

University of California, Irvine
Reeve-Irvine Research Center
3rd Party Event Policy & Procedures

1. A written proposal must be submitted to:

Reeve-Irvine Research Center
University of California, Irvine
2107 Gillespie Neuroscience Research Facility
Irvine, CA 92697-4265
C/O Tania R. Jope

2. The proposal must include:

Purpose of Event

- Purpose of the event
- Where the event will take place
- Target market/markets (Who will attend)
- Fundraising mechanisms (How do you propose to raise the money)
- Existing events/competition in the market
- Overall structure, agenda or itinerary of the event

Income & Expense

- Overall Goal for the event
- Individual goals for each of the income streams or fundraising mechanisms
- Detailed expense/budget
- Expected net revenues (Expenses not to exceed Income by more than 25%)

Volunteer Committees

- Overall Chairman
- Volunteer Committee Structure for Logistics
- Volunteer Committee Structure for Solicitation
- Calendar and agenda of meetings before, during and after event

Center Policy

- The event or program must have approval from the center director.
- The event or program must be completely run and managed by volunteers
- No professional fund raising individuals, companies or consultants may be paid on a fee or commission basis
- Any usage of UCI or Reeve-Irvine logos, graphics or written material must have pre-approval from the center director
- All net proceeds will forwarded to the Center within a reasonable time frame
- A full accounting of income and expense must be submitted after the event
- IRS policy and US postal service policy must be followed
- Full disclosure on gross and net proceeds and tax deductibility must be on all written material

Fund Raising Principles

- Event must have a highly leveraged Leadership in the community for the event Leadership.
- The Volunteer Solicitation Committee must be sales and marketing oriented.
- Event must be Proactive not Passive.
 - Passive: invitations, letters, advertising in newsletter, etc.
 - Proactive: Volunteers calling, making personal visits, networking.
- 1-5 ratio should be followed with volunteers. One volunteer for every 5 sales
- Special Event Rule of Thirds. For every ten people that say they will. 1/3 will, 1/3 might, 1/3 won't
- Contingency Planning