

ORGANIZATION'S
LOGO

[Name of Organization]
Dinner Masterplan

PRE-EVENT:

A. Dinner Objective:

- *Discuss some of the background information for the idea (i.e. how it came about)*
- *Expressed as "To," "In a way that," and "So that" construct*
- *Explain why this project is needed and the benefits to doing it*

B. Dinner Target Audience:

- *Who does this event best cater to or who should be the focus of your attendees?*
- *Examples: local congregation, students, families, or businesses and professionals*

C. Dinner Theme:

1. [Name of Event]
2. Proposed Color Scheme: _____

D. PR/Advertising: Ways in which this event will be advertised. [Check all that apply]

- Flyer Distribution
- Mailer
- E-Mail
- Announcements
- Save-the-date Postcard
- Press Releases
- Word of Mouth
- TV/Radio Announcements
- Other:

E. Ticket Sales:

1. Order Tickets

- Design Tickets
- Take to printer and place order(order quantity based on the maximum capacity of the location of your event)
- Pick up tickets from Printer

2. Sell Tickets: Ticket Head should:

- Designate a number of people to sell tickets
- Provide and record the numbers of the tickets that were given to each seller
- Create a form to give to each seller in which they will keep an updated list of all purchasers, the numbers of the tickets they purchased, and their contact information
- Set a deadline(usually two or three days prior to the event) for all sellers to stop selling so as to avoid having a shortage of food as a result of too many tickets being sold at the last minute
- On an occasional basis, the ticket head should collect forms and money from seller so that they could maintain a master list of all tickets sold
 - Master database should include be set-up in a 4columns x 20 rows and should say the following:
 - Columns: Name of Purchaser, Name of seller, Ticket Number, Paid (Yes/No)
- Collect tickets from all sellers
- Complete master database of all tickets purchased.

F. Decorations

1. Favors

- Come up with an idea of a gift that could be given to your attendees as a token of appreciation for their support and attendance.*
- Possible ideas:*
 - *Copy of a Du'aa*
 - *Booklet*
 - *Turbah*
 - *Sweets*
 - *Masbaha*
 - *Book*
 - *Keychain*

2. Centerpieces

- Floral Arrangement that match the color scheme

3. Table and Tablecloths

- Should match the color scheme

THE EVENT:

- Prepare name tags for all volunteers during the dinner
- Greeters/Registration/Seaters: Should be directed to the head of those areas for direction

A. Reception

1. Parking

2. Greeters

- At front doors
- To offer proper greet of “Assalamu Alaykum-Thank you for joining us”
- Direct people to the registration tables

3. Registration Tables

- Collect ticket from attendee
- Check ticket number on database (either hard copy or on laptops) to see whether paid or unpaid
- Highlight/Check off attendee and collect money if necessary
- Hand out programs and all other appropriate literature
- Direct people to seaters

4. Seaters

The person in charge of seating should draw a layout of the hall and the situation of the table and mark all the reserves tables and provide a copy of the illustration to each seater. As for those non-reserved tables, the head of seating should divide the hall up into about four-five main sections and assign seaters to these spots. These seaters will remain in their section and attendees will be directed to them by other seaters and they will accommodate them based on how much open seating they have in their section.

- Offer proper greeting and Salaam**
- Have two sets of seaters: some for reserved and some for non-reserved**
- Those who are for reserved seating will ask the attendee the table they belong to and direct them to that table**
- Those for non-reserved seating, they will be directed by some seaters to one of the sections in which the section head will accommodate the attendees based on how much open seating they have in their assigned tables.**
- Speakers and the MC will be directed to the Speaker’s table near the podium**

B. Program:

- To be determined based on the number of speakers and items to be conducted during the program (i.e. fundraiser, entertainment...)
- Copies of the program should be printed and passed out to all attendees at the registration table

C. Entertainment:

Other than the opening MC speech and speeches to be given by guest speakers, it is a goof idea to include some form of entertainment to every event. Below are some ideas as to what could be conducted. When the idea is developed, include a detailed account of what the activity will be, who will be involved, what is needed, and amount of time needed. Some ideas include:

- Anasheed*
- Play/Skit*
- Talk Show*
- Movie*
- Recitation*
- Auction*
- Fundraising*

- *If, during the course of the dinner, you want to conduct a fundraiser, you would need to include a comprehensive outline of what the fundraiser entails, how it will be conducted, who will be involved, and resources needed.*

POST-EVENT**A. Program Ends**

- Clean-up
- Collect all literature and items
- Round up all volunteers and conduct an on-site evaluation of the event