

## *wine women & shoes 2023 committee*

The Ronald McDonald House staff oversees the entire event. RMH is the "board," with the final word and assigns committee chairs to manage much of the event. The Event Chairs act like the "CEOs." They help build-out the team, manage it, and ultimately report to the House.

### COMMITTEE CHAIRS



- Participate in monthly committee meetings (in person or via Zoom).
- Plan and lead sub-committee meetings (1-2x month, mostly through Zoom). Meeting schedule and frequency varies based on committee and time of year.
- Support other committees by providing potential sponsor leads and ideas for auction items/experiences.

### COMMITTEE MEMBERS



- Participate in committee meetings (approx. every 2 months from February – June then monthly until event).
- Support other committees.
- All committee members are expected to purchase a ticket to attend & invite others!

## UPCOMING MEETINGS

### CHAIRS

March 8  
May 10  
July 12  
September 13

### FULL COMMITTEE

April 12  
June 14  
August 9  
October 11

# sub-committees & chairs

## ON-SITE FUNDRAISING (OSF)

### *Chair Needed*

- Requests donated items for the:
  - **Silent Auction (40 lots) & Live Auction (8 lots)** - clothes, purses, trips, sports tickets, restaurant gift cards, jewelry & more!
  - **Key to the Closet** - 200 keys will be sold at \$100 each. One lucky guest wins the entire closet, worth over \$10,000!
  - **Wall of Wine** - Guests blindly pull a bottle from our display for \$25 each. Bottles valued between \$25 and \$100
- This committee is good for a "**multi-tasker.**" A person with **community connections** and a well-rounded address book will shine here and contribute significantly to the bottom line.

## MARKETPLACE VENDORS

### *Chairs: Marichu Valencia & Michele Meixell*

- Secures local and national fashion partners and retailers. It's almost like you're a buyer for a store!
- Manages vendor communications and logistics.
- Works with the PR & Marketing Committee to make sure partners are promoting the event.
- On the day of the event, ensure we have sufficient volunteers for a smooth load in/load out.

## SHOE GUYS

### *Chair: Bethany Menson*

- Recruits and manages the 30+ Shoe Guys. Shoe Guys commit to raise at least \$500 each. In 2022, the group raised \$60K!
- On event day, the chair ensures that the men arrive on time, dress appropriately, and understand their role. Roles include everything from greeting guests, supporting vendors, running wine, cleanup, giving out Swag Bags, and everything in between!

## **VINTNER**

*Chair: Deb Fulmer*

- Communicate winery rental needs to the Venue/Logistics team.
- Ensure all wine deliveries happen smoothly and greet and help wineries when they arrive.
- You are a detail-oriented person, and know the difference between a Chardonnay and a Sauvignon Blanc.

## **ENTERTAINMENT**

*Chairs: Mandy Dicker & Laura Dwyer*

- Manages the music, emcee, program contents, any speakers, Step & Repeat, photo booth fun, and Best in Shoe awards.
- Researches and recommends entertainment.
- Communicates any technical needs to the Venue/Logistics committee.

## **SPONSORSHIPS**

*Chair: Mary Bowler*

- Sells potential partners on the WW&S opportunity for business promotion.
- 2022: \$65,000
- 2023 Goal: \$70,000
- You view sales as partnerships, created to benefit the sponsor, the event, and ultimately the cause.

## **MINI SPONSORS**

*Chair Needed*

- A Small business or donor that gives under \$1,000 is a mini sponsor.
- Creates new ways to attract and grow mini sponsors.
- You love to shop small and are a creative, out-of-the-box thinker.

## **SWAG BAG**

*Chair: Jackie Williams*

- Solicits donations for guests' gift bags (around 22 items) from sponsors, event participants, or local businesses. Work with sponsorship and OSF committees to ensure variety and additional opportunities.
- Manage the collection of donations, bag assembly, timely delivery to the event, and delivery to guests at the event.

## DÉCOR

*Chairs: Melissa Rice & Ivey Helmick*

- Researches and recommends overall décor for entire event, based on the budget.
- Works closely with Venue/Logistics and OSF committees.

## VENUE/LOGISTICS

*Chair Needed*

- *Run of Show: LEAD NEEDED*
- *Food & Beverage: LEAD NEEDED*
- *Day of: LEAD NEEDED*
  - Responsible for all site pre-event and event day nuts and bolts (rentals, vendors, etc.).
  - They put out fires on event day.
  - You possess a sense of style and organization skills and stay cool under pressure.

## PR & MARKETING

*Chair: Erin McGrath, RMH*

- Support the RMH and Wine Women & Shoe teams as need.

## VOLUNTEER

*Chair Needed*

- Collects names of potential volunteers, and assigns them to committees.
- This role needs someone who manages others well in a high-stress situation. You are a detail-oriented ninja master of the spreadsheet, with great follow-up.

## RMH LEADS

- Overall Event - Dawn Brooks
- Print/Graphics - Erin McGrath
- Registration/Ticket Sales - Leslie Hudson
- Committee Liaisons - Pam Cornforth, Katie Johnson, Ivey Helmick, Haley Belcher-Patton

### *next steps*

- Think about it!
- Review committee descriptions
- Contact Dawn Brooks to join a committee at [d.brooks@rmhde.org](mailto:d.brooks@rmhde.org) or (302) 428-5315.  
Scan the QR code to learn more.

