

Curling for Charity Timeline of Things to Do

| WHEN | WHAT | WHO | NOTES |
|----------------------|---|--------------------------|--|
| Late winter | Form Charity Event committee | Curling Club management | |
| Late winter | Consider charities recommended by members, meet with charity representatives, select one charity | Club Charity Committee | Emphasize scope of project and need for strong internal and external support |
| Spring | Meet with charity representatives and review tasks ahead; use this document as a guide | Committee and charity | Same as above |
| Mid-Summer | Recruit teams: area businesses, non-profits, public agencies, small and large employers, are all good sources | Committee and charity | Be prepared to be persistent; people will be in summer mode |
| Early September | Deadline for team entry, including payment | Committee and charity | Teams need reminders; summer happens |
| September-October | Sell sponsorships and solicit for bigger ticket raffle prizes | Club members and charity | |
| October 1 | Reconfirm teams | Committee and charity | Again, reminders are needed |
| October 1 | Identify team trainers. Recruit 2-3 members per team to train teams in advance and coach them on the day of the spiel | Committee | |
| October 1 | As soon as ice is in, recruit a couple prominent people who have agreed to curl to come to the club for a photo shoot. Send to local media as advance press release | Committee and charity | Great media tool |
| Early October onward | Continue to solicit raffle prizes and begin selling tickets | Club members and charity | Make sure ticket sellers promote big ticket prizes |

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| Mid-October to Late October | Make decisions regarding food options for the day of the event, i.e., will you sell food or serve it free? Do you need to hire a caterer? Who will provide service? | Charity and committee | |
| Mid-October to Mid-November | Develop a schedule to train teams and begin training. | Committee | Don't put this off; it's tricky to find ice time that also works for people's schedules. You could potentially be training 50-60 people |
| Early November | Continue to notify media through press releases. Send to local cable TV, print, radio and online media | Committee and charity | Easy publicity...both are 501C3's. Don't be afraid to send more than one press release |
| Early November | Print program book | Committee and charity | |
| Early November | Finalize assignments, i.e., food, parking, etc. | Committee and charity | |
| Mid-November | Confirm training is being done | Committee | Team enthusiasm picks up |
| Late November | The Big Event! | Club and charity | Expect loads of excitement and create a celebratory atmosphere in your warm room |
| Early to Mid-December | Follow up with curlers to enroll them in your winter session of Learn to Curl. You can also invite them to any social functions your club has planned for December. | Committee | These people make great members; they know what to expect and they're already hooked! |