

WELCOME BAG CHAIR

Responsible for identifying and ordering welcome bags for Specialty registrants and soliciting donations for bag contents from Berner/dog-related companies. Works very closely with Fundraising Chair to secure corporate sponsors/donations as well as Registration Chair to coordinate name badge holders and distribution of bags.

Qualifications

- A highly motivated, enthusiastic, and sales-oriented individual.
- Comfortable soliciting donations and effective at follow-up.
- Good writing and communication skills.
- Helpful if attended at least one previous BMDCA National Specialty.
- Previous sales and/or fundraising experience is highly recommended by not required.
- Ability to apply the following basic management skills: (e.g. identifying opportunities, being resourceful, dealing effectively with people, detailed follow-up).

Time Commitment

This is at least a one-year assignment, with busy periods occurring at the beginning to identify potential bags/vendors, and moderate activity beginning the first of the year of the Specialty soliciting donations and following up on requests. There is also a two-week period after the Specialty when letters of appreciation should be sent.

Time Line

Upon Accepting the Assignment

- Familiarize self with the following chapters of the BMDCA Specialty Manual: Committee Chair, Finance, Fundraising and Welcome Bag, noting all details of the position description, relevant deadlines and BMDCA Policies (bold and underlined text).
- Work with Show Chair and Registration Chair to develop the preliminary budget for bags and name badge holders.
- Work with Fundraising Chair to develop corporate sponsor strategy for welcome bags.

At least One Year Prior to the Specialty

- Plan on attending preceding year's specialty if possible to learn from current Chair and make contacts for your event. If unable to attend, contact past Chair to gain knowledge of what worked well, what didn't, etc.
- Confirm with Hotel Liaison that bag stuffing location has been identified and reserved.
- Determine at least three types/price ranges of bags (high, medium & economy) in case budget falls short of expectations.
- Develop wish list of bag contents.

First of the Year Prior to the Specialty

- Prepare direct solicitation letter (Chapter 39 A-2). Solicit donations for welcome bag contents from dog-related businesses. Coordinate solicitation efforts with Fundraising Chair to avoid duplication.

~Two Months Prior to the Specialty

- Place orders for bags (off actual counts whenever possible). Confirm “ship to” address information with Hotel Liaison.
- Send purchase orders/invoices to the Show Chair and Specialty Treasurer promptly for processing.
- Solicit volunteers on the Show Committee to help stuff bags on-site (preferably Sunday afternoon prior to the Specialty).
- Confirm with Newsletter Editor first issue with local information will be developed for inclusion in welcome bags. (Avoid duplication).

One Month Prior to the Specialty

- Confirm volunteers.
- Reconfirm/finalize any set-up requirements for the bag stuffing party with Hotel Liaison.

Sunday before the Specialty

- Oversee transportation of items to the show site, finding temporary storage if necessary.
- Supervise bag stuffing so that contents are even distributed among the bags. NOTE: due to limited quantities of items, all bags will not be alike.
- Ensure ballroom/stuffing area is properly cleaned-up and all cartons discarded appropriately.

Within Two Weeks of the Specialty

- Send thank you notes to volunteers and corporate donors.
- Submit a completed report to the Show Chair (see Committee Chair Attachment A-1 in Chapter 2).

Key Statistics for Historical Data:

1. Quantity Ordered
2. Quantity Left over