



## **Red White or BREWS Virtual Tailgate | February 13, 2021**

*Zoom Host Jennifer Chaves, CNH Children's Fund (turns over to Aaron Elekes, Producer, GoLive Vegas)*

*Co-Hosts - Pete Horton, Jennifer Chaves, Valarie B-K, Kathi Tran, Joe Samson, Joshua Chang*

### **Zoom Naming Protocol for Presenters/Hosts**

*Type in the NUMBER you are assigned before your name. This allows us to find you easily in the participant list in case we need to message or unmute you for any reason.*

1. Aaron Phillips, Emcee
2. Aaron Elekes, Producer, GoLive Vegas
3. Caesar Milch, Auctioneer
4. AUCTION ASSISTANT 1 (Shirley) *(note keep title in all caps so your chats stand out in thread)*
5. AUCTION ASSISTANT 2 (Lynda) *(note keep title in all caps so your chats stand out in thread)*
6. Anna Wu, Concierge 1
7. Val Klingelhofer, Concierge 2
8. Craig Wallace, President
9. Jennifer Chaves, Executive Director
10. Mark Waronek, Marketing
11. Doug Chadwick, OneCause
12. Kathi Tran, Registration
13. Joe Samson, Tech Support
14. Joshua Cheng, Tech Support

### **Zoom Meeting Info**

Meeting Link:

<https://us02web.zoom.us/j/84918301038?pwd=UFU3MmMxOGI6MUUpBdk01dDB1OE03QT09>

Meeting ID: 849 1830 1038

Passcode: 535704

## ***Cell Numbers for Key Players***

<b>NAME</b>	<b>TITLE</b>	<b>CELL PHONE</b>
Aaron Phillips	Emcee	702-286-0063
Aaron Elekes	Producer, GoLive Vegas	702-344-6622
Caesar Milch	Auctioneer	818-640-8599
Shirley Nakawatase	Auction Assistant 1	619-787-7093
Lynda Spann	Auction Assistant 2	702-325-5811
Anna Wu	Concierge 1	626-348-9705
Val Klingelhoef	Concierge 2	831-241-4127
Craig Wallace	President	626-449-3466
Jennifer Chaves	Executive Director	510-564-5924
Mark Waronek	Marketing	310-910-5072
Doug Chadwick	OneCause	818-381-3274
Kathi Tran	Registration	408-674-4298
Joe Samson	Tech Support	714-609-0558
Joshua Chang	Tech Support	808-392-3731

## ***Good to Know . . .***

- We have two back up plans if zoom doesn't work for guests:
  1. GoLive.Vegas (download the app to listen live)
  2. Watch on Facebook ([www.facebook.com/SNVKiwanisD28](http://www.facebook.com/SNVKiwanisD28))
  
- Zoom tech assistance provided by Joe Samson and Joshua Chang with support from CKI members if needed
  1. Contact info will be included in opening PPT as guests sign in
  2. Chat Concierges should chat contact name/number throughout evening
  
- Brief job descriptions of key volunteers (see full job description file for more info on Auction Assistant, Chat Concierge and Registration Assistant)
  1. Chat Concierge (Anna & Val with Phil live chat)
    - During first 20 minutes of "reception" greets attendees and chats them up
    - Ten minutes prior to start, uses chat to ask silly questions to engage guests (and to test their ability to use the chat feature)
    - Five minutes prior, countdown clock begins and concierge builds excitement among guests for launch
  2. Auction Assistant (Shirley and Lynda)
    - Assists auctioneer during live auction
    - Posts brief description of each item in chat for all to see
    - Records winning bidder, item and amount sold in chat
    - During fund a need, helps with transition between each giving level via chat
  3. Registration Assistant / Registrar (Kathi)
    - Let's confirmed guests into the zoom
    - Renames guests and key volunteers (if needed)
  4. Producer / Production Manager (Aaron Elekes, Producer)
    - Audio Technician
      - Manages speaker volumes
      - Manages muting
    - Video Technician
      - Manage speaker transitions / start-stop videos
      - Share screen for images
  5. Marketing (Jenn and Mark)
    - One person designated to send a series of texts from OneCause throughout the event (Jenn)

- One person to share updates on social media in real time with emphasis on bidding for the silent auction (Mark)
- 6. Tech support (Joe Samson and Joshua Chang w/ support if needed from CKI members)
  - Someone savvy with Zoom who can assist guests with technical issues
- 7. OneCause (Doug)

WATCH: Sample of an edited gala: <http://redapple.evsuite.com/conversation-6-2020-nahma-virtual-gala-on-zoom/>

Watch the start of the first live auction (at 7:49) and continue watching until the end of this first item where she does a countdown before closing out the item (at 11:03). Very important to include countdown to compensate for lag time

Next jump to the fund a need at 17:58 where she starts by asking if anyone wants to give above the “actual” starting amount of \$1,000. **Who are our “whales” at the above \$1,000 level?**

Our Ask:

1. Above \$1,000
2. \$1,000
3. \$500
4. Anything below \$500

The donation page @ OneCause is set with buttons for \$2,500; \$1,000; \$500; \$250; \$100; \$50; \$25 and “other” ([https://one.bidpal.net/cnhchildrensfund/browse/donation\(details:item/1\)](https://one.bidpal.net/cnhchildrensfund/browse/donation(details:item/1)))

**Chat Concierges** should encourage guests to use the Zoom chat to confirm their commitment so they can be acknowledged live by Aaron at each giving level while he’s also telling the donors to log into OneCause to complete their donation.

Producer should scroll message during this time: “Log into your OneCause portal to make your donation now.”