



2024 Kick Off

Oklahoma City
Young Professionals

Event Committee
Information





First Annual Fork Cancer

Event Leadership

2024 Chair: Akhila Chintala

ACS Staff Partners:

Maysen Johnson, SDM

Bailey McMahan, AD

Date and Location:

November 21st, 2024

Devon Boathouse-

McClendon Whitewater Center

Fundraising Goal:

\$175,000

Guest Count Goal:

300-400

Tastemakers:

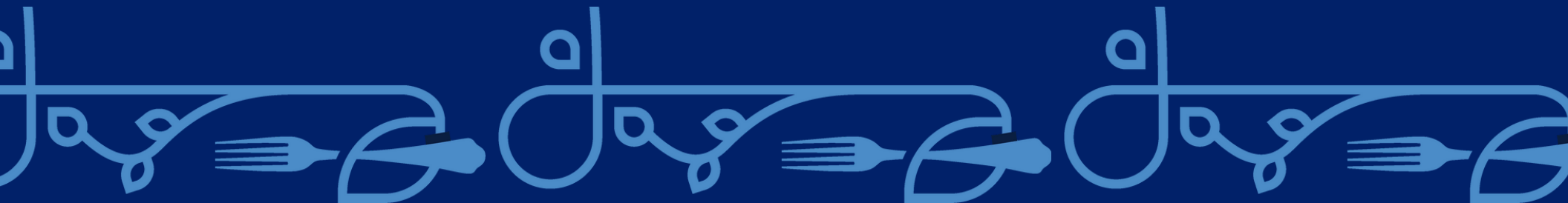
20 Tastemakers raising \$5,000 each



2024 Mission Goal: \$175,000

The FIRST annual FORK! Cancer- Oklahoma City will take place on Thursday, November 21st at the Devon Boathouse-McClendon Whitewater Center. The evening will represent OKC by offering a melting pot of small plates and craft cocktails from each of Oklahoma City's amazingly diverse districts, as well as live entertainment and a silent auction. We will also recognize and celebrate the fundraising efforts of our "Tastemakers" - a group of Oklahoma's young emerging leaders.

Funds raised by Fork Cancer will be used to ensure that the unique needs of each cancer patient are met by delivering life-saving programs, services, and advanced research. The American Cancer Society's work has contributed to a 32% decline in the US cancer death rate from 1991 to 2019 resulting in 3.5 million fewer deaths during that time.





FORK Committee Chair Requirements:

- **Commitment made by June 1st**
- **Attend twice monthly meetings and ongoing communication**
 - Meetings will be a mix of in person and virtual
- **List (2) Sponsorship Prospects**
- **Solicit (2) Auction Asks**
- **Nominate (4) Tastemakers**
- **\$1,000 Give-Get**
 - Examples:
 - Selling 10 tickets will get your admission

Committee Structure



Food and Beverage Committee

- Work to secure all food and beverage sponsors for 2024 event.
- Secure logos and food graphics to social media committee within their set timeline to post to Fork social media accounts.
- Handle all communication with vendors throughout the year and leading up to the event.
- Handle logistics of vendor set up, ensure smooth experience night of event, and follow up with all vendors for feedback after event.

Auction Committee

- Acquire items for Big Board/Silent Auction/Live Auction
- Each Auction Committee Member should focus on bringing in \$3k-5k per person.
- Timing: All items should be procured, and physically in-hand, AT LEAST two weeks prior to the event.

Committee Structure



Sponsorship Committee

- \$100,000 sponsorship goal
- Committee to partner with ACS Staff and Event Chair to identify sponsor prospects via place of work or personal connection.
- Committee to follow up on status of asks and/or make asks on behalf.

Mission/Diversity, Equity, & Inclusion Committee

- Work with all committees to make sure our event reflects all of our Oklahoma City communities.
- Partner with local DE&I groups to promote the event.

Decor and Logistics Committee

- Work to stay within allocated budget for decor
 - Communicate with ACS Staff and Event Chair on budget
- Handle day of logistics to keep the event in flow
- Point person for all decor vendors

Committee Structure



Tastemaker Relations Committee

- Committee focused on customer service to Tastemakers
- One (1) Committee member per five (5) Tastemakers
- Help guide and mentor Tastemakers, and hold them accountable to their goals while producing creative ways to keep them engaged throughout campaign season.
 - Coordinate with ACS staff to offer trainings, retreats, etc. as necessary to assist Tastemakers in reaching their goals
- Tentative goal: \$5K goal for each Tastemaker
- Keeps Special Events & Logistics Committee updated on any givebacks that provides ticket sales opportunities

Volunteer Coordination Committee

- Volunteer Recruitment Recruit, train, and maintain communications to night-of-volunteers
- Create Sign-Up Genius for volunteers needed
- Day-Of Responsibilities Pin-Point Head Volunteer for day-of activities
- Work with logistics to ensure needs are met during set-up, actual

Committee Structure



Social Media and Marketing Committee

- Committee responsible for curating and scheduling content for social media platforms regarding Tastemakers, Sponsor & In-Kind spotlights.
- Identify promotional partners to grow event attendance.
- Designs marketing flyers to use on social media and email campaigns.
- Help think of out of the box grass root marketing opportunities to collaborate with new and existing event partners.

Special Events Committee

- Meet the Tastemakers: Help coordinate “Meet the Tastemakers” event in terms of location scouting and event logistics.
- Community Events: Identify community events where we can promote & sell tickets.
- Givebacks: Partner with Tastemaker and Volunteer committees for staffing of giveback nights to sell tickets.