

Minnesota Furs



Event Runners Guide

The guide is broken down into five sections which will lead you step by step from the pre-planning of the event to some hints on how to recap your event after it has ended.

Planning Your Event

- ❖ Determine your **Type of Event**. Event types include, but aren't limited to:
 - Fursuit Romps
 - Dinner Outings
 - Movie Nights
 - Holiday Parties
 - Picnics
 - Bowling Meets
- ❖ Determine your **Event Location**. Location is not just the venue, but also the geographical area such as northwest Metro area, St. Cloud, inside the Loop, and so forth. Note that your location will affect attendance – running an event in St. Cloud will not get the same turnout as a similar event in St. Louis Park, but the locals will appreciate it more.
- ❖ Determine a **Time and Date for Event**. Bear in mind the time of year and expected weather. (A fursuit romp in spring might have mud around if done outdoors, and a picnic in winter doesn't make much sense.) Also consider the time, such as during the day on a weekday, an evening on a weekend, or a holiday, and how it will possibly affect your event's attendance. Keep in mind the requirements for your event tier and allow enough time for submission.
- ❖ Think of the **Size of Event** - How many people do you foresee coming to your event? Are you going to require RSVP? This will help you decide the next step in what best fits your needs.
- ❖ What is the **Event Scope**? After answering questions 1-4 you should now be able to group your event into one of three tiers. It is recommended or required to have a co-lead for tier II and I events:
 - **Tier III** - Little to no monetary risk (cost of venue is free or very cheap) or each member is responsible for their own admission (such as a Movie, Zoo, or Dinner meet). Size is small- generally under 50 people, averaging 20-30 people. Most events fall into this scope. Tier III events require a minimum 1 calendar month submission time.
 - **Tier II** - Moderate monetary risk, the venue requires a rental or a damage deposit. A class II event can be aimed at a larger group of people (50-200) or a smaller group such as a camping event, Parade or group retreat where one person fronts the money and liability for the event. Some class II events will require event insurance, and MNFurs can offer resources to assist you with this burden. Tier II events require a minimum 2 calendar month submission time.
 - **Tier I** - High monetary or personal risk and a high projected attendance. A classic example of a Class I event is our Annual Spring Picnic. This event scope requires the most resources and volunteers to pull off. Any class I events need to be approved by, and worked directly with the MNFurs Board of Directors. Tier I events require a minimum 3 month submission time, preferably a 6 month submission time.
- ❖ Consider your **Venue** - This includes finding a venue that will hold the number of people you forecast on coming, parking, cost of venue (free or conditional free is always good), and other amenities such as food, entertainment, etc. Another good idea is to visit the venue on the same day of week you plan on running your event and note how busy it is. Talk with the management and make sure they are receptive to your idea.
- ❖ **Gather Interest through Advertising Your Event** (optional) - Feel free to use the Minnesota Furs community through our forums and in-person to discuss your idea and to see what interest your event has. You may be surprised to find one idea you had was more popular than you thought. This will also help you with your attendance estimates.

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Submitting Your Event

- ❖ If you wish to receive resources from Minnesota Furs such as volunteer hours, advertisement, and use of the Minnesota Furs name or fiscal resource we **REQUIRE** that you fill out the event submission form: <http://www.mnfurs.org/about/event-submissions/>. Please see the Tier information to determine how much advance time is required for your event tier.
- ❖ Fill out the form **COMPLETELY**. All information is required, and incomplete forms will not be considered.
- ❖ Submit a short (1-2 paragraph) description of your event. This will be used in any advertising and other media, as well as help inform the Event and Volunteers staff as to what to expect from your event.
- ❖ Indicate if you'd like any assistance or resources from Minnesota Furs - This includes help finding volunteers, access to fiscal or material resources, the potential need for reimbursement, and so on.
- ❖ Decide where you'd like us to **Advertising Venues** – Minnesota Furs maintains multiple communications channels such as FurAffinity, Twitter, Facebook, and so on. Please indicate if you would like us to advertise your event, and which channels you would like it advertised on.
- ❖ **Submit Your Event!** - Don't forget to hit the submit button! Someone from the event team will contact you within a few days of your submission to confirm that the reception of your submission and indicate whether there any questions.
 - *We reserve the right to make minor changes for grammatical and formatting purposes to your event submission before it is posted to the website. This is to ensure the events fall under the same template we use for all events.*

Event Resources and Promotion

- ❖ Your event may require more resources than just yourself to execute, in both physical resources such as equipment or money, and logistical resources such as planning assistance and/or volunteers:
 - For assistance with planning and resources for your event contact the events staff at events@mnfurs.org
 - For assistance with the work for your event contact either the events staff at events@mnfurs.org or the volunteers staff directly at volunteers@mnfurs.org
- ❖ Community Meeting Attendance - Consider coming to the community meeting on the 7th of every month of prior to your event. This is a good way to communicate with events and volunteers directly and promote your event at the same time!
- ❖ Promote your Event – Minnesota Furs staff will help promote your event as directed through your event submission, but you are welcome and encouraged to drum up further support! Talk about it on your favorite social channels, let people know at furmeets, or use the forums. We want to see your event succeed just as much as you do!

Running Your Event

- ❖ Make Sure You Have Everything - Anything you need to bring should be packed, and reach out to those who plan on helping out or bringing supplies prior to the event.
- ❖ Get to the event **Early** - As the event runner you should be the first one on-site. Depending on the scope of your event plan to be there at least 30 minutes before the advertised start.
- ❖ Have **Forms Ready** - This is needed if your event is submitting for volunteer hours or usage of monetary/physical inventory.
- ❖ **Be a Good Host** - Greet people as they show up to the event and make sure they are enjoying the event; having fun yourself is a good start to encourage others!

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- ❖ **Keep an “eye out”** - Be observant of your surroundings and look for conflicts that may arise either within or outside the group at the event if in a public place such as a restaurant or theater.
- ❖ **Communicate with Management** - If in a private establishment such as a restaurant, make sure you let the management know of any issues or questions you have, and that they know to come to you as the point of contact during the event.
- ❖ If you start getting overwhelmed, **SAY SOMETHING** - The Board of Directors and Event Liaisons are here to help if you start feeling overwhelmed. There should be someone to turn to for assistance during most tier III and ALL tier II and I events. A sheet with emergency contact information is included at the end of this document.
- ❖ If you need to leave, **Appoint Another Lead** - If you need to leave the event for any reason, planned or unplanned be sure to let someone know and have someone ready to take over. If you don't have anyone in mind and an Event Liaison or a member of the board is present, ask if they can cover for you until you return.
- ❖ **Be the Last to Leave** - Make sure that the venue is in the same or better shape than when you got there. Touch base with the local management, if applicable, and get their thoughts on if they thought your event went well. See if they'd like to have us back!

After Your Event

- ❖ **Thank People For Coming** - Towards the end of the event, thank people as they leave for coming. Also consider writing a thank you post or reply on the forums. You will be surprised at how this can influence people to want to attend your next event.
- ❖ **Ask for Feedback** - Ask your attendees for feedback. Did they have fun? Did they enjoy the event? Do they have suggestions on things they might want to see for next time?
- ❖ **Write a Post Mortem** - Collect your thoughts on how the event went. What worked well, what did not. You can keep this private but it is important to collect this information if you plan on doing a similar or different style of event.
- ❖ **Submit Documentation** back to staff – this includes your volunteer hours tracking, reimbursement requests, the return of materials borrowed for your event, and so on. These are expected within one (1) calendar week of your event, and if you cannot submit in time please contact the event liaisons for assistance.
- ❖ Come to the following **Community Meeting** and recap your event (optional) - Events that are run by the community will have a place for a recap at the following community meeting. Delivering your report in person allows you to outline all aspects of your event. This can also help you gain perspective on something you did not see as others provide feedback.

If you have any questions or comments about running an event or this guide, please reach out to the event liaisons at events@mnfurs.org.

Running events is a big part of what keeps our community connected and entertained. From all of us on the Minnesota Furs Events team, thank you for your interest!



Please Sign In

Event: _____

Date: _____

Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				
Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				
Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				
Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				
Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				
Name:	Address: (at least zipcode please)	Updates from MNFurs? Y / N	I want to volunteer for events Y / N	Comments:
Email:				

After an event please turn these sheets in to your event coordinator or bring them to the next community meeting.



Volunteer Hours Tracking

Event: _____

Date: _____

Fur Name	Email or Site Username	Tasks Performed	Hours

After an event please turn these sheets in to your event coordinator or bring them to the next community meeting.

Emergency Response and Contacts



In Case Of Emergency

The most important thing to remember in the event of an emergency is to not panic! Keep a cool head, and act quickly. This document is intended to provide you with the necessary information to act responsibly.

Emergencies will be categorized in terms of Hazardous, Medical, Weather, and Other. Each should be handled differently:

- **Hazardous:** Hazardous emergencies include things like fire, building collapse, physical violence, and so forth. The first thing to do is to evacuate all attendees of your event from the area of risk as quickly and calmly as possible. Do a head count to ensure everyone is accounted for. Immediately then call 911 for the appropriate emergency response services such as a local fire department or police. Once that is done, immediately contact the Event Liaisons and Board of Directors to notify them. These individuals are coached to handle the responsibility in emergency situations and once present will do all necessary work with law enforcement and emergency services.
- **Medical:** A medical emergency is any situation in which a person's life is at risk due to injury, foul play, or unexpected natural cause (asthma attack without inhaler, heart attack, etc). In this situation immediately call 911 for medical assistance. After contacting 911 immediately contact the Event Liaisons and Board of Directors. They will take over the situation and deal with any emergency services necessary.
- **Weather:** A weather emergency includes things such as snowstorms, tornadoes, floods, earthquakes, and so on. The first priority is to ensure the safety of your attendees. Move to a safe location or shelter in place, as appropriate. Contact the Event Liaisons and Board of Directors immediately, whom will, if not present, advise you on an appropriate course of action and strive to reach you physically if not already present. They will also advise you on contacting any appropriate emergency services, and will act as necessary as the point of contact with them.
- **Other:** Other emergencies include anything not covered above, such as an arrest taking place, threats of legal action, and so forth. The important thing in these situations is to remain calm, and contact the Event Liaisons and Board of Directors immediately. If people request information and response from you simply state that you do not have the authority to answer them, and the appropriate contacts are on their way (if not already present). Especially in legal matters, contact the Secretary directly, who will advise and speak to any necessary contacts. The Event Liaisons and Board of Directors will take care of all announcements at that stage.

As an event runner, you are **not alone**. Minnesota Furs staff and especially the Board of Directors will advise you in any emergency situation that may occur and take over the response. That is part of their purpose in the grand scheme of our nonprofit organization.

Contacts: Removed Temporary We Are Updating This Document