

## Red Dress Gala Event Guide

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### 1. Budget and Spend Appropriately

- **Tickets**
  - Add tickets to your GiveSmart Site
  - Calculate the price of tickets based on your total expenses (venue, meal, equipment/AV rentals) to ensure you are reimbursing the chapter correctly. Check out the Philanthropy Guide for more details.

### 2. Plan Ahead

- Larger-scale events take careful planning and attention to detail. Ensure you and the rest of your Red Dress team have plenty of time to complete tasks.
- **Tip:** Although it is advertised as a Red Dress event remember that members and guests do not HAVE to wear a red dress to this event. Members and Guests should not feel pressured to wear or purchase a red dress. Your event will be a success regardless of what anyone wears!

### 3. Assemble a Committed Team

- Create committees around specific areas of your event and stay connected with your advisor. Delegate tasks and have frequent check-ins so you stay on schedule.

### 4. Save the Date

- Select a date that will optimize your attendance. Consider avoiding conflicts with certain events and taking advantage of others. EX: Hosting a parent event the same weekend as homecoming since some parents will be in town already.
- **Calendars to consider:** the campus/Greek calendar, holidays, and local/community events.

### 5. Submit Your Event and Use GiveSmart

- [Submit your event](#) to get access to GiveSmart and so we can be on the lookout for your donations!
- Set up tickets for your event on GiveSmart. Keep in mind only ticket sales return to the chapter and all other donations/items will go directly to the foundation after [Requesting GiveSmart Disbursement](#).

### 6. Secure a speaker

- If you did not request a virtual speaker in the Submit your Event form, contact [ChapterGiving@alphaphifoundation.org](mailto:ChapterGiving@alphaphifoundation.org) with your event DATE, LOCATION, and TIME at least 30 days prior to your event.

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### 7. Cater your Auction Items to your Audience

- If a silent auction is part of your Red Dress event, solicit sponsorships from local and corporate businesses.
- **Tip:** Remember that anything donated to the chapter, a social group classified as a 507(c)7, (ex: an auction basket from a local business) is considered a sponsorship and is NOT tax deductible through the Alpha Phi Foundation, a 501(c)3. Questions? Contact [ChapterGiving@AlphaPhiFoundation.org](mailto:ChapterGiving@AlphaPhiFoundation.org)

### 8. Skip the Dinner

- Want your event to have a fancy feel without the formal dinner? Opt for hors d'oeuvres and drinks! Let the guests snack while you host.

### 9. Create a Schedule of Events

- **Tip:** Poker Nights and Raffles are considered gambling in some states. When planning your event research to ensure all state laws are being followed.

### 10. Encourage Direct Donations

- Encourage all guests throughout the evening to donate directly to the foundation through your site to help you reach your goals.

### 11. Step out of your Chapter's Comfort Zone

- Do not be afraid to try something new at your Red Dress event! Use your best judgement to make changes and trust that your tweaks will help you raise more money and awareness about Alpha Phi Foundation!

### 12. Post Event

- Update your GiveSmart site status to "Hidden", confirm there are no outstanding payments or refunds, then [Request GiveSmart Disbursement](#).
- Mail any Checks or Money Orders (**please convert Cash to a Money Order**) to our Lock Box address:  
Alpha Phi Foundation Inc  
PO Box 7410667  
Chicago, IL 60674-0667
- Make sure you fill out the [Event Summary Form](#) (used for Leadership Conference awards!) shortly after your event. We love details!

### 13. Holmes Murphy Insurance

- Always send your contracts to be reviewed by Holmes Murphy before signing.
- **Phone:** 800-736-4327 **Email:** [HolmesMurphy@AlphaPhi.org](mailto:HolmesMurphy@AlphaPhi.org)

**Questions?** Contact [ChapterGiving@AlphaPhiFoundation.org](mailto:ChapterGiving@AlphaPhiFoundation.org)