

## DEACON ANNUAL COOKIE WALK

### COMMITTEE MEMBERS RESPONSIBILITIES

The vision for the CW is to acquaint the general public with Knox Presbyterian Church. To give them a “reason” to see the inside of our lovely building, to introduce them to some of our members, to raise their desire to want to be a part of who and what we are.

While profit is important, building clientele and acquiring new membership is the objective. We want to present ourselves in a most friendly, gracious and Christian manner. We want to provide a service to our community where anyone can come and find treats and gifts at sensible prices, nicely presented and lovingly homemade by our congregation.

All of the Deacons are responsible for supporting this effort through participation, baking, talking up the event and displaying enthusiasm. Deacons should wear their badges during the event and as much as possible mingle with “the customers”.

**The committee will consist of:**

Chairperson

Co-chair

Advertising: Church advertising

Social Media advertising

Newspaper and publications

Hostess and small gifts

Boxes, gloves and Christmas music

Decorations

Cashiers/Treasurer

**Responsibilities for Chairperson:** You are responsible for overseeing that all tasks necessary to the success of the CW are covered in a timely manner either by yourself or someone who is working in a co committee unit with you.

1. Approach Session at their January Meeting to get permission to hold the CW on the 2<sup>nd</sup> Saturday in Dec.

2. When approval has been received, contact the person in charge of the church calendar (Office Manager) and ask the event be reserved and listed on the events calendar. Request "Deadline for Newsletter and social media calendar".
3. When approval has been received, contact the "Facilities Manager" and let him know that the date has been scheduled and that you will be in need of: Lehman Hall and the Middle School Room on the Friday evening before the sale 5 p.m. until around 9 p.m., Use of both rooms beginning at 7 a.m. the day of the sale until 3 p.m.

You will need equipment and services from the "Facilities Manager": Request as many as possible (probably 6) oblong tables to be set up in MSR with space to walk between.

For Lehman Hall you will request: 17 oblong tables to be set up in a pattern which you will furnish him prior to the sale date (the floor plan is already prepared), 6-8 folding chairs, bring the red cafeteria trays from the hallway closet into MSR.

The doilies, gloves, bakery boxes, scales and other supplies are in Cabinets "E and F" in the MSR we can retrieve ourselves.

You will also request that trash disposal be taken care of during and after the sale. All set up and take down of tables, chairs, floors and trash will be taken care of by Facilities/custodians.

4. Begin recruiting co-chairs – pass out sheets of responsibilities at the June meeting so people have time to decide what job they want to volunteer for prior to August mtg.
5. At the August meeting you will announce the CW and identify all the co-chairs.
6. At the August meeting present an estimated budget to be voted upon by the Deacons.

You will need to budget for any new equipment you have to purchase that year (bakery boxes, gloves, doilies, misc. supplies (tape, tablecloths, scales, etc.)

New "date patch" for the outside banner. Get price from Communications Coordinator.

Advertising

Supplies for the Hostess gift section

Decorations

Lunch

Unexpected expenses (I suggest \$25)

A reimbursement for baking supplies for baking a minimum of 500 treats should be established with a predetermined amount. If CW takes off as we hope it will, no matter how many volunteers you have you will run out of cookies before closing time.

Beginning 2017 I suggest making this offer available to the congregation and Deacons.

Bakers will indicate they will bake at least 500 items when they sign up in the Commons.

People must turn in receipts for reimbursement.

*The amounts spent on those items previously will be included in the folder you receive.*

7. You will give any additional information for responsibilities of all co-chairs for the CW to each co-chair at the August meeting and maintain one in your records. This includes the "Deadline" calendar for newsletters, social media etc. Let them know where their equipment is, if there is such, and any other information you have regarding the work of that group. Each co-chair is responsible for recruiting the help they need for their portion of the event and should let you know the names when they have them.

Note: I suggest staffing be: 2 for decorations, 2 for boxes, 6 for hostess gifts, 3 cashiers. At least 6 people plus the "Hostess gift team) on Friday. At least 4-6 people on Saturday a.m. shift and 2-3 afternoon.

8. Follow up with each co-chair and their progress before each Deacon meeting starting with the Sept. meeting. Some may want to make announcements at the meetings.
9. Contact Facilities Manager the first week in November and be sure you agree on the information regarding what they will do, when and how. Make sure the door will be unlocked at 7 a.m. the day of the sale.

10. You will order lunch for the people who will be working the early shift on Sat. They can eat in the staff lunch room and purchase beverages from the vending machine. You will need a check from the treasurer in the amount quoted you by the store for the lunches and someone to bring the food to the lunch room around 11:15.
11. The evening before the sale you will arrive early to be sure facilities have gotten their work completed and that the floor plan matches your floorplan for Lehman Hall.
12. You will remain at the sale until everything is cleaned up. Be sure that equipment is returned to its rightful place and that if there is a change in inventory that is noted so those items can be replaced prior to the next CW.
13. You will connect with the head cashier and/or the treasurer regarding income, expenses and profit which you will report to the Deacons at the January meeting along with any changes, problems, concerns, praises you or someone else might bring forward.
14. You will want to be alert to any “problems” that might arise and help get those resolved.

**Responsibilities for Co-chair:** You are responsible for getting the word out to the congregation and community regarding the CW. One thing you will want to emphasize throughout your campaign is that there will be something for everyone. A gift can be purchased for a hostess who has invited a single person to dinner, (if aware of this, many older single men take advantage of hostess trays) a treat for a grandchild, a thank you for your beautician, mail person, neighbor, etc. You will want the vast part of your advertising done prior to the Thanksgiving week-end when many other organizations hold CWs. Samples and other information used previously will be included in your folder. With a change of date they could be used again or replaced.

1. You will prepare all signup sheets: “I will bake” “I will work signing up bakers”. Signups for “bakers” for at least 3 Sundays. “I will pass out brochures before 9 a.m. service”, “I will pass out brochures between services”. – “I will work” Friday evening, “I will work” Sat 7-11 and “I will work” Sat. 11 to finished cleaning up).

2. You will need to contact the church secretary and reserve space for Sunday mornings to do the sign up of bakers in the Commons.
3. Make sure the signup sheets for the Deacons are passed around at each meeting.
4. When signup sheets are complete, you will keep track that those who sign up for something are reminded a week or so ahead of time of that duty.
  1. Early on you will need to check all supplies to be sure there are enough: bakery boxes (250), doilies (250), gloves (250), white plastic tablecloths (23), 3 rolls adhesive tape, black markers, etc. Be sure the scales are functioning and that the batteries are turned off. Brianne Smith has included instructions with the scales as to their settings. If supplies need to be ordered you can use the information included in this packet or find new vendors by comparing pricing and shipping etc.
  2. Prepare information for Advertising, dividing that work into 3 categories with 1 person responsible for each category:
    1. **In house media**: – Newsletter articles beginning in Sept.
    2. Banner (be sure the banner has the new patch for the date of the sale way in advance). The Communications Coordinator will help you with that. It would be preferable to have the banner displayed outside before the Thanksgiving weekend. You coordinate this with the Facilities Manager.
    3. Lawn signs (I would suggest we use them spaced around the church properties since we didn't get a lot of them back). The date will need to be changed on each. These should be placed at least a week before the Thanksgiving weekend. Contact Facilities Manager regarding posting the lawn signs.
    4. Provide information to Church Secretary to include in bulletins. Communications Coordinator or Office Manager for electric sign at the side of the building, t v screens in the Commons Area.
    5. Provide the information for Flyers to the Communications Coordinator or Office Manager for preparation and copying. You will give these to the Director of CDO

to distribute to CDO students the week prior to Thanksgiving. I would suggest getting 200 copies so you have extra after CDO gets theirs. Ask people to post them in public places on bulletin boards etc.

6. Provide Communications Coordinator or Office Manager with list of signage you will want to post for the sale. These should be “eye catching”. I suggest - Cashiers, Hostess Gifts, Limit 6 (several), Candy, Gluten Free, Nuts, If you have allergies, please do not purchase our products”, and “Sorry sold out” to be posted if/when you close early (on entry doors).
7. Provide Communications Coordinator or Office Manager with information about the CW for making up handouts requesting bakers. I suggest 200.
8. **Social Media:** (Communications Coordinator and Office Manager will assist you with that. You can refer to information provided by Gary Dispensa from 2016 report.
9. Also before Thanksgiving, in the Sunday bulletin ask everyone who has social media to notify everyone on their list of contacts about the CW.
10. **Publications Media:** You can refer to the information provided by Tammy Sova from 2016 report. We will supply media contacts we have had good results with in the past. Use as many publications as you possibly can and if you can get pictures that is very helpful. Tom Rose or the Office Manager can provide those from previous CWs. You need to contact them early and be sure of their deadlines for publication. If numbers, names or websites etc. change, make note of that for yourself and those who follow you.

### **Responsibilities for Hostess and gifts:**

You will need 6 people in your group. Using your imagination and talents of those you are working with, you want to provide lovely, fun, interesting and affordable gift items using the goods the bakers have supplied. Trays of cookies, individually wrapped items, small product varieties in various containers etc.

Attempt to acquire necessary supplies over a period of time so as to take advantage of sales, coupons, perhaps resale shops or garage sales. Turn in all receipts to the Treasurer you will be reimbursed for your purchases. Remember to use the tax form for the church purchases. Be aware of your budget and expenditures.

You will need to start and finish your gift preparations and display beginning at 5 p.m. on the Friday before the sale.

Items should be pre priced and sold at your "station". The Treasurer will provide you with "startup" money. You will want some small bags for people to carry their purchases in. At the end of the sale you will count your cash and turn it over to the Treasurer for accounting and depositing.

The object is to attract buyers who want "gift" items, not just cookies.

**Responsibilities for Decorations:** We have some decoration which we have used in the past. You are free to be creative. We want the hall to be "festive", colorful and inviting. Keep in mind that space is at a premium between and around the trays of cookies.

Your budget will be decided at the August meeting. Turn in your receipts for all your purchases to the Treasurer for reimbursement. Use the church tax form.

**Responsibilities for Boxes, Gloves and Music:** You are responsible for Christmas music either through the media center equipment or your own during the CW sale hours.

On Friday evening you will prefold about 75 bakery boxes and having a supply of vinyl gloves at the table where the customers will enter on Sat. a.m.

On Saturday you make sure everyone who might be handling any treats has a glove and that a box is provided for purchases.

**Responsibilities of the Cashiers:** You will set up your check out area on Friday evening. You will need two scales and make yourselves familiar with how to weigh the containers. You will need several rolls of scotch tape, several dark marking pens, and bags available if people want them for their purchases.

You will weigh the box the customer presents you and determine the total price by rounding off your number to the nearest quarter lower than the actual cost. ( \$10.11 would be \$10). You will make the customer aware of the cost of their purchase and if that is acceptable to them, you will tape the box closed and mark the price on the top of the box with a marker. Collect cost, make change, offer a bag.

The Treasurer will provide you with “startup” cash for two cash boxes. There must ALWAYS be at least two people at this table when customers are present. At the end of the sale you will assist the Treasurer with accounting.

Be sure that scales are turned to “off” before returning them to their boxes. Return all supplies to the cabinets in the MSR. If there is a need to replenish any supplies make a note of that for the Chair person.

**Responsibilities of the Treasurer:** You will be responsible for keeping accurate accounts of all receipts and expenses and reporting the numbers to the co-chairs on occasion so they are aware of any expenditure their team has made and where they stand on their budget. You will determine reimbursements to those turning in receipts for items they have purchased. When you receive receipts for reimbursements from people who are going to bake 500 or more treats, make a list of those people and their totals for the Chairperson’s records.

You will provide “startup” money for the Hostess table and for two cash boxes for the cashiers before 8:45 a.m. on the day of the sale. A mix of \$10, \$5, \$1 and one roll of quarters (divided among the 3). Many people will pay with \$20 so I suggest \$75 or \$100 for each cash box.

Provide estimate of profit if possible to the Moderator and Chairperson at the end of the event.

As soon as convenient provide a summary of Income, expenses and profit figure for that year’s CW to the Moderator and the Chairperson.