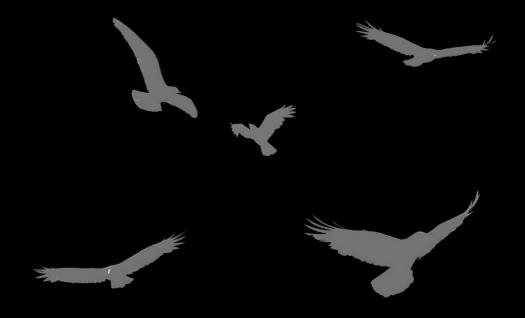




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To honor their 45th anniversary, the Kroh Foundation plans to celebrate with an exclusive, glamourous murder mystery gala at The Willows at Ashcombe Mansion on Thursday, November 3. Featuring dark, luxurious aesthetics, this event will host the foundation's most prominent donors. Alongside delicious hors d'oeuvres and a catered meal, guests will participate in a murder mystery game where they will attempt to figure out which of the board members "murdered" the organization's founders, John and Jane Kroh. After voting on which director they believe committed the crime, the founders themselves will reveal the answer. Over a delicious catered dessert, members of the board will each share stories of how the foundation has helped their community and thank donors for their continuous financial support to their cause.

PURPOSE STATEMENT

This murder mystery gala will thank donors for their continuous support by providing them with an exclusive banquet and entertainment. It will also show them how their support is aiding the foundation by sharing stories of the good works completed by the organization.

TARGE AUDIENCE

- The gala will host roughly 100-120 attendees. This consists of the top 50-60 donors, their plus ones, and the board of directors.
- The age of this target audience averages 55-60 years old.

- Highly educated females create the majority of the foundation's top donors.
- These donors hold full-time careers with incomes of over \$100k and live with their spouses and families in the Central Pennsylvanian region.
- This audience already has a strong relationship with the foundation and consistently supports it financially or through other means.

THEME

The theme will involve a dark, luxurious aesthetic with its glamourous venue and attention to detail in the décor. The invitations will be sent personally to each of the top donors for a special personalized touch. To intrigue and create anticipation, emails will release clues to the murder mystery and reminders for donors. The mysterious atmosphere will come from the dark red and black color scheme and clues to the crime hidden throughout the venue. The attire will consist of black suit and ties for men along with dark colored evening gowns for women. The delicious food will tempt the guests throughout the evening with an array of hors d'oeuvres, a catered dinner, and a delightful dessert spread.

GOALS

- Anticipation Intrigue donors with personal letter invites created by volunteers three months prior to event along with email reminders that include clues to build anticipation and entices at least 50 donors and their plus ones to RSVP.
- Arrival Greet all 100+ guests at the entrance with waitstaff and fascinating venue to make their arrival experience as engaging and exciting as possible.

- Atmosphere Garner at least 90% positive comments online by creating a mysterious atmosphere with the décor, waitstaff, and murder mystery clues to engage the audience and give them the best experience possible.
- Activity Engage at least 80% of donors with the murder mystery game, the array of foods, and the presentation of stories and gratitude made by the board of directors and owners of the foundation.
- Appetite Fulfill guests' appetites with the wide variety of hors d'oeuvres, dinner, and desserts provided by our caterer and served on time at 5:30pm, with dietary needs properly met.
- Amenities Exceed donors' expectations with a luxurious venue which fits the murder mystery theme and provides them with all of the facilities that they require. Provide gifts that at least 80% of guests enjoy and they can take home to remember the event and the foundation.
- Budget Keep expenses for the gala event under \$25,000.

EXPECTED OUTCOMES

The foundation expects their donors to leave feeling connected and valuable to the foundation, leading to an increase in financial donations in the near future. No direct requests for financial support will be made during the event, but they will mention upcoming goals and projects for the foundation, hopefully prompting support from donors.

TEAMS & ROLES NEEDED

JDK Catering Team Roles

- Liaison Will communicate between venue and event coordinator to create contract, discuss budget, determine linens, dinnerware, food options, set up, etc., and answer any questions about catering.
- Wait Staff Will assist with setting dinnerware and serve guests dinner at the event under the Liaison's supervision.
- Chefs Will expertly prepare hors d'oeuvres, dinner, and desserts to be served.
- Bartenders Will set up bars and serve guests specialty drinks throughout the event.

Venue Team Roles

- Liaison/Venue Coordinator Will communicate between all vendors and event coordinator, discuss budget, give tours, set up dining area, ensure venue is prepared for guests, and answer any questions about the venue.
- Technical Crew Will communicate with event coordinator to design lighting and technology needed for the presentations/speakers.

JDK Interior Designer & Florist Team Roles

- Liaison Will communicate between venue and event coordinator to discuss budget, ensure all décor needs are met, help create interior design plan, set up on event day, and answer any questions.
- Florist Will communicate with liaison and event coordinator to create floral designs, discuss budget, set up florals on event day, and answer any questions.

Event Coordinator (Chloe Howell)

- Will work with the Kroh Foundation's Board of Directors to create event plan to suit their needs.
- Will create checklists, timelines, budget, formulary, promotions, logistics, and evaluation plans to keep event on track and running smoothly.
- Will work with all other teams and vendors to ensure that all are staying on task.

Volunteer Team Roles

- Coordinators Sub-Team Will lead each Volunteer Sub-Team listed below and communicate with Event Coordinator.
- Invitations Sub-Team Will print, address, and send out invitations to all donors.
- Promotions Sub-Team Will send out promotional emails and other incentives to build anticipation.
- Evaluation Sub-Team Will monitor social media, review sites, and in-person communications to gather information on how donors felt about the event.
- Photography Sub-Team Will take photos and videos during event for later use for the foundation.
- Teardown Sub-Team Will help with the teardown and cleanup process after the event.

Board of Directors - Will communicate with event coordinator to ensure the event runs smoothly before, during and after. Will generate ideas, guest list, speakers/presenters, and the murder mystery game.





GALA **EVENT BUDGET** EXPENSES SUBCATEGORY PRODUCT AMOUNT RENTAL OF ASHCOMBE MANSION (INCLUDES FURNITURE, VENUE (\$5,250)TECHNOLOGY, LIGHTING, SOUND, TEARDOWN) GALA MENU PACKAGE (INCLUDES HOR D'OEUVRES, DINNER, DESSERT, CATERING (\$15,750) ALCOHOL, ALL STAFF, TEARDOWN) LINENS & DINNERWARE (\$400) FLORALS (INCLUDES TABLE DÉCOR CENTERPIECES, RED ROSES, AND RED (\$800) ROSE ACCENT ARCH FOR PICTURES) MISC. DÉCOR (INCLUDES THE BLACK FEATHER ACCENTS, CANDLES, CENTER PIECES, AND (\$750) DRAPES/BACKDROPS FOR PICTURES AND AESTHETIC) (\$60) PROMOTIONAL POSTS PROMOTIONS THANK YOU LETTERS (\$50) LETTER INVITES (INCLUDES STAMPS, (\$50) INVITATIONS ENVELOPES, CARDSTOCK) GIFTS/PRIZES THANK YOU GIFTS (\$500) PRIZE FOR MURDER MYSTERY GAME (\$500) MISC. GALA PROGRAMS (\$150)

EMERGENCY FUND		(\$500)	
TOTAL EXPENSE		(\$24,760)	
SPONSORS	5 LOCAL BUSINESSES		\$20,000
RESERVE	KROH FOUNDATION		\$5,000
TOTAL LEFTOVER			\$240



WHEN	WHAT	WHO
1-MAR-22	MEET WITH BOARD OF DIRECTORS AND START BINDER	CHLOE HOWELL, BOARD OF DIRECTORS
10-MAR-22	RESEARCH VENUE, CREATE TIMELINE, BUDGET, AND OBJECTIVES	CHLOE HOWELL, BOARD OF DIRECTORS
20-MAR-22	SELECT DATE, CREATE GUEST LIST	CHLOE HOWELL, BOARD OF DIRECTORS

1-APR-22	TOUR VENUE, RESEARCH CATERING	CHLOE HOWELL
15-APR-22	CREATE CONTRACT WITH VENUE AND CATERING	CHLOE HOWELL, CATERING LIAISON, VENUE COORDINATOR
30-APR-22	GATHER VOLUNTEERS, CREATE GROUPS AND SUB-GROUPS	CHLOE HOWELL, VOLUNTEER TEAM
10-MAY-22	MEET WITH VENUE TO DISCUSS TECHNICAL, MUSIC, LIGHTING, AND LAYOUT PLANS	CHLOE HOWELL, VENUE COORDINATOR, TECHNICAL TEAM
12-MAY-22	MEET WITH JDK CATERING AND DESIGN TEAMS TO DISCUSS FOOD OPTIONS, BARTENDERS, WAIT STAFF, LINENS, DINNERWARE, SERVING, FLORALS, AND INTERIOR DESIGN OPTIONS	CHLOE HOWELL, CATERING LIAISON, DESIGN AND FLORAL TEAMS
15-MAY-22	UPDATE BUDGET	CHLOE HOWELL
30-MAY-22	MEET WITH VOLUNTEERS FOR PROMOTIONAL AND INVITATION UPDATES/FEEDBACK	CHLOE HOWELL, VOLUNTEER TEAM

15-JUN-22	DISCUSS MUSIC, INTERIOR DESIGN, MENU, AND LIGHTING AND COMMUNICATE DECISIONS TO VENDORS	CHLOE HOWELL, VENDORS
30-JUN-22	FINALIZE GUEST LIST, DISCUSS PARTY FAVORS, PRIZES, MURDER MYSTERY GAME WITH BOARD	CHLOE HOWELL, BOARD OF DIRECTORS
10-JUL-22	SEND OUT PERSONALIZED INVITATIONS TO DONORS ON GUEST LIST	VOLUNTEERS
15-JUL-22	FINALIZE LAYOUT AND DESIGN SEATING CHART	CHLOE HOWELL, VENUE COORDINATOR
1-AUG-22	MEET WITH VENUE STAFF	CHLOE HOWELL, VENUE COORDINATOR
2-AUG-22	MEET WITH CATERING TEAM	CHLOE HOWELL, CATERING STAFF
3-AUG-22	MEET WITH DESIGN AND FLORAL TEAM	CHLOE HOWELL, DESIGN & FLORAL TEAM
4-AUG-22	MEET WITH BOARD OF DIRECTORS TO FINALIZE MURDER MYSTERY GAME RULES, SETUP AND PRIZES, GIFTS, AND SPEAKERS	CHLOE HOWELL, BOARD OF DIRECTORS

15-AUG-22	MEET WITH VENUE STAFF TO FINALIZE TEARDOWN COORDINATION	CHLOE HOWELL, VENUE TEAM
20-AUG-22	FINALIZE LIST OF MATERIAL NEEDED, BEGIN TO ORDER/ASSIGN VOLUNTEER PICK-UP FOR SUPPLIES	CHLOE HOWELL, VOLUNTEER TEAM, BOARD OF DIRECTORS
30-AUG-22	MEET WITH VOLUNTEERS TO FINALIZE AND APPROVE PROMOTIONAL MATERIALS	CHLOE HOWELL, VOLUNTEER TEAM
1-SEP-22	SEND OUT REMINDER PROMOTIONAL EMAIL #1 TO GUEST LIST	VOLUNTEER STAFF
10-SEP-22	POST PROMOTIONAL MATERIAL #1 ON SOCIAL MEDIA PAGES	VOLUNTEER STAFF
25-SEP-22	SEND OUT REMINDER PROMOTIONAL EMAIL #2 TO GUEST LIST	VOLUNTEER STAFF

1-OCT-22	FINAL WALK THROUGH AND DISCUSSION WITH VENUE	CHLOE HOWELL, VENUE STAFF
1-OCT-22	POST PROMOTIONAL MATERIAL #2 ON SOCIAL MEDIA PAGES	VOLUNTEER STAFF
3-OCT-22	RSVPS DUE, SEND OUT FINAL REMINDER EMAIL TO GUEST LIST	VOLUNTEER STAFF
10-OCT-22	CREATE SPOTIFY PLAYLIST AND DIGITAL EVENT SEATING CHART AND SLIDESHOWS TO SEND TO VENUE	CHLOE HOWELL
15-OCT-22	POST PROMOTIONAL MATERIAL #3 ON SOCIAL MEDIA PAGES	VOLUNTEER STAFF
15-OCT-22	SUPPLIES DUE, INVENTORY SUPPLIES AND CREATE LIST OF ANYTHING MISSING/NEEDED	CHLOE HOWELL, VOLUNTEER STAFF
15-OCT-22	UPDATE BUDGET	CHLOE HOWELL

25-OCT-22	FINAL TEAM MEETING TO DICUSS DAY-OF FORMULARY, TEARDOWN, AND EVALUATION	CHLOE HOWELL, BOARD OF DIRECTORS, VOLUNTEER STAFF
30-OCT-22	VOLUNTEERS PUT TOGETHER PARTY FAVORS AND PRIZES	VOLUNTEER STAFF
1-NOV-22	DROP OFF PARTY FAVORS AND ANY DÉCOR OR GAME PIECES/CLUES NEEDED	CHLOE HOWELL
3-NOV-22	SETUP, GALA, TEARDOWN	ALL TEAMS
4-NOV-22	PICKUP ANY SUPPLIES LEFT OVERNIGHT	CHLOE HOWELL
5-NOV-22	FINALIZE BUDGET	CHLOE HOWELL
6-NOV-22	SEND OUT THANK YOU NOTES TO VENDORS AND SPONSORS	VOLUNTEER STAFF, CHLOE HOWELL
10-NOV-22	DEBRIEF WITH ALL TEAMS, GET EVALUATION VOLUNTEER TEAM FEEDBACK, GET BOARD OF DIRECTORS FEEDBACK	ALL TEAMS



THURSDAY, NOVEMBER 3, 2022			
AT THE WILLOWS AT ASHCOMBE MANSION			
TIME	WHAT	WHO	
PRE-GUEST AR	RIVAL		
10:30AM	VENUE STAFF ARRIVAL AT MANSION TO BEGIN TECHNICAL, LIGHTING, MUSIC, AND LAYOUT SETUP	LIAISON & TECHNICAL CREW	
11:00	EVENT COORDINATOR ARRIVAL TO ASSIST WITH SETUP DETAILS AND COORDINATION OF STAFF	CHLOE HOWELL	
12:00PM	CATERING TEAM ARRIVAL TO BEGIN LINEN/DINNERWARE SETUP AND PREPARE FOOD/DRINK	LIASON, WAIT STAFF, CHEFS, BARTENDERS	
12:30	INTERIOR DESIGN & FLORIST ARRIVAL TO BEGIN DESIGNING MANSION WITH FLORALS AND OTHER DÉCOR	LIAISON & FLORIST	
1:00	VOLUNTEER TEAM ARRIVAL TO ASSIST IN SETUP AND PHOTOGRAPHY SETUP	COORDINATORS & EVALUATION SUB-TEAMS	
3:30	BEGIN SET UP OF MURDER MYSTERY GAME	BOARD OF DIRECTORS, CHLOE HOWELL	

4:00	BEGIN PHOTOGRAPHY OF VENUE SET UP AND CONTINUE PHOTOGRAPHY AS GUESTS ARRIVE UNTIL THE END OF THE NIGHT	VOLUNTEERS
4:15	SET OUT HOR D'OUEVERS FOR COCKTAIL HOUR	CHEFS, WAIT STAFF, LIAISON
4:15	STATION STAFF OUTSIDE WITH TRANSPORTATION IN CASE GUESTS NEED ASSISTANCE REACHING ENTRANCE TO MANSION & WAIT STAFF TO GREET GUESTS AS THEY ENTER	VENUE STAFF & WAIT STAFF
	POST-GUEST ARRIVAL	
4:30	GUESTS BEGIN ARRIVAL	GUESTS
4:30	BEGIN MAKING NOTES FOR EVALUATION UNTIL THE END OF THE NIGHT	VOLUNTEERS
4:30	BOTH BARS OPEN FOR COCKTAIL HOUR	BARTENDERS
5:30	DINNER IS SERVED IN SPERRY TENT	CATERING TEAM
6:15	BOARD OF DIRECTORS EXPLAIN MURDER MYSTERY GAME	BOARD OF DIRECTORS
6:30	MURDER MYSTERY GAME BEGINS	CHLOE HOWELL & BOARD OF DIRECTORS
7:30	GUESTS VOTE ON "KILLER" & ANSWER IS REVEALED	GUESTS & BOARD OF DIRECTORS
7:40	DESSERT IS SERVED	CATERING TEAM

7:45	BEGIN PRESENTATIONS, SPEECHES, AND THANKS	BOARD OF DIRECTORS
8:45	RECEPTION ENDS, GUESTS ARE GIVEN GIFTS AS THEY LEAVE	GUESTS, BOARD OF DIRECTORS
9:15	BEGIN TEAR DOWN OF EVENT	VENDORS, VOLUNTEERS, VENUE STAFF
10:00	CLEAR PROPERTY	VENDORS, VOLUNTEERS, CHLOE HOWELL

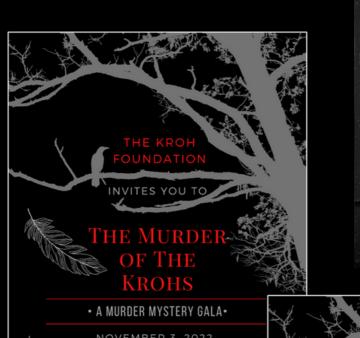


The event coordinator, Chloe Howell, will design the basis of the promotional material for the gala while the volunteer promotional sub-team will be creating the physical copies and sending them where they need to go. Overall, the goal of the promotions is to get donors excited for this fancy, mysterious event, persuade them to RSVP, and increase anticipation.

The first stage requires a complete list of the top 70-80 donors of the foundation, created by the board of directors. Then, volunteer staff will send our personalized invites, designed by the event coordinator, to everyone on the list. These invites will include:

- Date, time, and location
- What the event is
- Event theme, attire, and food provided
- RSVP/contact information

From there, guests can start RSVPing by emailing, calling, or texting the event coordinator. The sample envelopes and invites shown here are examples of potential designs.





NOVEMBER 3, 2022 4:30 - 9:00 PM HE WILLOWS AT ASHCOMBE MANSION 1100 GRANTHAM RD MECHANICSBURG, PA 17055

• NOVEMBER 3, 2022•

DEAR *GUEST NAME*

The Kroh Foundation will be hosting a murder mystery gala to mark their 45th anniversary. We are writing to invite you, and a plus-one, to this event, which will be held on November 3, 2022 from 4;30-9;00pm at The Willows at Ashcombe Mansion.

This event will include hors d'oeuvres, a catered meal, and a delicious dessert. We will also be hosting a murder mystery game with prizes for our winners. We ask that you dress in formal, black-tie attire.

We would appreciate your presence as we are honored to thank you for your support to the foundation. To RSVP, please contact Chloe Howell at *EMIAL* or *PHONE*

Thank you, and we hope to see you there Sincerely.

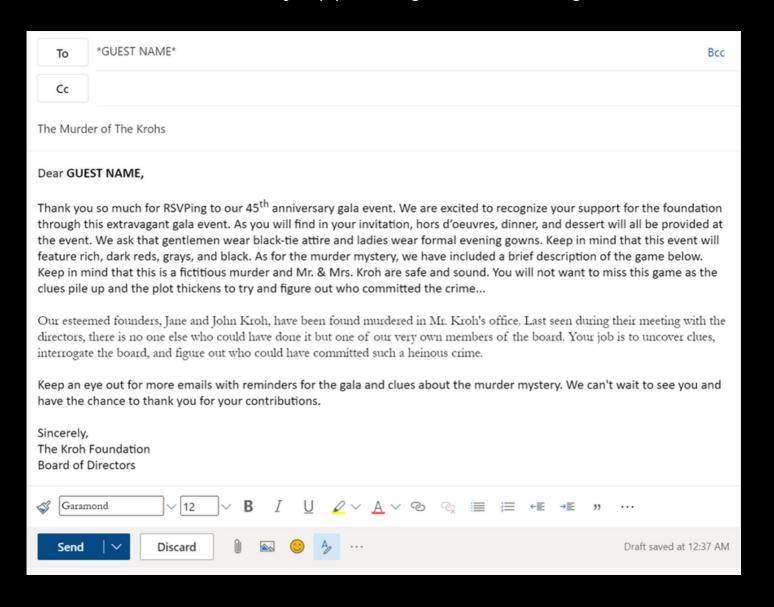
THE KROH
FOUNDATION
Roard of director



Next, the volunteer promotions team will send out multiple promotional emails to those guests that RSVP. These emails will include:

- Reiteration of details for the event (date, time, place, attire, etc.)
- More clues and details related to the murder mystery game

The sample email shown below is an example of the text that could go into email for the promotional volunteer team to use. The text can be placed into a graphic design, similar to the invite shown, and placed into the email so that it is more visually appealing and enticing.





The logistics teams and the event coordinator will ensure that all details of the gala are specified and planned well in advance. They will also guarantee that the event itself goes smoothly with hands-on involvement. Logistics has been broken down below into four main categories: Atmosphere, Activities, Appetite, and Amenities.

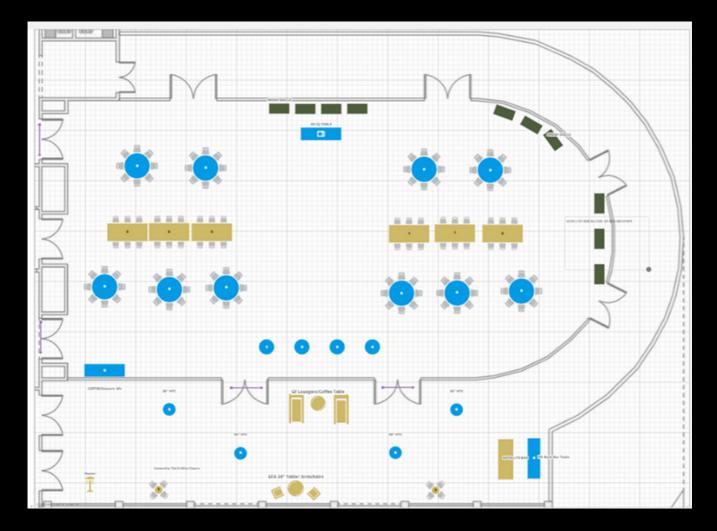
Atmosphere

- Venue
 - The gala will take place at The Willows at Ashcombe Mansion. This venue is located in north central Pennsylvania which is near the home base for the Kroh Foundation. Its Victorian style and fancy décor will fit the murder mystery theme perfectly. Plus, the spacious Grand Sperry Tent and Crystal Dining Room will be able to fit all guests for dining and for the game.





• The venue provides all chairs, tables, and setup required. They also provide floor layout plans through their planning site. This event could use something similar to the corporate floor layout shown below. The combination of round and long tables will give a nice, aesthetic variety for guests to enjoy.



Technology

- All lighting and sound technology is provided through the venue. The lighting in the tent will be set to dim red and golden light. Music, played through the speakers set up throughout the tent, will be provided through a Spotify playlist created by the event coordinator. The music will be classical covers of well-known pop songs to fit the luxurious theme but also connect with the audience.
- The venue also provides framed flat screen televisions which can be customized to show different artwork or pictures. The televisions closest to the dining area will display the seating chart while the others will display red and black artwork that will act as clues to the murder mystery game.

• Décor & Florals

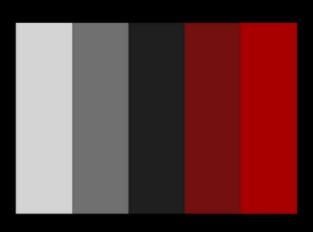
 Décor and florals will be provided by the JDK designer and florist. The theme will be deep red roses, black feathers, and white candles.

- The designer is in charge of the center piece candles, candles throughout the venue, and ensuring the catering staff correctly place the dinnerware sets.
- The florist will provide all flowers and feathers needed for centerpieces, rose wall, and around venue. They will work closely with the designer to ensure everything is in its place.









- Dinnerware & Linens
 - Dinnerware and linens will be provided by JDK. The event coordinator and designer will choose the plates, glasses, utensils, etc. as well as the linens to go along with them. The dinnerware and linens will be set up by the catering staff and the designer.
- For the arrival, guests will be greeted by the waitstaff stationed at the front doors. This will ensure that all guests feel welcomed and comfortable upon arrival.

Activities

- Murder Mystery Game
 - The main activity will be the murder mystery game. The rules, plot, clues, and set up of the game will be provided by the board of directors. Guests will be given the background information and then let go to interrogate board members, find clues, and put together the pieces to find out which board member "murdered" the foundation's founders, Jane and John Kroh. The event coordinator, venue staff, and volunteer staff will be in charge of setting up any clues around the mansion provided by the board.
- Presentation/Thank You
 - There will also be a presentation while dessert is served to guests. This presentation will thank donors for the support and show them how the foundation is helping the surrounding community. The venue staff is in charge of ensuring technical needs are set up (microphones, projection screen, stage).

Appetite

- JDK Catering will provide all food needed for the event.
 They will also provide the staff needed to prepare,
 serve, and cleanup.
- Hors d'oeuvres
 - Peppercorn Rubbed Beef Tenderloin, Stuffed Mushrooms, Fruit & Cheese Display
- Dinner
 - Artisan Breadbasket, Maple and Thyme Glazed Salmon, Rosemary Fingerling Potatoes, and Caramelized Citrus Carrots
- Dessert
 - Deep Dark Chocolate Raspberry Cake or Blackberry Cheesecake
- Bartenders will make three main custom drinks to go along with the theme. They will serve Bloody Mary's, Cape Cod Cocktails, and Red Raspberry Martinis to fit the theme. All of their supplies will be provided by JDK









Amenities

Prize

• The first guest participating in the murder mystery game to guess the correct murderer, weapon, place, and reason wins the detective's prize. This will entail two bottles of red wine, a coupon for a free round in a local Escape Room, a gift card for a fancy local restaurant, and a real version of the letter opener used to "murder" the founders.

Gifts

 Every guest will be able to take home a small token of appreciation from the gala to remember the event. These gifts will include a custom Kroh Foundation wine glass, assorted dark chocolates from a local shop, and rose scented hand soap.









The evaluation process will help the event coordinator understand what went well for the gala and what could improve for future similar events. For the Board of Directors, the evaluation will give them a sense of what their biggest donors enjoy doing or seeing at their anniversary social events. This will especially help them with their 50th anniversary social event in five years which will surely be an extravagant event.

The evaluation strategy will consist of two main parts: a quantitative summary and a qualitative evaluation. After the evaluation is complete and analyzed, the findings will be reported to the Board of Directors during a debrief meeting where all teams, including vendors, will meet to discuss if the goals were met and to share thoughts and advice on the event planning process, actual event, and post-event.

Quantitative (Conducted by Volunteer Evaluation Sub-Team)

- During event
 - o Gather number of guests that RSVP
 - Gather number of guests greeted at the doors from the waitstaff
 - Take note of whether everything remained on-time throughout the event
 - Take note of how many donors participate in the murder mystery game
- After event
 - o Gather number of posts tagging the event
 - Determine if final expenses were kept under the budget of \$25,000

Qualitative (Conducted by Volunteer Evaluation Sub-Team)

- During event
 - o Monitor guests' facial cues and comments
 - Take note of any positive or negative comments
- After event
 - Monitor positive and negative comments/posts/stories about the event
 - Interview 3-4 randomly selected guests on how they enjoyed their experience with the following questions
 - What were your thoughts prior to coming to the event? Excited? Uninterested?

- Did you have any questions prior to the event that you felt unsure of? What were they?
- How did you feel about the event venue? About the atmosphere?
- Did you enjoy the food selections?
- Did everything seem to run smoothly? Did you have time for everything?
- Did you enjoy the thank you gifts that you received at the end of the night?
- How did you feel about the event overall? Is there anything you would have done differently?

