



CASA RED SHOE Party EVENT Check list and TIMELINE

The RED SHOE Party is the biggest fundraiser of the year held in April.

May-August	<ul style="list-style-type: none"> Create event budget Secure Co-chairs (2), Sponsorship chairs and Auction chairs, PR Media Secure CASA Board Event co-chairs (2) Select and Tour Venues do a cost-benefit analysis of options of venue and production Select Date in April check date make sure not overlapping other important events
July	<ul style="list-style-type: none"> Announce The Date and co-chairs in Annual Report/Newsletter coming out in July
September	<ul style="list-style-type: none"> Select and pay deposit for Venue Select and meet with Production Company Secure and pay deposit for Band Secure caterer Secure wine, spirits, beer partner Choose bartender company Create plan for decorations (table decorations and bathrooms) Secure auction company Live for registration and auction check out
October	<ul style="list-style-type: none"> Solidify Sponsorship Opportunity levels and Recognition (including Bid sheet, raise the paddle, & napkin sponsors) Update website with new sponsorship levels & Save the Date Identify new sponsors with the new co-chairs and Board co-chairs Send out Sponsorship Requests to all prior and new sponsors Create the art for the Save the Date & online posts
November	<ul style="list-style-type: none"> Follow up on Sponsorship asks with co-chairs, Board and Staff Send out the Save the Date postcard before the holidays (or in January) Update Auction request letters and email out to all prior auction donors Update all Press Releases, Media Advisory, and PSAs
December	<ul style="list-style-type: none"> Partner with Marketing firm and CASA Board Marketing Committee to create social media plan (website, facebook, twitter, youtube, linkedin, blog) Update event time line Identify Host Committee and RSP Committee Have bi-monthly RSP Committee meetings
January	<ul style="list-style-type: none"> Send out electronic version of Save the Date postcard Update online registration forms; sponsorship, patrons, tickets

- Create Facebook event page and link page to tickets sales
- Start tweeting more frequently, and every time we receive a donation/sponsorship
- When Presenting Sponsor commits send press release announcing
- Send Patron letters in the mail
- Send Calendar Requests to Media
- Submit on online community calendars; nowplayingnashville, eventbrite, wannado, americantowns, nashvillescene, nashville.about,
- Go online for donation requests Titans, Predators
- Update spreadsheet and master auction list
- Apply for Special Event Liquor License
- Request Certificate of Insurance
- Secure Red Shoe Contest Judge
- Invite CASA volunteers to attend complimentary (2 tickets each)
- Recruit community volunteers to work the event
- Create Invitations

February

- Mail Invitations
- Host a RED SHOE Party Kick off event at a Shoe store
- Send Press Releases, PSAs
- Invite media
- Send electronic invitation
- Call, follow up and visit in person auction donors
- All auction committee members to request and follow up on new and previous donors
- Board members help secure auction items

March

- Confirm menu with caterer
- Identify someone to take care of the band's requests
- Order co-chair gifts
- Order Best RED Shoes prizes
- Deadline for auction items mid-March
- Group auction items and create the descriptions
- Create the tout sheets and send the list of auction items to Auction Company for bid sheet creation

April

- Create schedule for volunteer help at the event
- Set up and clean up venue day of event
- Hand write Thank you notes to volunteers, staff, vendors, venue contacts, production, co-chairs, and all donors
- Assessment of the event's strengths and weaknesses

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The Red Shoe Party: "There's No Place Like Home"
Annual event benefits abused and neglected children

NASHVILLE, Tenn. – (April 2014) – The 15th Annual Red Shoe Party is a cocktail dinner event including a dance and auction benefiting CASA (Court Appointed Special Advocates) Nashville.

"The Red Shoe Party is a fun and exciting way to communicate the mission of CASA to a broad spectrum of the Nashville community who may not be aware that child abuse is a significant issue in our own city. It is an opportunity for people to make a difference in the lives of these child victims and give them hope for a safe, permanent home," said Jane Andrews, Executive Director of CASA Nashville.

Attendees, both men and women, are encouraged to wear red shoes, reminding us that “there’s no place like home” and celebrating CASA’s continuing effort to place abused and neglected children in safe, permanent homes. “CASA speaks for children whose lives are at a critical point. A point where a judge is going to decide where they live, with whom they will live and essentially what will be the direction of their lives. Our work is very serious, but the Red Shoe Party celebrates everyone who ‘Speaks for the Child’ and wants to see our community care for each one,” said Harris Gilbert, Board Member and Past Board President of CASA Nashville.

During the event, the entertaining and high-energy party band “24/7” will keep the dance floor fun. The menu features appetizers, dinner, and dessert provided by Bacon & Caviar Gourmet Catering. There will also be complimentary valet parking for all guests provided by PMC.

The Red Shoe Party will be held at Rocketown on Saturday, April 12th at 7:00 pm – 11:00 pm on 601 4th Ave South, Nashville, Tennessee 37203.

Individual tickets are \$150.00 and all proceeds benefit the mission of CASA. Patron level support also entitles you to one ticket and costs \$250.00. To reserve a ticket, visit www.casanashville.org

About CASA Nashville

CASA, Inc.’s mission is to provide trained community volunteers to advocate for the best interests of children who come to the attention of juvenile court primarily as a result of abuse and/or neglect. For more than 30 years, CASA Nashville has improved children’s lives by providing a crucial resource of trained Court Appointed Special Advocates who speak exclusively for children.

CASA Nashville was incorporated in 1984 and founded by a steering committee from the National Council on Jewish Women, Nashville Section and the Junior League of Nashville. It is a replication of the first CASA program started in 1977 by a Seattle judge. The Nashville program was the first in Tennessee and is one of nearly 1,000 nationwide programs. It is the only organization authorized by the State of Tennessee (TCA 37-1-149) to provide advocacy service and works on behalf of and in partnership with the juvenile courts and the Department of Human Services.

Who do we serve and what do we do?

CASA serves some of the most vulnerable children in our community. Through no fault of their own, they are abused, abandoned or otherwise neglected by the people who are supposed to love them the most. These are children and youth from birth to age 18 who have a case pending in Juvenile Court to determine the safest, most permanent place for them to live.

The court appoints one of our trained volunteer advocates to get to know the child, research the case and submit a fact-based written court report outlining the services the child needs and a recommendation regarding the safest placement. The volunteer’s priority is the *child’s best interest*.

While our ultimate hope is that no child will need us, there are presently about 2,000 children with cases pending in Davidson County alone; CASA is only able to serve 30% of them. Imagine the immediate and long term impact on children, families and the community if CASA had enough volunteers to assign all cases a CASA advocate. That is our goal. With your help, we can reach it.

We want all of Nashville to join in and celebrate our staff, board members, donors, founders, and supporters for the past 30 years. For without their support and guidance, so many child victims wouldn’t have had a CASA volunteer. Wouldn’t have had a voice in court. Wouldn’t have had hope.