

The background is a stylized, high-contrast illustration in shades of blue, red, and yellow. It depicts a scene of military action and celebration. In the upper left, a propeller-driven aircraft is shown in flight. Below it, several soldiers in silhouette are depicted with their arms raised in a gesture of triumph or defiance. The overall style is reminiscent of mid-20th-century propaganda art.

**REMEMBERING**

**WWII**

**2025 EVENT**

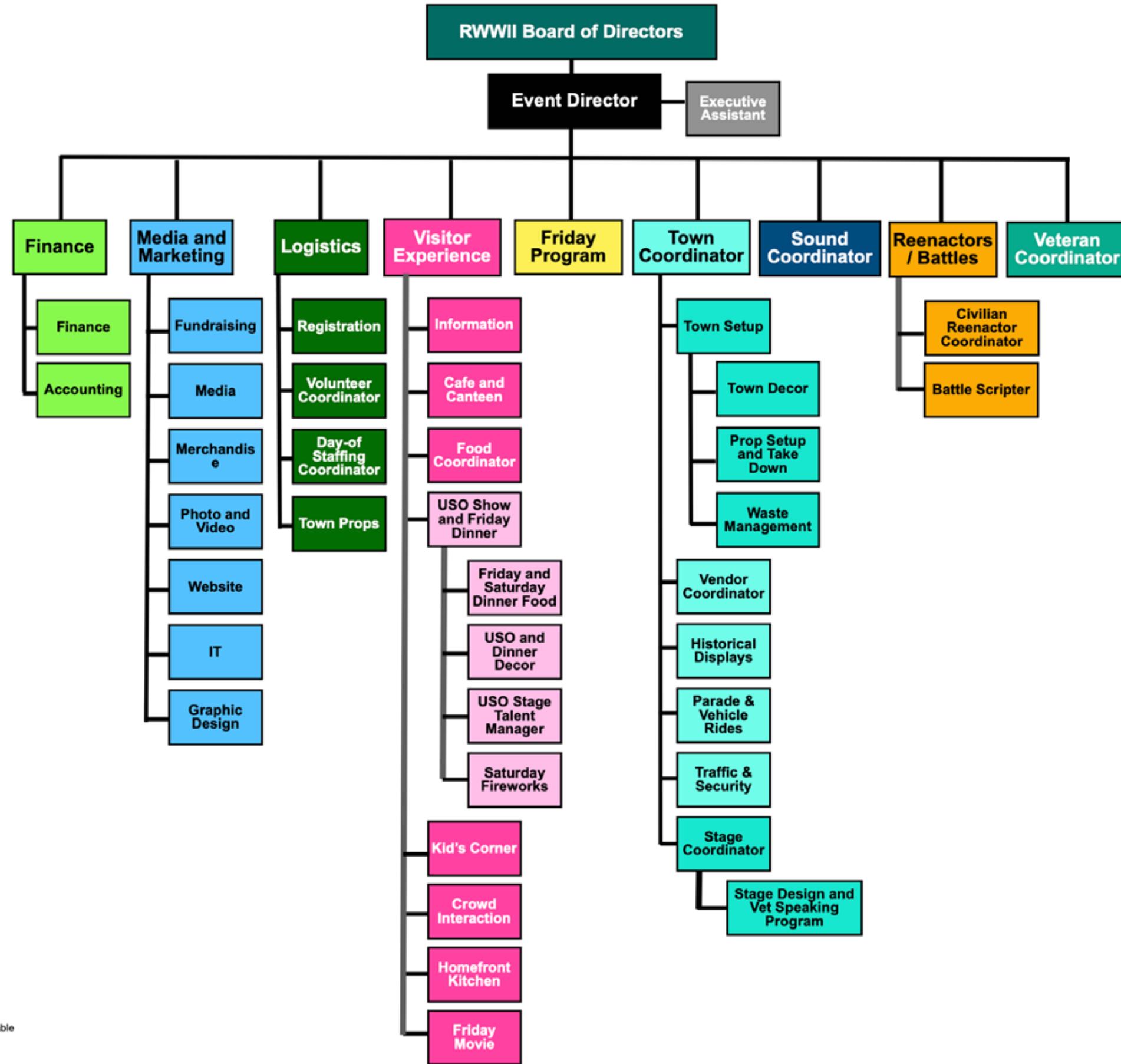






**THANK YOU FOR CONSIDERING  
TO VOLUNTEER FOR  
REMEMBERING WWII 2025**





Effective March 2025; Editable





# SUMMARY OF ROLES AND RESPONSIBILITIES BY POSITION (AS OF 5 MARCH)

## **Board of Directors**

- Oversight of all event activities
- Determining timing of the event [year and date]
- Determining and approving the event theme [three events in advance]
- Approving event budget and final expense reporting
- Appointing the Event Director
- Ensuring compliance with 501c(3) requirements.

## **Event Director**

- Executing the event
- Overseeing execution of Section activities
- Communicating with the Board
- Reviewing event budget and final expense reporting
- Complying with 501c(3) requirements.

## **Event Assistant**

- Scheduling monthly / weekly progress meetings
- Capturing progress and noting remaining action lists
- Supporting 501c(3) compliance documentation





## **Finance Lead**

- Purpose: Lead faithful and responsible management of financial resources to stay within budget limits, pay bills on time, and maintain financial integrity. Responsibilities include:
- Oversee Sub-sections
- Approve Financial Records
- Approve Budget
- Report to Event Director
- Submit and defend budget to Board of Directors in coordination with Event Director
- Submit requests for above-budget funding needs to the Board
- Define fundraising goal and assist Marketing and Media Lead and Fundraisers with Implementation

## **Finance**

- Purpose: Plan and organize RWWII finances. Responsibilities include:
- Define and implement donation collection options
- Manage the budget, authorizing purchases above pre-approved budget amounts up to discretion afforded by the Finance Lead or Board
- Define and implement Section Lead budget distribution or reimbursement approach
- Define and implement payment options for event registration
- Define and implement payment options for day-of event sales
- Distribute day-of funds to Section Lead for event execution
- Manage cash security during the event



## **Accounting**

- Purpose: Record, report, and reimburse financial transactions. Responsibilities include:
- Collect and archive receipts from Section Leads
- Reconcile credit card statements
- Maintain and review financial records
- Pay bills
- Maintain and review financial records
- Pay bills

## **Marketing and Media Lead**

- Purpose: Lead Marketing and Media team performance to deliver event promotion excellence in an honest, honorable, and truthful way. Responsibilities include:
- Drive execution of Fundraising, Media, Merchandise, Photo and Video, Website, IT, and Graphic Design Subsection responsibilities. In coordination with Finance Lead, approve Fundraising strategy and support execution
- Develop / revise a marketing plan / media strategy] and submit it to the Event Director for review and Board approval. Execute plan with subsection support
- Submit and defend budget to Board of Directors in coordination with Event Director
- Submit requests for above-budget funding needs to the Board
- Report to Event Director, communicating progress
- Update SOP following event completion



## **Fundraising**

- Purpose: Raise money to cover event execution costs. Ultimate goal: Increase event funding until event totals cover next year's event needs. Responsibilities::
- Develop fundraising strategy and execute following approval
- Plan and execute fundraising events to meet RWVII fundraising goal

## **Website**

- Purpose: Maintain and improve the RWVII website content to inform; maintaining a consistent brand. Responsibilities include:
- Review and update website content
- Maintain a consistent RWVII brand voice
- Supply budget needs and progress updates to Marketing and Media Lead
- 

## **Photo and Video**

- Purpose: Capture and create media content to advertise and archive RWVII in ways that reflect the brand. Responsibilities include:
- Create and capture media content of stage and event activities
- Photography: capture, edit, prep, and managing freelancers
- Videography: capture, edit, prep,, and managing freelancers
- Archive event media for future use
- Distribute media to Event Director and Section Leads requiring its use [ex Registration, Marketing and Media Lead, Website,
- Supply budget needs, progress updates to Marketing and Media Lead
-



## **Merchandise**

- Purpose: Add to the experiential nature of the event and generate revenue to aid future event execution by producing high quality merchandise that reflects the RWWII brand. Merchandise's goal is to sell out a year's Event-themed items, and to meet other Leads needs. Responsibilities include:
- Develop a merchandising plan of quantities and types
- Interfacing with Graphics to get designs for the year
- Order, purchase, pick up, event merchandise and advertising materials to include: T-shirts, buttons, postcards, dog tags, tickets, programs, posters, etc
- Order flowers for newsies
- Buy newspaper for Newsie distribution [if can find a distributor] otherwise with Graphics, design / print newspaper.
- Interface with Media and Website Sub-Section Lead to advertise merchandise
- Manage on-line sales [running Etsy shop, creating listings, answering messages, and fulfilling orders] before and after event
- Distribute merchandise as follows: Registration - Event Guide, Event Map, Dinner Ticket, Food Vouchers, Ration Cards, Kids Passports, Dog Tags; Information Booth - Signage as needed; Cafe and Canteen - Signage as needed; Crown Interaction - Newspapers, Cafe Signage and Menus; Fundraising - Fundraising Pamphlets and giveaways, etc.
- Direct / oversee day-of event sales
- Supply budget needs and progress updates to Marketing and Media Lead



## **Media**

- Purpose: Develop, execute, and manage the RWWII media plan to get the word out about the event to both ensure there are enough volunteers to execute the event. Steadily increase attendance year over year.
- Develop media strategy and execute, following Marketing and Media Lead approval. Requires writing text for publicity in the following examples: Social media [Facebook, Instagram, X, etc]; Printed press [ Newspapers [Nashville and Surrounding regions]; Magazines [TN Magazine, TN Backroads, TN Home and Farm Magazine]; Visual Press [TN Crossroads]; On-line event calendars [<https://www.tnvacation.com/calendar>; TN Department of Tourism & Development]; Poster canvassing [Businesses in surrounding communities]; Memorabilia shows [Show of Shows, Louisville KY]
- Write Event Guide; obtain approval for printing from Section Lead and Event Director
- Serve as go-to-editor for written Event content as required by other Section Leads - this is a 100% on call need.
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## **Graphic Design**

- Purpose: Deliver event graphics reflecting the current year theme or add to the experiential delivery of other RWWII sections while consistently representing the RWWII brand. Responsibilities include:
- Create Event Graphics; donation pamphlets with current year theme; Event Posters; T-shirt Design; Event Map; Event Guide graphics; Food Ticketing Design; Experiential aids like Kid's Corner Passports, Ration cards, Scavenger hunt etc; Newspaper Design / layout for Newsie's distribution [if required].
- Provide Graphics to Merchandise Lead for printing / ordering
- Distribute designs or printed materials to appropriate Section Leads
- Supply budget needs and progress updates to Marketing and Media Lead
- 

## **Information Technology**

- Purpose: Manage RWWII hardware, software, network security, and data backup to ensure fiscal compliance, liability coverage, and long-term retention of RWWII records.
- Manage RWWII hardware, software, network security, and data backup
- Manage electronic data storage
- Manage electronic signature system used for Waiver Management
- Supply budget needs, progress updates to Marketing and Media Lead



## **Logistics Lead**

- Purpose: Lead the handling of organizational planning details for RWWII operations [e.g. people, supply inventory, and props]. Responsibilities include
- Manages documentation of RWWII material inventory
- Drives Registration, Volunteer Coordinator, and Town Props efforts
- Reports to Event Director, communicating Section progress
- Updates SOP following event completion

## **Volunteer Coordinator**

- Purpose: Ensure the event has enough volunteers to execute high quality event.
- Responsibilities include:
- Oversees all volunteer assignments
- Confirms volunteer needs with department heads
- Works directly with department heads to fill jobs
- Establishes routine communications with department heads on volunteer issues
- Liaises between volunteers, clearing up misunderstandings / miscommunications between volunteers
- Report to Event Director, communicating progress
- Update volunteer coordinator portions of SOP following event completion



## **Registration**

- Purpose: Ensure the event has knowledge of the number of volunteers, vendors, reenactors, veterans, vehicles, and historical displays attending to support planning and event execution. Give those participants a primary pre-event point-of-contact point for event details / logistics. Drives liability protection through waiver management. Responsibilities include:
- Manages RWWII event pre-registration
- Manages and distributes event registration information to Section Leads as needed
- Provides event information to participant types
- Oversees in-person registration [day before and day of]
- Transitions registration information / supplies to Information Booth [day of]
- Drives participant waiver signatures
- Reports to Logistics Lead, communicating progress
- Updates registration portions of SOP following event completion
- Support responsibilities include:
- Setup, man, and tear down the registration booth



## **Town Props**

- Purpose: Event props are ready and available for placement by Town Setup for Event execution. Responsibilities include:
- Maintain prop inventory
- Develop and execute storage strategy for existing props; write new prop requirements [size or handling limitations] based on storage strategy
- Take requests from Section Leads for additional prop needs and, working with Logistics Lead fulfill requests as able.
- Run “Shoptime” or other prop-building events as required
- Report to Event Director, communicating progress
- Update volunteer coordinator portions of SOP following event completion

## **Day-of Staffing Coordinator**

- Purpose: Provide a single point for handling unexpected day-before or day-of changes in event staffing. Responsibilities include:
- Serve as hub for volunteer assignment adjustments during event set-up, execution, and tare down to account for contingency of dropouts or additions to volunteer pool
- Manage a volunteer command center tracking Section volunteer needs / issues during event execution, reassigning volunteers as needed
- Report to Event Director, communicating progress
- Update volunteer coordinator portions of SOP following event completion



A dramatic aerial battle scene with several military aircraft flying through a cloudy sky. The text "SOP EXAMPLE" is overlaid in the center.

# SOP EXAMPLE



# SOP EXAMPLE (MARKETING SOP)

## **Marketing and Media [3/1 for update] - Jessica takes the lead for finalizing anything in red**

**Marketing and Media Purpose:** Deliver event promotion excellence in an honest, honorable, and truthful way to faithfully represent the veterans this event supports. Goals include: steadily increasing attendance year over year; driving, through media engagement, enough volunteer participation; increasing event funding until event totals cover next year's event needs; and preserving and safeguarding event information.

**Marketing and Media Overview and Staffing:** Marketing is the overall strategy of promoting RWWII while media is the specific channels used to deliver the marketing message. Essentially, marketing is the plan while media is the platform used to execute the plan. RWWII outwardly promotes and communicates the event through its website, marketing materials, merchandise, photos, and videos. Marketing and Media requires 8-10 people executing 5 functions: a Marketing and Media Section Lead and sub-section leads in 1) Fundraising, 2) Media, 3) Merchandise, 4) Photo and Video, 5) Website, 6) Information Technology (IT), and 7) Graphic Design. The Graphic Design position is a supporting position required by several subsections.

### **Marketing and Media Responsibilities:**

Below are responsibilities per Lead and subsection positions. NOTE: Unless otherwise specified, the Section Lead may take on a subsection and/or divide responsibilities among Sub-Section Leads as needed given a particular year's volunteer skill sets.

### **Marketing and Media Lead**

**Purpose:** Lead Marketing and Media team performance to deliver event promotion excellence in an honest, honorable, and truthful way. Responsibilities include:

- Drive execution of Fundraising, Media, Merchandise, Photo and Video, Website, IT, and Graphic Design Subsection responsibilities. Maintain contact with supporting personnel
- In coordination with Finance Lead, approve Fundraising strategy and support execution
- Develop / revise a marketing plan [which includes media strategy] and submit it to the Event Director for review and Board approval. Execute plan with subsection support
- Submit and defend budget to Board of Directors in coordination with Event Director
- Submit requests for above-budget funding needs to the Board
- Report to Event Director, communicating progress and budget needs [as applicable]
- Update SOP following event completion

### **Fundraising**

**Purpose:** Raise money to cover event execution costs. Ultimate goal: Increase event funding until event totals cover next year's event needs. Lead Responsibilities include:

- Develop fundraising strategy and execute following Marketing and Media Lead, and Finance Lead approval
- Plan and execute fundraising events to meet RWWII fundraising goal

Supporting responsibilities include:

- Support fundraising efforts, reporting to Fundraising Lead

### **Media**

**Purpose:** Develop, execute, and manage the RWWII media plan to get the word out about the event to both ensure there are enough volunteers to execute the event. Steadily increase attendance year over year. Lead Responsibilities include:

- Develop media strategy and execute, following Marketing and Media Lead approval. Requires writing text for publicity in the following examples:
  - Social media [Facebook,
  - Printed press
    - Newspapers [Nashville and Surrounding regions]
    - Magazines [TN Magazine, TN Backroads, TN Home and Farm Magazine]
  - Visual Press [TN Crossroads]
  - On-line event calendars [<https://www.tnvacation.com/calendar>; TN Department of Tourism & Development]
  - Poster canvassing [Businesses in surrounding communities]
  - Memorabilia shows [Show of Shows, Louisville KY]
- Write Event Guide; obtain approval for printing from Section Lead and Event Director
- Serve as go-to-editor for written Event content as required by other Section Leads - this is a 100% on call need.

Supporting Responsibilities include:

- Write and post social media in coordination with Media Lead

### **Merchandise**

**Purpose:** Add to the experiential nature of the event and generate revenue to aid future event execution by producing high quality merchandise that reflects the RWWII brand. Merchandise's goal is to sell out a year's Event-themed items, and to meet other Leads needs. Lead

Responsibilities include:

- Develop a merchandising plan of quantities and types
- Interfacing with Graphics to get designs for the year
- Order, purchase, pick up, event merchandise and advertising materials to include: T-shirts, buttons, postcards, dog tags, tickets, programs, posters, etc
- Order flowers for newsies
- Buy newspaper for Newsie distribution [if can find a distributor] otherwise with Graphics, design / print newspaper.
- Interface with Media and Website Sub-Section Lead to advertise merchandise
- Manage on-line sales [running Etsy shop, creating listings, answering messages, and fulfilling orders] before and after event
- Distribute merchandise as follows:
  - Registration - Event Guide, Event Map, Dinner Ticket, Food Vouchers, Ration Cards, Kids Passports, Dog Tags
  - Information Booth - Signage as needed
  - Cafe and Canteen - Signage as needed
  - Crown Interaction - Newspapers, Cafe Signage and Menus
  - Fundraising - Fundraising Pamphlets and giveaways



# SOP EXAMPLE (MARKETING SOP)

- Direct / oversee day-of event sales
  - Supply budget needs and progress updates to Marketing and Media Lead
- Support Responsibilities include:
- Distribute and setup merchandise for day of event. 2 shifts - morning and at dinners
  - Support Merchandise Lead as required

## Photo and Video

**Purpose:** Capture and create media content to advertise and archive RWWII in ways that reflect the brand. Lead Responsibilities include:

- Create and capture media content of stage and event activities
    - Photography:
      - Capture content
      - Edit and prep Images
      - Managing freelance personnel
    - Videography
      - Capture content
      - Edit and prep Images
      - Managing freelance personnel
  - Archive event media for future use
  - Distribute media to Event Director and Section Leads requiring its use [Registration, Marketing and Media Lead, Website, others as needed].
  - Supply budget needs and progress updates to Marketing and Media Lead
- Support Responsibilities include:
- Execute responsibilities as assigned by Photo and Video Lead. May include any of the following: Video or Photo editing; Event video or photo capturing; Video and photo electronic archiving

## Website

**Purpose:** Maintain and improve the RWWII website content to inform; maintaining a consistent brand. Responsibilities include:

- Review and update website content
- Maintain a consistent RWWII brand voice
- Supply budget needs and progress updates to Marketing and Media Lead

## Information Technology (IT)

**Purpose:** Manage RWWII hardware, software, network security, and data backup to ensure fiscal compliance, liability coverage, and long-term retention of RWWII records. Responsibilities include:

- Manage RWWII hardware, software, network security, and data backup
- Manage electronic data storage
- Manage electronic signature system used for Waiver Management
- Supply budget needs and progress updates to Marketing and Media Lead

## Graphic Design

**Purpose:** Deliver event graphics reflecting the current year theme or add to the experiential delivery of other RWWII sections while consistently representing the RWWII brand.

Responsibilities include:

- Create Event Graphics
- Create donation pamphlets with current year theme
- Create Event Posters
- Create T-shirt Design
- Create Event Map
- Create Event Guide graphics
- Create Food Ticketing Design
- Create Experiential aids like Kid's Corner Passports, Ration cards, Scavenger hunt etc
- Create Newspaper Design / layout for Newsie's distribution [if required]. Provide to Merchandise Lead for printing
- Distribute designs or printed materials to appropriate Section Leads
- Supply budget needs and progress updates to Marketing and Media Lead

**Marketing and Media Staffing Time Requirements:** Section Lead and Marketing and Media activities: Estimate **X** hours in planning, **Y** hours during the event, and **Z** hours after the event. Merchandise: Estimate **X** hours in planning, **Y** hours during the event, and **Z** hours after the event. Photo and Video: Estimate **X** hours in planning, **Y** hours during the event, and **Z** hours after the event. Website: Estimate **X** hours in planning, **Y** hours during the event, and **Z** hours after the event. Graphic Design: Estimate **X** hours in planning, **Y** hours during the event, and **Z** hours after the event.

## Marketing and Media Rules and Reporting Requirements:

Marketing and media activities will stay within the authorized budget provided by the Finance Lead. Spending requests above that authorized budget amount can be requested through the Finance Lead.

The Section Lead will provide a marketing and media plan to the Event Director for review and Board approval. A summary of marketing activities will be provided to the Event Director monthly. Final Marketing and Media receipts must be submitted to Accounting Sub-Section Lead no later 1 Nov of the event year. Final post-event marketing and media plan assessment and merchandise inventories must be submitted to the Event Director no later than 10 Nov. Updates to the Section SOP are due NLT 31 Dec

**Marketing and Media Documentation and Merchandise Storage:** Marketing and Media electronic materials are stored B way [any naming conventions or programs need to specify? and on C computer drive at this location. Included on the drive are prior year newspaper articles, programs, posters, t-shirt designs and other materials. More information on electronic storage of information can be found under the Communication section higher in this document. Physical merchandise are stored [here] prior to the event and [here] post event. [TBD fill in by Marketing and Media lead once determined]



# SOP EXAMPLE (MARKETING SOP)

## Marketing and Media Security Considerations:

[Website security? Establish email reset protocols?] Physical merchandise / materials security?  
[TBD fill in by Marketing and Media lead once determined]

## Marketing and Media Budget Considerations: Routine budget items include:

- Website and email hosting
- Merchandise
- Printing Costs
- Marketing materials or hosting fees
- Graphics software
- Graphics licensing fees
- Video editing software

## Marketing and Media Section Checklist: [Update to reflect position changes]

Below is a suggested event tasking timeline, aka checklist, for implementing Marketing and Media Lead, Fundraising, Media, Merchandise, Photo and Videography, Website, IT, and Graphic Design responsibilities. Leads and subleads have latitude to adjust as needed as long as ultimate goals are met, this section execution does not hold up another section's execution, and the Event is executed at a high quality. Updating the checklist, e.g. keeping what works, adding what is missing, and deleting what doesn't work, is the primary SOP update requested

### Pre-event:

Goals: Community knows event is happening, fundraising is reaching targets, merchandise designs completed in time to avoid rush shipping charges. Event advertised in Perry County, Nashville, and five surrounding counties at a minimum with exact details defined in the marketing plan.

### October [Year prior]

- Donation collection electronic option(s) provided by Finance / IT implemented by Media / Website Section Leads in concurrence with next event announcement [Media / IT / Website]

### January

- Event theme obtained from Event Director and provided to sub-section leads [Marketing and Media Lead]
- Marketing Plan [to include media strategy] developed and reviewed with the Event Director [Marketing and Media Lead with Media]
  - Newspapers & magazines researched to reach target demographics [Marketing and Media Lead]
  - Social media posting schedule created [Media]
  - Calendar of media targets and submission deadlines developed for printed press, on-line advertising (on-line calendars), and poster canvassing [Media]
- Sub-section leads named and started as soon as possible [Marketing and Media Lead]

- Remaining merchandise inventory reviewed [Merchandise]
- Section budget request submitted to Finance Lead [Marketing and Media Lead]
- Fundraising goal obtained from Finance Lead [Marketing and Media Lead]
- Fundraising strategy developed with Finance Lead [Marketing and Media Lead]

### February

- Merchandise plan of quantities and types developed based on inventory event budget, attendance goals, and prior year(s) success [Merchandise]
- Advertising video created, located, or updated for Marketing use [Photo and Video]
- Needed video and photography distributed to other Section Leads [Photo and Video]
- Website content reviewed and updating began [Website]
- Electronic data storage organized and managed [Website]
- Event graphics design development started to meet **15 Mar** delivery deadline [Graphics]

### March - August

- Media strategy executed [Lead, with Website support]
  - Event submitted to printed press (see notes) [Marketing and Media Lead]
    - News articles with photos created [Marketing and Media Lead, Photo]
    - Articles submitted to printed press [Marketing and Media Lead]
    - Event submitted to online event calendars [Marketing and Media Lead]
  - Local community canvassed with Posters [Marketing and Media Lead]
    - Posters obtained from Merchandise [Marketing and Media Lead]
    - Locations visited [and others recruited to visit] to request hanging marketing material [Marketing and Media Lead]
  - Social media managed in accordance with posting schedule [Marketing and Media Lead, Website]
    - Posting content created [Marketing and Media Lead]
    - Media posted in accordance with posting schedule [Marketing and Media Lead, Website]
    - Platforms and people that post content managed [Marketing and Media Lead, Website]
- Fundraising strategy executed [Marketing and Media Lead with support from All]
  - Donation mechanisms [Gofundme, direct donation button, etc] are live on Website or other media sites when event dates for the current year are announced. [Website in coordination with Finance]
  - Fundraising events scheduled and run [Marketing and Media Lead, with support]
  - Businesses and other funding organizations canvassed [Marketing and Media Lead]
- Response to Registration queries for registration website information provided **NLT 1 May** (assumes Registration sends out queries **NLT 15 April**) [As Applicable]



# SOP EXAMPLE (MARKETING SOP)

- Electronic signature system for Waiver Management in place **NLT 30 May** [Website]
- Website content and email names updated **NLT 30 May** [Website]
- Registration Link is live **NLT 1 June** [Website with Registration]
- Graphics generated [Graphics] [Should graphics order director or does Merchandise order everything?. As written all but donation pamphlets are supplied by Merchandise] - Move timeline up for the theme
  - Main graphic depicting the year's theme created **NLT 15 Mar** [Graphics]
  - Donation pamphlets created, printed, and supplied to Lead **NLT 31 Mar** [Graphics]
  - Event Posters created and submitted to Lead for review **NLT 15 Apr**. After review, posters are edited and submitted to Merchandise **NLT 1 May** [Graphics]
  - T-Shirt Design created and submitted to Lead for review **NLT 15 May**. After review, design is edited and submitted to Merchandise **NLT 1 Jun** [Graphics]
  - Event guide graphics created and reviewed **NLT 15 Jul**. [Graphics, with Marketing and Media Lead]
    - Layout support to Lead [Graphics]
    - Event Map [with rain contingency notes] [Graphics]
    - Other graphics as required [Graphics]
  - Newspaper Design / layout for Newsies distribution created **NLT 15 Aug**. Submit to Merchandise [Graphics]
  - Experiential aids like Kid's Corner Passports, Ration cards, Scavenger hunt etc created and submitted to Merchandise **NLT 15 Aug** [Graphics]
  - Dinner Ticket created and submitted to Merchandise **NLT 15 Aug** [Graphics]
  - Food Voucher created and submitted to Merchandise **NLT 15 Aug** [Graphics]
  - Cafe Menus created and submitted to Merchandise **NLT 15 Aug** [Graphics]
  - Additional graphics provided as requested [Graphics]
- Graphics reviewed before using / printing **within 5 days but NLT 10 days** after receipt [Merchandise, Marketing and Media Lead]
- Event Guide created **NLT 1 Aug**. [Marketing and Media Lead, Merchandise and Graphics support]
- Event Guide reviewed, finalized, and printed [within no-rush delivery - e.g. do we know the time needs to be finalized?] timeline [Marketing and Media Lead, Merchandise and Graphics support]
- Old merchandise retrieved from Logistics Lead and inventoried [Merchandise]
- Merchandising orders placed or materials printed (see notes) [Merchandise]
  - T-shirts **NLT 1 Jun** [Merchandise] **NOTE: adjust dates based on typical lead times**
  - Buttons **NLT 1 Jun** [Merchandise]
  - Stickers **NLT 1 Jun** [Merchandise]
  - Paper and Metal Posters **NLT 1 May** [Merchandise]
  - Event Guides **NLT 15 Aug** [Merchandise]
  - 11 x 17 (quantity 3) stand alone Event Maps, **NLT 31 Aug** [Merchandise]

- Newsie's Newspapers **NLT 31 Aug** [Merchandise]
- Dinner Tickets and Food Vouchers **NLT 31 Aug** [Merchandise]
- Postcards **NLT 31 Aug** [Merchandise]
- Ration cards **NLT 31 Aug** [Merchandise]
- Kids passports **NLT 31 Aug** [Merchandise]
- Cafe Menus **NLT 31 Aug** [Merchandise]
- Merchandise advertised on various platforms [Merchandise with Marketing and Media Lead and Website support]
- Section budget managed [Marketing and Media Lead]
- Issues identified and communicated as soon as possible [All]
- Section progress communicated monthly to Event Director [Marketing and Media Lead]

## September

- Continue Mar-Aug activities as needed [All]
- Flowers order for Newsie distribution **NLT 2 weeks prior** to event [Merchandise]
- Section progress communicated weekly to Event Director [Marketing and Media Lead]

**Pre-event Notes:** Capture any special Pre-event important to document notes. Maybe options, lessons learned (e.g. mistakes not to repeat), special considerations etc. posting schedule recommendations, types and numbers of fundraisers held?

**Local Business Canvassing:** When canvassing local businesses for fundraising, ask if there is anything the event could do to add to their bottom line during the event or if they have ideas on how their business can contribute to the experiential nature of the event. **Avoid these businesses:**

**Print Media:** Try to get article and event dates in Tennessee Magazine. Most local newspapers will print an article you write for them. Tailor the articles to the newspaper audience if can and plan for submission lead times. The 2024 event was advertised in the Buffalo River Review 3 weeks and 1 week prior to the event requiring article submission 1 week before that. Articles were also sent into Jackson Sun, Tennessean, and Williamson Herald. For Dickson, the event was entered into their newspaper virtual event calendar. Copies of submitted articles are found here: **XX**.

**Electronic Media:** In prior year's, the event has been posted on these online calendars: <https://www.tnvacation.com/calendar> and Z, and posted in video form on You Tube, Facebook, and A in accounts RWWII controls as well as with [these organizations]. Copies of prior year media examples are found here: **XX**.

**Merchandise:** Order through company Z. Printing is handled by [insert company name]. Normal turnaround times [e.g. not requiring expedited service or rush shipping] are ....

## Week before up to Night before:

**Goal:** Retain event interest, increase turnout. Fund collection mechanics and merchandise availability do not hinder capitalizing on day-of crowd interest. Event funding is self-sustaining.



# SOP EXAMPLE (MARKETING SOP)

- NLT Saturday, one week before event**, Registration, Vendor, Food Vendor, Reenactment, and Historical Display Leads will be provided with event map in electronic form for inclusion in email instructions to those directly involved in the event [Graphics]
- Form on website is closed once on-line registration is closed [add date closed?] [Website, Registration]
- Social Media content posted [daily] in accordance with media strategy [Marketing and Media]
- Layout of Merchandise, Registration, and Info Booth decided. Goal: minimal processing time, optimal sales [Merchandise, Registration, Info Booth, Props]
- New and old merchandise organized and ready to hand over to Sections [Merchandise]
- Merchandise distributed to the following leads [Merchandise]
  - Registration area [Merchandise Lead handoff to Registration Lead]
    - Evening Dinner Tickets
    - Event guides
    - 11 x 17 (quantity 3) Event Maps for display
    - Food Vouchers
    - Ration Cards
    - Kids passports

NOTE: Registration will hand off all remaining items to the **Information Booth** once Registration is closed.

- Information Booth
  - Signage and other print media as requested
- Merchandise display set up night before event
  - T-shirts
  - Buttons
  - Paper and Metal Posters
  - Postcards
- Crowd Interaction [Merchandise Lead handoff to Crowd Interaction]
  - Newsie's Newspapers
- Merchandise price list provided to Event Director, Registration, and Info Booth Leads [Merchandise]
- Team available to address issues [All]
- Photo and Video assignments made for day-of event coverage [Photo and Video]

**Night before Notes:** Are there posting do's/don'ts? Where are the donation stations found, what is their set up location, is there a map that can be referenced for merchandise set up? Logistics lead will provide location of last year's supplies.

#### During event:

**Goal:** Quality audio and visual documentation of the event coupled with real-time reporting.

- Photo and video assignments are executed [Photo and Video]

- Lead is available to address issues [Marketing and Media Lead]
- Social media content posted [Marketing and Media]
- Enjoy the event [All]

**Day of:** Main focus is photo and video capture and social media posting. Everything else will have been completed at this point.

#### Post event:

**Goal:** Event clean-up and breakdown are prepared with the next event in mind. Thoughts to improve future execution are captured.

- NLT Sunday** after the event, Finance has collected any electronic payment physical mechanisms [Merchandise]
- No later than [NLT] **Monday** after event, cash collected turned into Finance [Merchandise]
- Merchandise materials inventoried and packed; turned into Logistics Lead for storage [Merchandise]
- Marketing materials inventoried and packed; turned into Logistics Lead for storage [Marketing and Media]
- Inventory of remaining items provided to Event Director [Marketing and Media Lead]
- Video to thank volunteers completed and sent to Event Director [Photo and Video]
- Video to thank donors completed and sent to Event Director [Photo and Video]
- Video remembrance of the event completed and posted to Social Media [Photo and Video, Marketing and Media]
- All photo and video media is archived for future use [Photo and Video]
- Registration, shared drive, and website permissions and access reviewed, and edited appropriately, [add date closed?] [Website, Registration, Event Director]
- After action review of the Marketing and Media section actions conducted with the team. "Retains" [e.g. do again next year as done this year]; "stops" [e.g. don't do next year], and "improves" [e.g. do, but do differently] captured and submitted to Event Director [Marketing and Media Lead]
- Rough-order-estimate (ROM) forecast next year's budget of next event's budget provided to Finance Lead **NLT 1 Dec** [Marketing and Media Lead]
- SOP updated **NLT 31 Dec** [Marketing and Media Lead, with Subsection input]

**Post event Notes:** Anything special to capture here? Include where photos and videos can be found? Something about the video posting?

#### Marketing and Media Coordination Requirements: [SECTION NEEDS COMPLETION]

"Provides" is what Section "gives". "Receives" is what Section "gets". NOTE: Unless otherwise noted, the Section Lead is providing the coordination requirement.

##### A. Event Coordinator:

- a. Will Provide to Event Coordinator:
  - i. Monthly and then weekly progress updates.



# SOP EXAMPLE (MARKETING SOP)

- ii. Event compilation videos and photos
    - iii. After Action Review results
    - iv. SOP Updates
  - b. Will Receive From:
    - i. Nothing.
- B. Finance Lead:
  - a. Will Provide Finance Lead:
    - i. Budget Request
    - ii. Budget Deviation Requests
    - iii. Receipts for spending
    - iv. Payment Option for use on Website [to Website sub-lead]
  - b. Will Receive From:
    - i. Budget Approval
    - ii. Budget Deviation Approval
    - iii. Reimbursements for approved spending
    - iv. Place on website for storing electronic financial records
- C. Marketing and Media Sub-Section Leads:
  - a. Will Provide Sub-Section Leads:
    - i. Section budget approval
    - ii. Section budget deviation approvals
  - b. Will Receive From:
    - i. Section budget request
    - ii. Section deviation from budget requests
    - iii. Notice that receipts for budget expenditure sent to Finance / Accounting
    - iv. Confirmation provided products are required by Sub-Leads
- D. Registration Lead
  - a. Will Provide to Registration Lead:
    - i. Responses to Registration queries for Section info on Registration Page [All]
    - ii. Finalized website for registration to go live [Website]
    - iii. All merchandise discussed in checklist [Merchandise]
    - iv. Electronic Signature System to use for Waiver Management [Website]
  - b. Will Receive From:
    - i. Query for items needed on registration page or volunteer fields
    - ii. Registration Form to Website Lead to convert into Website queries.
    - iii. Estimated quantities of required dinner/food tickets and event guides
    - iv. Registration Link, when goes live [to lead and all sub-sections]



The background of the image is a dark blue, starry night sky. In the upper left corner, there is a large, dark, textured object that resembles a nebula or a cluster of stars. The text "REGISTRATION LINK" is centered in the middle of the image.

**REGISTRATION  
LINK**



# **BELOW IS REGISTRATION LINK**

**PLEASE SELECT MULTIPLE FIELDS OF INTEREST WHEN FILLING OUT THE FORM.  
THIS ENSURES BETTER PLACEMENT OPPORTUNITIES IF YOUR FIRST CHOICE IS UNAVAILABLE.**

**CLICK HERE**





**THANK YOU  
FOR TAKING A LOOK**

WWII