YOUR ASSISTANTS AND ASSIGN THEIR CREDITS

Each assistant receives the usual credit for attending the program, plus 1-2 extra credits:

* A primary assistant who has given a lot of time to your program can be given two extra credits (total 3 credits).
* Other assistants, including the event reporter and photographer, receive one additional credit (total 2 credits).
* Members who bring food to a program except the potlucks can be reimbursed for ingredients and/or get credit for assistance. Use your judgment or consult with your Program Mentor.

* If a program has been held in a member-donated space, the member can receive 1-3 extra credits, depending on the size of the program and the work/time involvement. Please check with your Program Mentor, who will check with the Credits Coordinator and assign credits.

* You, as organizer and/or host, receive the attendance credit plus 3 extra credits (total 4 credits).

# FINAL STEPS – To be completed within two weeks of your Program

1. SUBMIT THE SIGN-IN/CREDITS SHEETS:

Make sure the sign-in sheet is completely filled out and the names of attendees are legible. Indicate clearly any No Shows, and be clear about who was a Guest. Make sure the extra credits for your assistants are listed at the top.

EMAIL to the Credits Coordinator:

* + Scan (or take a legible photograph of) the attendance sheet and email to nywcacredits@gmail.com. Include your PROGRAM DATE and TITLE in the correspondence subject line. Keep original for one year for your records and to mail a hard copy if necessary.

1. SUBMIT THE FINANCIAL PAPERWORK:

EMAIL to the Treasurer:

Be sure to include your PROGRAM DATE and TITLE in all correspondence subject line.

* + Scan or take a legible photograph of the attendance sheet and email to nywcatreasurer@gmail.com.

Include your PROGRAM DATE and TITLE in the correspondence subject line.

* + Tally all your expenses using the Budget Reimbursement Form.
  + Scan or take a legible photograph of original receipts.
  + A Social Security number is required when the NYWCA pays anyone such as a bartender or waiter. Please have them fill out a W-9 form.

MAIL to the Treasurer:

* + Receipts that are not legible on a scan.
  + Checks collected (keep copies of all checks). Make sure each check is made out to NYWCA, and includes thep name, the member or guest’s name, and the check owner’s telephone number. Cash cannot be mailed so convert to a check.
  + Original receipts and the Budget Reimbursement Form.

1. SUBMIT THE PROGRAM REPORT to nywcasocialmedia@gmail.com.