

BRENTWOOD 4TH OF JULY COMMITTEE RESPONSIBILITIES - TASKS

GENERAL RESPONSIBILITIES OF THE ELECTED OFFICERS (BASED ON CURRENT DESIGN)

CHAIRPERSON (CAN BE CO-CHAIRS)

- Oversees all activities of the committee
- Main spokesperson for the committee
- One of the signatures of the checks (need 2 for each check, but should have 3 designated)
- Signs contracts (although often need to work with borough manager for insurances, etc.)
- Liaison with borough, BBOA, Brentwood-Baldwin-Whitehall Chamber, marching groups, vendors for parade services (fireworks, port-a-johns, staging area permits, parking permits, printing, etc.)

VICE CHAIRPERSON

- Supports chair in tasks above as needed
- Chairs meetings in absence of the chair
- One of the signatures of the checks

SECRETARY

- Takes and prepares minutes of each meeting, keeping one copy in archives
- Sends letters to the marching groups requesting participation
- Sends thank you letters to sponsors, in-kind donors and all residents who contributed during the annual mailing (based on information provided by treasurer)
- Handles creative/production of materials such as posters, tickets, resident mailer

TREASURER

- Main signature of the checks
- Main contact with bank for all financial matters
- Writes all checks for the committee
- Records and deposits all checks in to bank account and provides list of donors to secretary for the thank you contribution letters
- Prepares monthly financial reports for the committee
- Files non-profit online federal tax report
- Attends the parade to deliver honorariums (checks) to groups and gets signature of recipient

NOTE: Committee meets the 2nd Monday of the month except July and December (although often have smaller committee meetings during December for the Night at Races. Must schedule the community room through the borough for the meetings for 2016.

SPECIFIC TASKS REQUIRED – CAN HAVE INDIVIDUAL CHAIRS/CO-CHAIRS TO BREAK UP THE VARIOUS TASKS

**NIGHT AT THE RACES – Chairs, but each can have several on the committee
(We do have list of past sponsors, donations, raffle ticket bags, supplies & some signs)
Tentative date on hold at St. Albert's – Friday, February 5th**

General Chair – Hall rental, catering, purchasing (or donations) for chips, sodas, beer, cookies/cakes, table covers, hall set up – main contact with the hall & caterer.

Race Chair – coordinates the sale of the individual races and the sponsors – all committee members take sheets to sell races, secure sponsors. Contacts race caller to schedule date. Coordinates with the race caller to provide the names of horses, owners and race sponsors for the race sheets.

Ticket Chair – coordinates the printing and distribution of the tickets, keeps track of number sold, and coordinates with chair on count for catering.

Raffle Basket Chair – (committee) Prepares letter of request and secures donations from business, organizations, individuals for the basket raffle. Meets to create the baskets, prepare all materials/signage for the raffle. Sends/distributes thank you letter to all who provided a donation.

PR Chair – submit article to South Hills Record, place information on borough website and committee Facebook page, submit to inBrentwood magazine, prepare posters and distribute to businesses in community. Other social media announcements.

Bingo strip ticket Chair – Purchases the tickets and coordinates the sale at the event.

Night of the event need: 5 race sellers, 2 race payouts, 2 basket raffle people, 1 50/50 seller, 1 to 2 bingo ticket sellers, 1 to 2 ticket takers at door and to check to refill snacks, etc.

PARADE & FIREWORKS CHAIRS / COMMITTEES NEEDED

Parade Recruitment—begin process in March, send letters early April

Business Sponsorship & Participation Recruitment – send letters to potential businesses and organizations that will pay to be in the parade and/or sponsor. \$250 sponsorships includes signage for their car; \$50 parade participation. In 2015, sent out approximately 45 letters with sponsorship form, return envelope. Coordinate all of the replies, updating excel (or any other format) with any change in contact information.

Community Group Recruitment – send letters to local organizations to participate in the parade (no charge). In 2015, sent out approximately 80 letters with participation form, return envelope. Coordinate all of the replies, updating with any change in contact information.

Honorarium Performing Group Recruitment – send letters to non-profit performing organization to ask them to be in parade and ask honorarium expected. Fee paid varies based on number in the group, etc. In 2015, sent out approximately 25 letters with participation form, return envelope. Coordinate all of the replies, updating with any change in contact information. Prepare information for Treasurer to issue checks (wait until closer to parade and provide as one form).

Veteran Group Recruitment – send letters to Veterans Groups using specific form, but same general process. V.F.W. 1810 Representative handles this recruitment. Currently Dave Buechel is the representative from V.F.W.

Elected Officials Recruitment – send letters to our local officials (Congress, state, county, local – Brentwood, Baldwin, Whitehall). In 2015, send approximately 40 letters. Most do not respond – just show up.

Fire Companies – the Brentwood Fire Department sends letters to the local fire departments asking for participation, but may others just show up. Brentwood Fire Company is in the main parade with Brentwood officials, but all others line up at the end of parade.

NOTE: In June, begin putting line-up together, coordinating all of the groups in a protocol order, and assign staging areas. About a week prior to the parade, send each participating group a letter with parade logistics and staging area (do not provide actual number in line-up).

Parade Thank You & Evaluation: After the parade, we have sent thank you letters to the groups for participating with an evaluation form. Also, all business or groups who provided a donation receive a thank you for the donation including the amount.

HOUSE DECORATING CONTEST

Chair builds committee of at least three to:

- Prepare entry form and promote on borough website, Facebook page, inBrentwood, in the Library and Borough Building, promote through social media and any other PR.
- Visit all of the homes a few days before the 4th and select first, second, third place winners and give them a sign (similar to a political sign with stakes) for their yard
- At the July 3rd Battle of the Barrel, present check and certificate.
- \$100 first prize; \$75 second prize; \$50 third prize

OTHER FUNDRAISING PROGRAMS:

Raffle Tickets – based on the PA Pick 3 Evening Lottery (000-999) print 1,000 tickets that are sold for \$5 each with 3 chances to win: \$1,000 on July 4, \$500 on July 5, \$250 on July 6. If all sold, profit is \$3,250.

- Need chair to secure sponsor for ticket printing, distribute the tickets, keep records of who has tickets, what is sold, arrange for ticket selling locations
- Timing – print by May and begin selling – all must be sold by morning of July 4th
- Notify winners, send checks and letters to the three winners

Resident Mailing – For the last few years we have used a professional printing company to prepare the mailer and use their postage permit and address route information to mail to the Brentwood Residents. Mailer artwork has been prepared by Elaine, but can be adjusted to suite the committee.

- Currently piece includes letter; tri-fold brochure with Celebration Schedule, theme, parade grand marshal; reply card; pre-addressed reply envelope all inserted into a mailing envelope. Return address is the library where we have a mail box.
- Need chair to communicate with any vendors, pick up the envelopes from the library and get checks/reply card to treasurer to deposit and update records.
- Timing is best to hit mailboxes after Memorial Day (month before the 4th of July).
- Before the end of the year, must send thank you letters indicating the amount contributed to all who provided donations.

Go-Fund Me – In 2015 we started a Go-Fund me account to get online donations and tap into people who are not living in Brentwood.

- Need to work with someone to set it up, post on our Facebook page and also promote in all of our communications including the resident mailer, any newspaper or online PR
- We do not get all of the contact information but the person gets a “receipt” from Go-Fund Me, so we do not send thank you.

OTHER AREAS TO COVER/CONSIDER

Facebook Page – Currently Joanna Kail is our Facebook editor. She posts updates and information. If she is willing to continue, she needs information to post.

Publicity/PR Chair – Prepares articles for the various publications and prior to the parade sends media alerts to the newspapers and TV stations to “pitch” stories they may find interesting to come and cover the parade.

Fireworks Chair – Contact and schedule fireworks. Currently have been contracting with Starfire but may want to get proposals. Once agree on type of fireworks and cost, need to sign contract and finalize with deposit. Day of event, need to pay balance and meet with team setting up on the field.

Parade Marshals – during the parade, need approximately 10-12 parade marshals to coordinate the various staging areas and direct groups into the lineup. Arrive at locations at 7:00 AM.

Other Vendors / Needs for the Parade:

Staging Areas – work with the police regarding streets that will be used so they can coordinate with other communities, including the city parking lot on Sankey. Plus if Giant Eagle lot is used, need to request use from owner and provide insurance (covered by borough).

Baldwin High School Parking Lot – we ask permission for people to park at the high school and car pool over. This is both for parade and the 5K runners.

Theme Banner & Magnetic Car Signs – need to design/order magnetic car signs for sponsors, plus a large theme banner that will be carried in front of parade.

Port-A-Johns – since the parade participants have a long wait, we have 2 areas with portable toilets – by the Sankey Parking Lot and the Giant Eagle lot.

Walkie-Talkies – to facilitate communications with parade marshals, secure communications pieces. For the last 2 years, a vendor who grew up in Brentwood had been providing free of charge. Need to coordinate with him to provide.

Fly-Over – if we want a fly-over, need to secure that and pay for it. Current person is getting up in years and may not want to continue.

Letterhead/envelopes – will need to prepare new letterhead for 2016.