

How to Plan a *Successful* Event

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USS NEW JERSEY LODGE NO. 62



The Grand Lodge Of New Jersey F. & A.M.
Masonic Education Committee

Purpose of Event

- Fundraising
- Fellowship
- Food
- Fun
- Dispensation?
 - Move Warrant ?
 - Open or Closed ?
 - Contact your DDGM at least 90 days prior to run your idea past him, and ask for his advise and guidance.

Successful Events

- Grand Lodge Visitations
- Visiting Degree Teams
- Guest Speakers
- Traveling Degrees
 - Quarries
 - Battleships
 - Aircraft
 - Historic Trenton Masonic Temple
 - The Masonic Home in Burlington
- Handbag Bingo
- Cigar Smokes
- Comedy Nights
- Ladies Nights
- Table Lodges
- Chicken/Spaghetti Dinners
- Pancake Breakfasts
- Ham & Oyster Dinner

Date

Things to be considered

- Grand Lodge Conflicts
- Any District Conflicts
- Any Religious Holidays
- Any other competition
 - New Years Eve
 - Super Bowl®
 - St. Patrick's Day
 - Mothers Day
 - Valentines Day

Venue

Capacity

- Round or Long Tables
- Dance Floor

Parking

Amenities

- Bathrooms and Entryways ADA compliant ?
- Podium, Microphone, Projector / Screen for Guest Speakers

Smoking

Insurance

Enough space, power, tables and chairs for D.J.

Committee

Legal / Advertising

- Permits, Licenses, Edicts. Liquor and Raffle permits take a while to obtain so apply as early as possible. Also handles all emails and Social media

Bar / Food

- Stock: Beer, Wine, Liquor, Soda (Regular and Diet), Bottled Water, Mixers, Fruit, Stirrers, Cups, Napkins, Ice. TIPP's Certified Bartenders
- Caterer Vs. Do it yourself, consider dietary needs

Building

- Enough Tables & Chairs
- ADA Compliance
- Parking
- Signage for everything

E-mail/"Reply All" meetings



VS.



Budget

Break-Even

Most events should cover their own expenses, however, a budget is necessary to prevent over spending.

Do the Math

Calculate the cost of your event, add in “Freebees” and cost of guest speakers expected profit, to determine the final ticket price.

Include the Cost of Guest Speakers

(Transportation, Room & Board, Honorarium, etc.)

Always overestimate costs

Contact other Lodges to help with Planning and Costs

Revenue

- **Ticket Sales**
- **50/50, Tricky Tray**
- **T-Shirt Sales**
- **Donations**
money or products
- **Ad Book**

Advertising

Save the Date

- At least 90 days prior to the event

Social Media

- Facebook, Twitter
 - Create Event, invite, share, post on other pages.
 - Continue to post, to keep it on notification list.

E-mail

All Members, Secretaries, Mail Chimp



Advertising

- Trestle Boards, District websites and newsletters
- Print and hang-up Flyers
- *New Jersey Freemason Magazine*
- DLIs & GLIs, travel to other Lodge meetings
- Go outside of the Fraternity
- Mail out real (printed) invitations
- Phone Trees, Voice and Text Distribution Systems



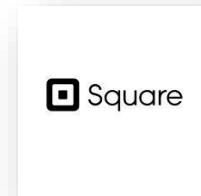
Ticket Sales

Tickets

- Print your own?
- Number on BOTH ends for door prizes, and create list of tickets handed out.
- Raffle License numbers are required on tickets
- Save ticket stubs for Final Report

Accept Credit Cards using:

- Square, Intuit, PayPal
- Money goes directly to your account.



Registration

Excel Spreadsheet

- Can be updated daily
- Can be as detailed as necessary

Eventbrite®

- Free service if event is free
 - small percentage if charging for tickets
- Handles registration
- Collects Data
- Allows continued contact
- Helps advertise
- Accepts credit card sales



Master Task List

Task	Category	Status	Priority	Due Date	Completion Date	Notes

Excel Template - To Do List					Sort To Do List	
Template to help manage in a central location all activities that need to be actioned						
	Category	Status	Priority	Due Date	Completion Date	Notes
the next prototype development for JimBuck	1 - Business	1 - Not Started	0 - Critical	15-Feb-10		
our next overseas Holiday	2 - Personal	2 - In Progress	1 - High	15-Jan-10		15/2 - Looked into destinations
financials and budget for next months expenses	1 - Business	2 - In Progress	99 - Finished	01-Mar-10	01-Feb-10	15/2 - Have started this action
it will take to build a new Shed in the backyard	2 - Personal	1 - Not Started	2 - Medium	01-Apr-10		
re-land office for the start of the New Year	1 - Business	4 - Completed	99 - Finished	05-Jan-10	10-Jan-10	

Follow-up Report

To be read in Lodge and included in the Minutes *Must Include*

Total Cost

- Donations

Total Revenue

- Ticket Sales
- 50/50
- Cash Donations

Menu

- Leftovers (Donate)

Receipts

- Include donations

Notes /Recommendations

Tips and Tricks

- Ask other Lodges for ideas and advice
- Delegate and Follow-Thru
- Develop a Timeline and stick to it
- Have a “Go-fer”/Runner to help with incidentals
- A clean well stocked Ladies room is essential
- Contact your city clerks office for raffle license details

*“Every event is a success,
in one way or another.”*

“It is amazing what you can accomplish if you do not care who gets the credit.”

– Brother Harry S. Truman

Questions?



Thank You

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