

The Big Event Expansion Packet



TEXAS A & M UNIVERSITY®

One Big Day. One Big Thanks. One Big Event.

Revised November 2017

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A Letter from the Big Event at Texas A&M University

To our Big Event Affiliates:

We thank you for your interest in The Big Event. As our mission statement says, *“Through service-oriented activities, The Big Event promotes campus and community unity as students come together for one day to express their gratitude for the support from the surrounding community.”* The Big Event is an organization founded not only on serving the community through *“One Big Day”*, but on creating a mindset to continuously serve our community and transform ourselves in the process. By taking the time to give back to those around us, we learn to be increasingly selfless individuals, to sacrifice for the benefit of others and to leave this world better than we once found it. We would be grateful for the opportunity to serve just one resident in our community, but together we are fortunate enough to have a much wider impact. With over 130 Big Events around the world, our goal is to spread the mission of The Big Event as far as possible.

This packet is intended to provide you with direction as you start a Big Event in your own community or look to further improve a Big Event which has already established. As the Executive Team at Texas A&M University, together we have laid out our organizational structure as well as our schedule by semester. The schedule is broken up into detail explaining the expectations of each committee and what tasks each person in the organization completes leading up to “The Day Of”. We have also included most of our forms regarding insurance, job checks and safety in the appendix.

Our intention behind creating this packet is to provide you with a resource and to facilitate the process as you either create or further establish the foundation of your own Big Event. With that, we understand this document is not comprehensive. If you have questions about any topics we have not covered, please contact us. We have also provided a school directory on our website as another resource, to enable you to contact other schools working through similar issues. For example, as our executive team has inherited an organization which consistently recruits over 22,000 students, and volunteering on the day-of has become part of our school’s culture, we are not as familiar with recruiting students “from scratch” or finding new areas to serve. Moreover, if you would like further in-depth knowledge on the Big Event, we host a conference in the spring of each year where schools from around the nation come together to learn, develop and gain insights from each other’s successes and challenges.

Wishing you all the very best,

The Big Event Executive Team

“What is The Big Event?”

History

In 1982, Joe Nussbaum '84, was serving as Vice President of the Student Government Association at Texas A&M. During that time he noticed a disconnect between the students and the surrounding community. To bridge this relationship, Joe and a few friends came up with the initial framework for what The Big Event is today. The Big Event began in 1982 as a way to say “Thank You” to the surrounding community of Bryan-College Station. Joe Nussbaum envisioned a one-day service project where the students of Texas A&M University could show their appreciation of local residents by completing various tasks at their homes. He believed that after years of loyal support from the community, the very least college students could do is give back for one day.

Mission Statement

Through service-oriented activities, The Big Event promotes campus and community unity as students come together for one day to express their gratitude for the support from the surrounding community.

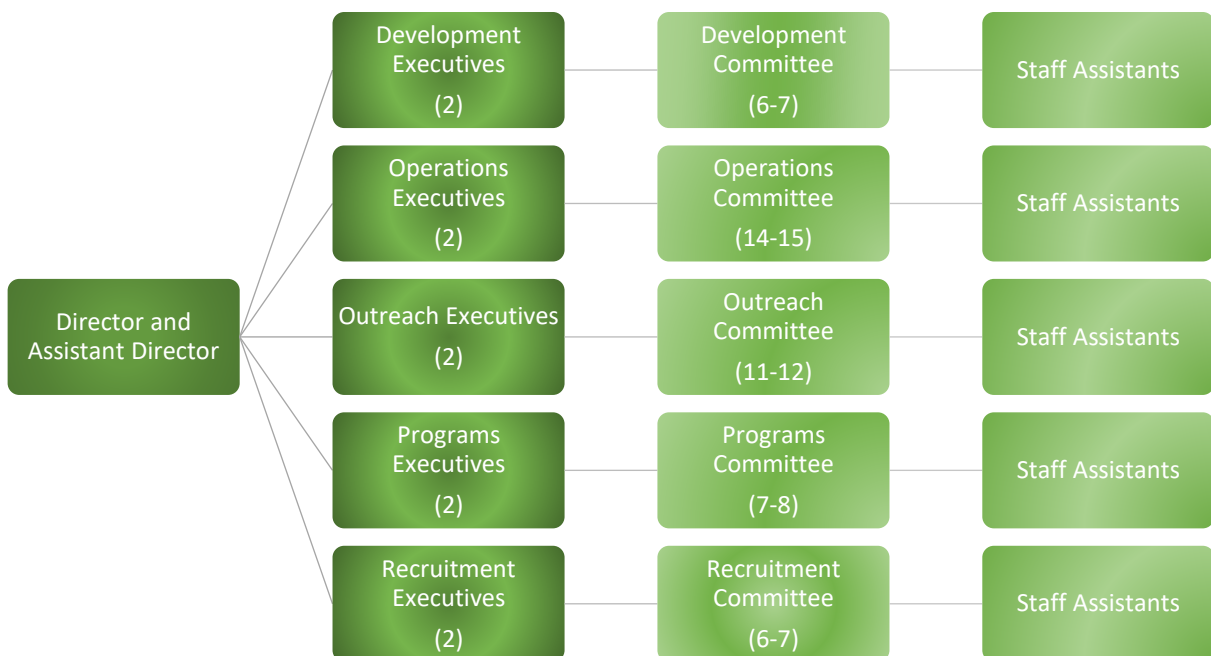
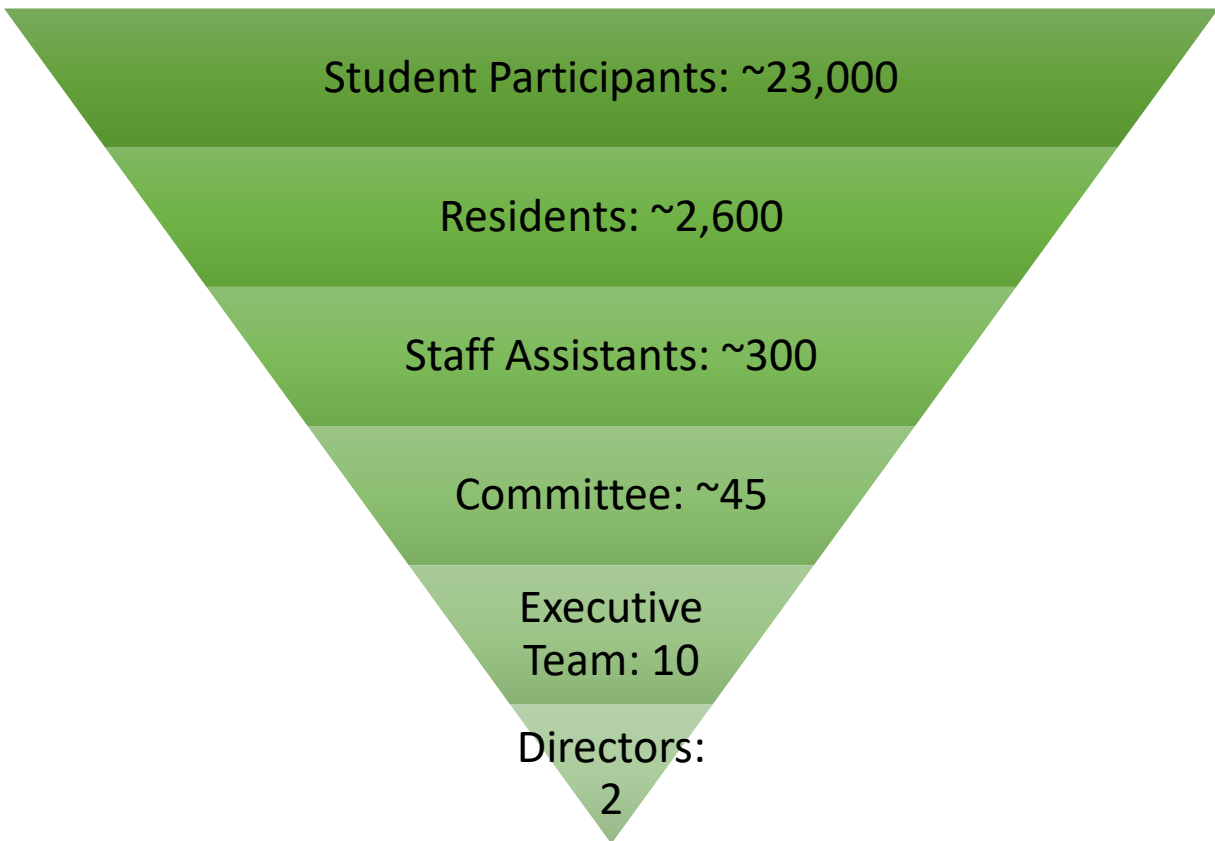
The Big Event Today

The Big Event has seen tremendous growth over the past 36 years. Participation has grown to 22,000 students serving more than 2,600 residents in the communities of Bryan and College Station. Today the mission of The Big Event has spread to over 100 universities throughout the nation as well as several countries including Costa Rica, China, Germany, and Pakistan. Although The Big Event has become the largest one-day, student-run service project in the nation, our message still remains the same: *“simply saying ‘Thank You.’”*

The Purpose of The Big Event

The Big Event is different from other service projects because it is not based on socioeconomic need. The Big Event is a way for an entire student body and campus to express their gratitude to residents who support them during their college career. Local residents attend athletic events, put up with traffic and everything else that comes with living alongside college students. Whether it is painting houses, raking yards, or working a carnival, the type of job is not important. The Big Event is not about the type of job, or the numbers, or jobs completed, or the number of students that participate. Rather, it is the interaction with the residents and the resulting unity in our community that makes The Big Event so BIG!

Organizational Structure



Overview

Directors

Director

- Drives the vision of the organization

Assistant Director

- Manages the organization's finances

Executive Staff

- Each Executive staff partnership oversees a different committee

Committee Members

Development

- Internal and external Relationships

Outreach

- One Big Thanks Conference and Sponsorship

Operations

- Tool Distribution and Management, Gala

Programs

- Day of and Special Events

Recruitment

- Staff and Student Recruitment

Staff Assistants

Staff

- Complete Job Site Evaluations with residents

This is a basic guideline that may help you develop a structure that works for your needs and your Big Event. The number of people you have assisting you in starting The Big Event at your school will also aid in determining how to organize your committee. Responsibilities of the Executives may be combined at first if there are a limited number of people helping you. For example, the Operations Executive might also be in charge of committee development for the first few years. The distribution of committee members will also depend on the number of members you have and the specific needs of your committee. If student participation will not be a big concern, but funding will be an obstacle, it may be beneficial to increase the number of members on Outreach to help meet your goals.

First Steps in Establishing a Big Event

1. Establish the internal structure of the organization. This can grow over time, but find at least 3 people to begin. Establish roles to function as Director, Finances and Operations.
2. Find a mission statement. You could use the same one as us or alter it, but find a central idea to interwork with your organization.
3. Establish a vision for the future. Create a 1-year, 3-year and 5-year plan for both internal and external relations.
4. Recruit students to serve. Use whichever method works (social media, banner holding, close friends) to bring together people who want to serve the surrounding community.
5. Find residents to serve. When starting off a Big Event in your area, it might be easiest to begin with cleaning up local facilities such as a school or courthouse. From there, you can publicize to the community that you want to serve resident's homes. Before beginning this step, speak with your local city councils.
6. Gain support from your university or local governing bodies.
7. Partner with other service organizations.
8. Start raising funds to grow in the future.
9. File for tax-exempt 501(c)3. The earlier you do this, the easier it will be in the future.
10. Establish online presence through a website, social media, emailing lists, etc.

To give you insight into an established program setup, the structure of the committee setup at Texas A&M is given in the pages that follow. We have expanded the outline to cover the amount of work done by each sub-committee throughout the year.



Director Expectations and Responsibilities

The Big Event Director

The Big Event Committee should be structured so that at least one person oversees the operations of the entire committee. The director's role in The Big Event is centered on organizing and planning the year's events. The director supervises each of the sub-committees to ensure that work is getting done efficiently and that deadlines are being met. The director delegates responsibilities, acts as a problem solver and mediator, and supports the executives and committee members. Additionally, the director is responsible for the tasks that do not directly fall into the described sub-committees, such as running meetings. Finally, the director should be the liaison between the committee and your university and/or affiliated group. At Texas A&M, The Big Event is housed in the Student Government Office, which allows our director to have constant interaction with Student Government executives, advisors, and other Student Government offices.

Responsibilities

- Provide the vision for the year and act as Chief Student leader of The Big Event organization
- Oversee Executive and General Committee meetings
- Make reservations for committee meetings/events
- Plan and run committee retreats
- Run major committee events
- Oversee all procedures on the day of The Big Event
- Communicate and work with university officials that help put on The Big Event
- Oversee the addition of staff assistants in the spring
- Organize the Organizational Meetings
- Handle the main finances of the committee if there is not an Assistant Director
- Be the final decision maker on any conflicts/ problems



The director is ultimately responsible for the committee and its members. Through weekly executive meetings the director is able to stay up to date with the sub-committees and can discuss important topics and other areas of interest regarding the operations of The Big Event.

The Big Event Assistant Director

If you choose to create the position of assistant director for your committee, we have several suggestions of the role your assistant director should play. The assistant director should act as the chief financial officer of your organization to allow the director to focus on the workings of the committee. Being the CFO entails the development and maintenance of the committee budget, the handling of member dues if applicable, the approval of general spending throughout the year, and any other issues relating to money. The assistant director works closely with the director to ensure finances are always under control for the committee.

Outside of finances, the assistant director works alongside the director to make sure that all committee business is under control. Additionally, the assistant director helps the director with the training and encouragement of executive team.. The exact role of the assistant director should be established by the director who chooses to have this position.

Responsibilities

- Chief Financial Officer
- Work with director to oversee committee business
- Assist the sub-committee executives as needed
- Work to set up an endowment account
- Leadership development of executive team



Ultimately, the role of the assistant director lies with the director's desires as well as what needs must be filled to successfully oversee your committee and run your Big Event.

Committee Expectations and Responsibilities

Development Subcommittee

The Development sub-committee is responsible for organizing committee and staff training, job recruitment, community relations, advertising to the school and community, internal events, and alumni relations. The sub-committee members are responsible for coordinating the above responsibilities into tangible projects that they will complete throughout the year. Internally, Development deals primarily with the application and interview process, committee assignments, training, and alumni events. Externally, Development primarily communicates with the local government and potential residents for The Big Event. Finally, the Development sub-committee oversees all aspects regarding internal improvement throughout the year and problem-solving on the Day-Of. Below is an example of what Development sub-committee members might do during the fall and spring semesters.

Fall Responsibilities

- Committee/Staff Retreats and Reveals
- Applications and Interview Logistics
- Fall Tailgate
- Staff and Committee Interval Events
- Send out Newsletter to previous residents
- Facilitate meetings

Spring Responsibilities:

- Committee/Staff Training
- Job Recruitment and JRF Distribution
- Organization and managing the logistics of job-checks
- Spring Collaboration Meeting with the local government
- Facilitate meetings

Day-Of Responsibilities

- Mobile Command Unit (MCU)
- Headquarters Solutions (HQ)
- Alumni relations and gifts

Committee Member Roles

Retreat Coordinator: Work with Execs to logistically plan, organize and design Staff and Committee Training for the Spring.

Job Recruitment Coordinator: Work with Execs on spreading the word about the opening of [Job Request Forms](#). Plan JRF distribution for staff workshop.

Event Coordinator: Develop different events and ideas for The Big Event to hang out and bond.

Alumni Coordinator: Work on the alumni database in conjunction with Texas A&M resources and sort through resident surveys in order to create a database of residents continually interested in The Big Event.

Newsletter Coordinator: Design and create a newsletter throughout each month that will be sent to residents.

Video Developer: Work on several videos to promote awareness on-campus and throughout the community during the year.

Development Executive Responsibilities

- Oversee all work done by committee members
- Delegate and provide vision of the end-goal of sub-committee projects
- Maintain open line of communication with the local government
- Develop the application and interview infrastructure for Staff Assistants and Committee
- Plan/manage Staff and Committee Training
- Manage the selling and distribution of resident T-shirts and yard signs
- Oversee MCU and Headquarters - problem solve all conflicts and emergency situations during the Day-Of
- Maintain open relationships with leaders of The Big Event in years past

Headquarters

After kickoff is over, student participants are instructed to go to Tool-Distribution in the designated lot to receive the tools for their job site. They are to take the supply list given to them during check-in to Tool-Distribution and hand it to a committee member at the Tool-Distribution ORDER area. The member will take the list and tell the student to pick up the supplies from them at a designated LOADING area. The committee member will gather the supplies and bring it to the group at the specified loading area, and will return the supply list to the student at that time. The student must have the supply list in order to return tools and get their ID back when the job is completed! To clarify, the order area is where the students pass on their supply list; the loading area is where they actually pick up the supplies. Please refer to Appendix H to see how the order and loading areas are set up at headquarters.

Headquarters Solutions

While students are out doing jobs, the executives remain at the Mobile Command Unit (MCU) and Headquarters solutions, where the contact and emergency cell phones are located. Students who run into problems at their job site can call a number that goes to headquarters solutions and one of the executives can help find a resolution. It helps to have a master list of all jobs and all participants at

headquarters solutions. It also helps to have the binders containing the Job Sit Checklists and Matching Forms at headquarters solutions, as directions to each job site are written on these forms. This is to help students who get lost on their way to the job site. Furthermore, it may help to have members that are bilingual to be a part of MCU and Headquarters solutions so that they may help problem solving with residents who only speak a foreign language.



Ultimately, the goal of development is to develop and maintain all relationships inside and outside of The Big Event through full community appreciation, alumni relations, and staff and committee unity in order to foster a community centered on the joy found in serving rather than receiving and communicate our mission to simply say "Thank You" to the residents of Bryan and College Station.

Operations Subcommittee

The Operations sub-committee has two primary focuses: 1.) Coordinating an annual fundraising event and 2.) Overseeing the storage, inventory, and distribution of tools and supplies. Some examples of fundraising events held by Big Event committees may include: raffles, silent auctions, benefit nights, and banquets. Operations works with local businesses to establish relationships and receive donations. At Texas A&M, these donations take the form of in-kind donations that support an Annual Gala and Silent Auction. Operations plans all aspects of the event and collects items for auction in the months preceding the event. Finally, the operations sub- committee oversees all aspects regarding tools and supplies. This includes the inventory, purchase, and allocation of supplies for use on the day of The Big Event. Below is an example of what operations sub-committee members might do during the fall and spring semesters.

Fall Responsibilities

- Decide upon and coordinate a fall fundraising event
- Contact local businesses to request donations supporting a fundraising event
- Oversee the inventory of current tools and supplies
- Reserve areas on campus that will be used on the day of The Big Event

Spring Responsibilities

- Contact local hardware stores requesting tool donations or discounts
- Purchase, organize, and store all necessary tools and supplies for The Big Event
- Coordinate parking and traffic control for the day of The Big Event
- Set-up and coordinate Tool Distribution on the day of The Big Event

Committee Member Roles

Gala Team: Programs, Flowers/Centerpieces, Table numbers, Picture slideshow, Speaker gift

Silent Auction Team: Silent Auction documents, Create silent auction baskets, Lighting/Silent auction decor, Long-distance Items, Thank you notes for guests night-of

Tool Team: (The muscle of The Big Event!!): Lead Inventory, Tools tools tools, Job logistics, Working with Lowe's/Home Depot, Tool loans

Operations Executive Responsibilities

- Oversee all work done by Operations committee members
- Find local businesses for committee members to contact
- Keep accurate records of donations made and send thank you notes
- Plan/manage all fundraisers
- Keep an inventory of tools and supplies owned by The Big Event

- Purchase additional tools needed for the day of The Big Event
- Allocate tools to jobs to be done on the day of The Big Event
- Oversee the distribution of tools to student participants on the day of the event



Ultimately, operations is responsible for ensuring that the students and staff members are equipped for serving residents. That means they have the tools they need and a logistical foundation is laid out that makes The Big Event a successful and efficient operation.

Outreach Subcommittee

The mission statement of our outreach sub-committee is:

“To spread the mission of The Big Event both locally and globally through relationships with our sponsors who enable us to serve the Bryan/College Station community. As we send out students into our local community, we also aim to further our mission by fostering the growth and expansion of other Big Events internationally.”

Outreach is responsible for spreading the mission of The Big Event. We do so in several ways, the first being sponsorship. Outreach works to raise monetary support through corporate and individual sponsors, who generously donate to fund our operating budget. We target both large corporate sponsors (such as Pepsi) as well as local businesses.

Additionally, Outreach maintains our website, and is responsible for the updating/maintenance of the website throughout the course of the year. Outreach is also responsible for our Media Relations. We contact both national and local media sources to cover The Big Event in order to reach the entire community regarding our event.

Fall Responsibilities

Sponsorship:

- Update and maintain a database of information regarding previous, current, and future sponsors, both corporate and individual
- Update Sponsorship Agreement (if needed)
- Work to establish relationships with local businesses

Plan the “One Big Thanks” Conference

We host a conference in College Station each spring to enable schools and organizations to improve and grow their respective Big Events. This requires a team of outreach members to plan, organize, and execute the conference. If you are interested in attending our conference, we would love to have you! More information on conference can be found at thebigevent.tamu.edu/conference

Other Responsibilities

- Update website with new information, dates, exec contacts, etc
- Meet with local city councils to further our reach with residents who may not know what The Big Event is
- Contact local and national media in preparation for their coverage of The Big Event in the spring
- Speak to university related organizations about The Big Event (at Texas A&M we often speak to Aggie Mom’s Clubs across the state)

Spring Responsibilities

- Host the “One Big Thanks” Conference
- GET THE WORD OUT ABOUT THE BIG EVENT IN THE COMMUNITY!

- Continue to follow-up with potential sponsors
- Establish relationships with local television and radio stations to play commercials and run public service announcements advertising The Big Event
- Speak at community group meetings such as PTA, neighborhood associations, Lion's Clubs, etc.

Committee Member Roles

Logistics Coordinator: Schedule everything for conference, This includes making selections of restaurants to cater, as well as assigning all attending delegates to rooms within the hotel, Assign schools to committee members, Anything and everything having to do with getting delegates to town.

Decorations Coordinator: Delegates are coming in from all over, we want them to have things to remember conference by! Design, order and distribute conference promo items.

Itinerary Coordinator: Create conference schedule, Prepare the conference packets for all delegates attending.

University Coordinator: Reach out to specific people at universities with pre-existing Big Events. Maintain a Google Doc with the information you collect as you contact schools.

Sponsorship Coordinator:

- "Reach out" to local and corporate companies and present your PASSION for The Big Event to them in order to raise money for our \$100,000+ budget and spread the mission of The Big Event
- Work with a partner to visit local companies and meet residents in their area of work

Sponsorship Relations/Community Outreach Coordinator:

- Serve as liaison between outreach and development to more accurately recruit residents for "The Day Of"
- "Reach out" to Texas A&M Mother's Clubs and present your PASSION for The Big Event to them in order to raise money for our \$100,000+ budget and spread the mission of The Big Event- this will happen a couple times over the course of the year
- Maintain relationships with sponsors through thank you notes, phone calls, and other forms of recognition

Outreach Executive Responsibilities

- Oversee all work done by subcommittee members

- Establish goals and vision for sponsorship
- Establish goals and vision for the “One Big Thanks” Conference
- Work to develop community relationships and contacts
- Establish relationships and contacts with local and national media
- Maintain all sponsorship data



Ultimately, outreach is responsible for spreading the mission of The Big Event both locally and globally through relationships with our sponsors. As we send out students into our local community, we also aim to further our mission by fostering the growth and expansion of other Big Events internationally.

Programs Subcommittee

The main focus of the programs sub-committee is the kickoff and logistics of the Day-Of. This sub-committee is concerned with taking the necessary steps to perpetuate The Big Event in terms of vendors, reputation, and recognition with partnerships and businesses of the local community. Also, programs serves as the committee's coordinators for different events throughout the year to recognize the accomplishments of our committee and staff. The example below shows what the programs sub-committee members might do during the fall and spring semesters.

Fall Responsibilities

Fall Service Project

- This is a service project where committee and execs go out to serve local residents in your area. We usually contact around five residents to serve. This is essentially a mini Big Event. It is really fun and is a great way for committees to bond together.

Photography

- In Programs, this is usually delegated to two committee members. They are responsible for taking pictures at TBE events and later coordinating with the social media member of recruitment to post pictures on our Facebook and Instagram.

Apparel

- We have two rounds of apparel that we coordinate with an apparel company in College Station. The first round of apparel (organized by the Programs exec) is usually basic stuff like fleeces, vests, hats, etc. General apparel with The Big Event logo on it. Once we get committee, we delegate this role to a Programs committee member. This committee member has the opportunity to create cool T-shirt designs that members of The Big Event will have the chance to purchase and wear in the spring.

Student T-Shirts

- Student t-shirts are also designed by our apparel committee member, think of this shirt as the "Day-Of" shirt. A lot of participating students will want to wear this to their jobs. This shirt is also a great opportunity to put sponsor and vendor logos on the back of.

Profit Shares

- Profit shares are delegated to a committee member. This committee member will call restaurants in the area that your Big Event can partner with to share the profits of food sales for a few hours. The best way to make this successful is to invite as many of your friends and members of The Big Event to attend this. More people means more money.

Food Donations

- Food donations are delegated to a committee member. This entails calling restaurants in your area

Staff Social

- We have a social to welcome our staff into our organization. It is held after our first meeting with them and we bring food and hot chocolate to kick off the year.

Spring Responsibilities

Mock Big Event

- The week before The Big Event, the committee should hold a Mock Big Event. This is a time where your entire committee runs through the schedule for the morning of The Big Event so that everyone knows what to expect, what they will be doing, and where they should be during the day. Every activity that occurs on the morning of The Big Event should be simulated and every job a committee member might have should be explained again. The Mock Big Event is crucial because it helps the committee troubleshoot and fix problems before they occur.

NBB

- The Night Before Banquet is a dinner that exec and committee have the night before the Day-Of The Big Event. A committee member primarily organizes the dinner. Their responsibilities include decorations, finding the caterer, finding a speaker and making a slideshow/video of the year on committee.

Day-Of

- Day-Of entails a ton of logistically planning that begins in the fall. We bring in vendors from all over our local community to get students ready to go out and serve. Our kickoff includes a speaker, band/DJ. (See [appendix for minute by minute](#) for the schedule.)

Staff Appreciation

- Celebration of all the work our committee and staff has done throughout the year – we have food, awards, and spend time with our team for one last time!

Committee Member Roles:

Apparel / Staff Appreciation (1 committee member): In charge of fall committee apparel, staff apparel link, designing day-of shirt, putting on staff appreciation

Day-Of / Staff Social (partnership): Point of contact with DJ, vendors, speaker, decorations, President Young, etc., putting on staff social in the fall

Night Before Banquet / Photography (partnership): Logistical planning and decorating for NBB, all photography throughout the year at events

Food Donation (partnership): Organize profit shares, food donations for Day-Of, conference, tailgate, etc.

Programs Executive Responsibilities

- Oversee all work done by committee members
- Delegate and provide vision of the end-goal of sub-committee projects
- Plan Fall Service Project where Exec and Committee participate in a mini Big Event in the Fall
- Facilitate and implement the practicalities of connecting the local community with student population
- Recruit and negotiate with companies for sponsorships and product distributions for the event itself
- Contribute in the long term planning and sustainability for the Day-of Kickoff Ceremony
- Meet with various administration on campus to reserve the kickoff location to ensure safety of the event and compliance with University regulations
- Bring in a speaker and entertainment for the day-of
- Design and distribute apparel across the organization

In summary, the programs subcommittee oversees all day-of operations and organizes the logistics with vendors, speakers, and bringing in local businesses to connect students with the local community.



Recruitment Subcommittee

The main focuses of the recruitment sub-committee are the students, staff, and faculty that will ultimately become a part of your Big Event. This sub-committee works year-round to promote your event on campus and get people motivated to participate in The Big Event. The recruitment sub-committee oversees all communication between The Big Event committee and the student body, as it handles all on-campus awareness and advertising. Below is an example of what recruitment sub-committee members might do during the fall and spring semesters.

Fall Responsibilities

- Organize a Fall Awareness Week to promote the year's event and/or any fundraisers
- Make all necessary reservations for on-campus promotions following your university's guidelines
- Analyze previous year involvement vs overall university demographics
- Find trends based on the data and strategically target groups with low participation
- Reach out to organizations to see how to improve processes for signups
- Understand social media platform and start mass media saturation early and often
- Work tables at various locations on-campus distributing promotional items, fliers, and talking to students about The Big Event
- Make banners and posters to be hung in high traffic campus areas to advertise The Big Event and/or any fundraisers
- Order and distribute promotional items such as stickers, buttons, pens, magnets, etc.
- Develop a Participation Form that students will fill out in the spring in order to participate in The Big Event (unless your school has online signups)
- Develop a recruiting game plan for the spring

Spring Responsibilities

- Contact student leaders across campus regarding participation of their organization in The Big Event
- Distribute the Participation Form so students can sign up to participate in The Big Event (unless your school has online signups)
- RECRUIT, RECRUIT, RECRUIT! Get the word out about what The Big Event is, when it is, the impact it will have on the community, how to get involved, etc.
- Organize and run a Spring Awareness Week where the committee works tables at locations on campus to advertise the upcoming event and distribute the participation form so students may sign up to participate. (unless your school has online signups)
- Act as hospitality to guests on the day of The Big Event
- Oversee the student check-in procedures on the day of The Big Event

Committee Member Roles:

Social media: Potential jobs - Humans of College Station, posting notifications, promo videos, community updates

Speaking team: Potential jobs - managing calendar, contacting other committees, contacting organizations

Endorsement: Potential jobs - aware of other SGA organizations, external promotion (president, class rooms, teachers, physical signs or bill boards, etc.)

Logistics: Potential jobs - google doc creation and management, organizing amounts and types of promo items for each location

Recruitment Executive Responsibilities

- Oversee all work done by sub-committee members
- Learn team dynamics and pair work accordingly
- Target high level university officials to promote or encourage signups
- Assign committee members to speak to target groups about signups
- Order promotional items
- Ensure university guidelines are being met regarding campus advertisement
- Handle the creation of the Participation Form (unless your school has online signups)
- Handle printing of materials used for promotional reasons
- Handle incoming Participation Forms (unless your school has online signups)
- Oversee participant check-in on the day of the event



In summary, the recruitment subcommittee oversees all on-campus operations and is in charge of organizing events regarding student participation.

Staff Assistant Expectations and Responsibilities

Staff Assistants

This is an optional position dependent upon the amount of work your committee needs to accomplish the semester before your event. Staff assistants are chosen in the spring to help balance the large increase in workload for the committee. Staff assistants are partnered together for purposes of checking the job sites which they are assigned in the spring. They also help with the distribution of Participation Forms, [Job Request Forms](#), and assist with advertisement on and off campus. If you feel as though the staff assistant position is necessary to lighten the load, the following is a list of suggested tasks they can accomplish.

Spring Responsibilities

- Checking job sites with partner
- Typically assigned 20 jobs per partnership
- Complete [Job Request Form](#) / [BARE](#) paperwork
- Work table hours at areas across campus to recruit students/spread awareness
- Work office hours
- Complete paperwork
- Write “thank you” notes to residents
- Assist with running the day of The Big Event
- Tool distribution
- Tool Bring Back
- Student Check-In
- Complete make-up jobs if necessary



Ultimately, staff assistants are the hands and feet of The Big Event. They aim to spread the mission of The Big Event by forming relationships with the residents and setting up job checks to prepare for the “Day Of”.

Assessing your student body, surrounding community, and financial situation will all factor into determining how to setup your committee. If you have any questions about this, please use us as a resource!

General Yearly Outline of Activities

This section is written to show you the basic activities and steps to be taken throughout the summer, fall, and spring semesters to organize The Big Event. These points are written in an order that would fit an event to be held during the spring semester. If your event is held during a different part of the year, the activities should be rearranged to fit your needs. A general description of the activity will be presented first. Examples of how these activities are carried out on campuses currently hosting a Big Event may be used to clarify certain points.

Following the conclusion of the day of The Big Event

After The Big Event has happened for the year, it is time to select the new leadership that will begin planning for the following year's event. This includes selecting a new director and executive staff through a selections procedure that your committee has deemed appropriate. Usually, the outgoing director selects the new director through a simple application and interview process. The new director decides upon the number of executives needed and the procedures to select them. Again, we have found that an application and interview process work best. Once your executive staff is selected, planning for the event can begin.

Seeing that you may not have an event already, this point may not apply specifically to you. If you have a group of friends or colleagues that would like to assist you in beginning The Big Event, then they should be your executive staff. Remember that The Big Event was started by a college student and his friends, so do not feel that you must have a full staff to make this project get off the ground. Interest from others in becoming a part of The Big Event will most certainly come with time.

Summer Activity

During the summer months, it is beneficial for the new executive staff to hold at least one planning retreat. This retreat could be done in your school's town or could be an out of town retreat for your staff. Some committees hold the retreat in an executive's house in their hometown, others go camping, and even others hold it on campus. Most Big Event executive staffs hold their retreat over a two-day period.

This retreat is especially important for events that are just getting started! This time provides your executive team a chance to focus on and understand their objective and to set goals for the upcoming year. The retreat is basically an opportunity for everyone to get on the same page concerning what will happen throughout the next year. Things that are covered during this retreat are: the committee calendar, committee selection procedures, plans for major activities, fundraising ideas, executive responsibilities, goals for the whole committee, goals for each sub-committee, etc. The objective of the meeting is to leave feeling comfortable with and understand the specifics of what needs to be done during the year.

Fall Activities

Committee Selection

This factor will depend on how many people you have interested in helping you with The Big Event. If you are just getting started, there may not be enough name recognition for people to want to join the committee just yet. Initially, it may be beneficial to accept any students who wish to help out and not focus on selections if your application numbers are low.

It would help your selections effort to develop some type of advertising campaign, led by the executive staff, to spread word on this amazing new committee. Whether it is working tables around campus talking to the students directly, talking with student groups departments within the university (such as a Department of Student Activities or Student Government), or passing out fliers to spark students' interest in a service organization, you can recruit committee members in whichever way works best for your school.

If there is enough interest in being a part of The Big Event committee, an application and interview selection process has worked best for most Big Event committees nationally. At the beginning of the new school year, the executive staff creates an application to be distributed to any students interesting in becoming a part of the committee. The students fill out and return the applications to the executives for evaluation and scoring. From these applications, the executive team chooses those they wish to receive interviews. After interviewing the selected individuals, the executive staff selects a number of people previously determined to help organize and run The Big Event.

After you have your committee, it is time to determine which members will be on each of the sub-committees. You may place member in the sub-committee on which you feel they would best perform or you may decide to have the members give a preference as to where their strengths lie. Once you have your team, the real fun can begin!



Fall Committee Retreat/Committee Reveal Night

Soon after the committee is chosen, there should be a retreat held for all members of The Big Event committee. Most Big Events hold their retreats over an evening in a location within the city limits of their school's town.

The main objective of the retreat is education of the members, but almost equally it provides an opportunity for the committee to get to know each other and start forming friendships. This is also a time for the executive staff to go into detail about what The Big Event is and what you

hope to accomplish that year. Executives have an opportunity to give the committee focus and discuss the overall goals for each sub-committee. Members should leave the retreat knowing what The Big Event is and what is necessary to be done to make it happen. You may choose to have a speaker, dinner or team building exercises as part of your fall retreat. The executives and director are in charge of planning this event.

Another event to consider either adding onto the retreat or host separate from the retreat is a Fall Service Project. This will be talked about in a few pages.

Executive Meetings

The Big Event executive staff should meet once a week to discuss in-depth details of The Big Event business and planning. The director should develop an agenda for each week's meeting to ensure topics are covered as orderly as possible. This time allows the executives to give progress reports of the sub-committee's responsibilities to the director, while allowing the director to make sure the sub-committee goals are being met in a timely manner. This meeting gives all executives insight into what is happening on the various sub-committees. It also lets the executive staff to prepare for what will be covered at the week's general committee meeting. Length of each executive meeting will vary throughout the year, as some parts of the year are more hectic than others.

Committee Meetings

Meetings should be held weekly to discuss and conduct the business of The Big Event. A general committee meeting is held first, followed by individual sub-committee meetings. This time should be used for committee announcements, listening to speakers, or participating in activities that will encourage the committee to bond and stay motivated. During the general committee meeting, questions, problems, and anything that impacts the entire committee are discussed. Each Executive partnership will give weekly updates and deliverables for the upcoming week. After the general committee meeting, the members break up to meet in their individual sub-committees led by their respective executives. Each sub-committee handles its specific business during this time, including delegation of responsibilities, deadline checks, and progress reports. Once these sub-committee meetings have been completed, the week's Big Event meeting is finished.

Inventory

This activity will apply to those groups that already own tools and supplies to be used on the day of The Big Event. This activity should be overseen by the operations sub-committee, as they are in charge of The Big Event's tools. Most Big Events find it easiest to hold the committee retreat and inventory on the same day.

Inventory is used to assist the committee before purchasing more supplies for

use on the big day. It is a good idea that if you have tools and supplies you keep them in a central location such as a storage shed. During inventory the committee checks all of the tools and supplies to find broken or faulty equipment to be discarded. Members count the remaining supplies and record the exact numbers of supplies in possession of The Big Event. Tools and supplies are also marked with paint or another permanent marking to help with showing which tools belong to The Big Event. (This helps when tools that are not property of The Big Event are returned by students on the day of the event.) After counting is completed, the tools and supplies are returned to the storage unit in an organized manner that will make getting them out on the day of The Big Event run smoothly. **Note: It is very important to order tools based on your projected job count.**



Fall Awareness Week

Fall Awareness Week is a promotional week used to advertise and increase campus-wide awareness of The Big Event to recruit staff assistants. Staff assistants are the next tier in the structure of the organization aimed at physically going to resident's homes to perform job checks. Job checks are talked about in another part of this expansion packet. The recruitment sub-committee should oversee all planning for the week.

Things your committee may do during Fall Awareness Week:

- Banner hold for the week leading up to staff application deadlines
- Hang posters/printed banners in high traffic areas of campus such as:

- Students centers, large campus building, dorms, dining centers, etc.
- Speak at other campus organizations' general meetings about the mission of The Big Event, what the position of staff assistant is and how to apply for it
 - By developing relationships with other student leaders, it is more likely their organization will want to participate in your Big Event

Your goal with Fall Awareness Week is to get the word out and get people aware of The Big Event as well as recruit staff assistants. Setting your Fall Awareness Week the semester before your Big Event allows time for student participants to learn more about The Big Event and prepares them for service the following semester.



Fall Service Project

Should your committee choose to do so, a Big Event committee service project could be done in the fall. As a service oriented organization, The Big Event strives to help others and make an impact on the community by giving back throughout the year. Serving the community as a Big Event team helps keep the real purpose for The Big Event fresh in our minds.

The Programs Executives would be placed in charge of planning this activity. Projects that have been done by Big Events in the past include: working at food banks, painting a community resident's home, doing yard work, highway trash pickups, running an elementary school carnival and much more. Find out what sounds best to your committee and keep in mind that the Fall Service Project is a fun time to share with your committee.

Gala

The Operations Executives will host the Gala. During Gala, you will need to find a venue, table decorations, sound and lighting, a speaker, etc. The mission of the Gala will need to be determined beforehand. For example, if the mission is to make a large profit, a large investment will need to be made as well as hosting a fundraiser such as a silent auction. If it is to show off The Big Event to family and friends, the same means may not be necessary.

For the Silent Auction, local businesses and organizations are usually willing to donate items. Send out committee to present the mission of The Big Event to them and ask for donations to auction off at Gala. You may also want to consider inviting people who would be willing to donate to The Big Event.

Overall, the purpose of Gala can be up to your team. It is a great way to bring the Executive team and Committee together as well as raise funds for the year.

Staff Social

The Programs Executives will put this event on after the first staff meeting of the year. Its purpose is to allow staff assistants to meet the rest of the team. It can be held at someone's house, a spot on campus or anywhere you can fit all of the staff assistants. This is an unstructured time where the Programs Executives can throw a party for everyone in the organization.

Fall Summary

These are the fall activities that should be done to get The Big Event started on your campus. Remember that these activities are going on in addition to all of the work being done within the individual sub-committees.

Constantly ask yourself questions while going through this process. For example, to have a fall inventory, you must have tools; to have tools you have to have money to buy them and a space to store them. This may not be something you can do for a while, which is okay! You may have to ask the community residents to provide supplies for

their jobs or you may work only at community agencies that can provide supplies for the first few years while you build up your finances. These questions will orient you to figure out the best places to start and help you decide how best to run your committee.

Spring Activity

Staff Assistants

Should you see it necessary to take on further help to complete the desired job checks or the ensuing paperwork required for the day of. (See explanation of the Staff Assistant's role under the Committee Expectations and Responsibilities section of this packet). Generally, this follows an application process where a written app us used as a screening mechanism then in person interviews are conducted to narrow down the applicants to the required group size.

Should you see it necessary to increase the size of your committee, you could add additional members to the committee in the spring. (.) You should decide the best way for selecting these new members to be on your committee.

An example of how selection has been done in the past follows: Recruitment begins in the fall almost immediately after committee is selected. This entails creating ways to increase visibility of the Big Event through social media until about two weeks before the application due date. The two weeks leading up to it includes speaking to organizations, holding banners, pushing social media pieces every day, and reaching out to organizations across campus to notify them about the potential opportunities available through the staff assistant position. Once applications are turned into the executives and the submissions close, the executive team reads through all the applications and conducts all the interviews that follow. A final review is conducted to select the final group.



Staff Training

Within the first few weeks of the spring semester, the committee should hold its second retreat. The spring retreat is much more educational and structured than the fall retreat.

The spring retreat works to educate the staff assistants about The Big Event, and also trains the committee for their new jobs preparing for The Big Event. The retreat goes into detailed explanations about items used such as the Participation Form and Job Request Form, but also about procedures done such as table hours, office hours, checking job sites, and speaking to organizations. You may also find spring retreat to be a good time to distribute Job Request Forms as explained in the following sections.

The objective of this retreat is to have staff assistants leave feeling comfortable with what they have to do during the spring semester and committee members a chance to familiarize themselves with the new staff assistants.



Spring General Committee Meetings

Meetings should be held weekly to discuss updates of The Big Event. A general committee meeting is held first, followed by individual sub-committee meetings. This time should be used for committee announcements, answering questions regarding spring activities (such as office hours), checking progress (such as checking job sites), and just making sure everyone is on track for the semester. Just as in the fall, any questions, concerns, and things impacting the whole committee are discussed. If your committee has staff assistants, the director and

assistant director can lead them during sub-committee time. It may be useful to use the staff assistants with help in painting banners, cutting fliers, putting table tents together, etc. at this time. Each sub-committee handles its specific business during this time.

Job Request Form Distribution

One crucial element to the success of The Big Event in your area is finding jobs in the community for students to complete. You usually want to have the forms out for about 4-6 weeks before your matching days. Job Request Form Distribution Day should take place around the date that you make the forms available to the general public. There are several ways to distribute the request form.

Committee members can be paired up or placed in groups and given a geographic region of your city to target. This could be any region of your city, or it could be a city government determined low-income area of your city. Depending on the city, safety might be an issue in some neighborhoods. It is a good idea for the executives to scout out questionable areas before sending members to distribute forms there. The students walk through the neighborhoods passing out Job Request Forms and informing families or individuals about The Big Event being a “Thank You” to the community. (You want to stress that it is a thank you to the WHOLE community and not just a service for the needy. If it appears as need based, it will discourage many people from participating.) If no one is home, the Job Request Form can be left on the door handle or porch where the owner will be likely to see it. This is a very effective way of distributing Job Request Forms because it also helps educate the community about The Big Event while passing out the forms.

Other means of distribution include:

- Have the Job Request Form printed in the local newspaper
- Have the form available on your committee’s website
- Hold job drives at local stores
- Have request forms placed in grocery bags at grocery stores
- Give bundles of forms to local schools districts and churches for distribution
- Contact local agencies such as hospitals, Elder-aid, hospice, etc. to see if they know of any individuals in need of a service job
- Work with your local city government to develop a means of distribution

There are several options to use when trying to get the Job Request Form out in the community. A majority of these options, however, involve establishing relationships among various community entities. This is why it is essential for the outreach sub-committee to begin making these relationships in the fall and to continually build them throughout the year.

Office Hours

Each committee member should be required to work at least one office hour during the week. If your committee has an office or cubical, the member serves to answer any phone calls that come in and either answer questions or take messages for the executives. This time is also used to zone job requests that come in, a process to be described later in the section. This also allows the executives to have members available if there is work that needs to be completed in the office.

If your group also has staff assistants, they too will have office hours where they are expected to complete paperwork, ask questions, or be of any help to the committee or executives.



Spring Awareness Week

(see Appendix for the Participation Form)

Spring Awareness Week is nearly identical to Fall Awareness Week except that you are heavily advertising the upcoming event while distributing Participation Forms to the student body (unless your school has online signups). You want your Participation Forms to be made available to the student body around the same time the Job Request Forms are made available to the community. It would be a good idea to hold your Spring Awareness Week three weeks prior to the due

date of the Participation Forms. It may also be beneficial to post the Participation Forms on a website to be printed off by potential participants. If your school has online signups, it is beneficial to get the word out about the link students can sign up on. Use the same strategy, but simply direct students to the website. An additional option is it to set up tables with laptops for students to sign up on campus.

Things your committee may do during Spring Awareness Week:

- Work tables around campus to directly interact with students
 - Pass out fliers with information about The Big Event
 - Pass out Participation Forms
 - Pass out promotional items such as stickers, buttons, etc. that advertise the date and contact information of The Big Event
- Hang painted banners in high traffic areas of campus such as:
 - Student centers, large buildings, etc.
- Hang posters in high traffic areas of campus such as:
 - Dorms, dining halls, campus buildings, etc.
- Make tri-fold “table tents” to place on tables in dining areas
- Have chalk board raids in classrooms or sidewalks around campus

Speaking at other campus organizations’ general meetings about what The Big Event is and how to participate is an essential task in the spring! You can usually obtain a list of all campus organizations from a university department such as Student Government, Student Activities, a Student Union, etc. You can use this list to call various organization leaders to set up times to speak at their meetings. By speaking about what The Big Event is and does, why you are hosting a Big Event, and what participating would entail, groups are more likely to become interested in what you are doing and therefore more likely to participate. You should also bring a Participation Form to every meeting you speak at and directly hand it to the student leader (unless your school has online signups). You want to target groups that generally do not participate and try to grab them. Groups that historically participate are great but often are already going to participate, which makes your speaking less effective in an increase of participants per speaking engagement.

Your goal with Spring Awareness Week is to get the word out and get people signed up to participate in The Big Event.

Processing Job Request Forms

This section will discuss “partnerships.” A partnership refers to pairing up two of your members who will go out and check the various job sites assigned to them.

This section will also walk you through the procedure of handling a Job Request Form once it is received by your committee after being completed by a community resident. The executive staff should handle all processing outside of the zoning of the request forms.

When the Job Request Form is received

Immediately, the form is given a number (usually chronologically where “1” is the first Job Request Form received, “2” the second, etc.). The information from the form and the assigned number should be entered into a computer program, like Excel or Access to create an organized Matching Form system for the information. (This will be explained in the following sections.)

Zoning Job Request Forms

A simple map of the city should be obtained from your local city government or Chamber of Commerce to use for this process. It would be beneficial if every committee member could be given one of these maps. The map should have the street names of the city listed alphabetically and have a grid to easily locate streets. For example, Maple Street is located in coordinates F-7. It would be best for the outreach executives to divide this map up into a number of zones that matches the number of partnerships in your committee. (If your committee has 10 partnerships, you should have 10 zones to be labeled A-J.) Each partnership is assigned to a particular zone. (Partnership 1 covers Zone A, etc.)

Assigning Jobs to Partnerships

Once the job has been zoned, executives assign it to the partnership whose is covering that zone. (For example, Maple Street falls in Zone C and is therefore assigned to Partnership 3.)

If there are not many jobs, the executives could determine which zones the jobs fall into. If there are a large number of jobs, the committee members could find the zones during their office hours (called “Zoning Jobs”).

The zone should be written on the Job Request Form and entered into the computer program. Two copies of the request form should be made; one copy should be filed by job number in a large binder while the other copy is given to the partnership who was assigned that job. The original form should be filed either by job number or name of the resident and placed in

another binder or file.

Checking Job Sites

(See Appendix for [Job Site Checklist](#), [Risk Evaluation Form](#), and [Recipient Indemnification](#) and [Liability Release Form](#))

Checking job sites holds several key functions for your committee:

1. It makes sure the job is something that can be done on the day of The Big Event.
2. It makes sure the job site is safe for students; if not, the job is cancelled.
3. It allows your members to see how many supplies are needed to complete the job and what supplies the job recipient can provide. (Starting out you may need them to provide a majority, if not all, of the supplies for the job.)
4. It allows your members to see how many students will be needed to complete the job in a fairly reasonable amount of time. (4 hours is generally a good amount of time.)
5. It allows your members to go over any rules set by your committee with the job recipient. (i.e. Students not required to stay more than 4 hours or no alcohol given to the students.)

The actual checking of the jobs should start as soon as you begin receiving completed Job Request Forms back from community residents. You want your members to start as early as possible and to stay caught up with their job checking so that everything is checked in time for Matching Day to run smoothly. The Process of Checking Jobs:

1. After a partnership is assigned a job to check, the first thing they should do is figure out how to get to the jobsite. This can be done by printing off a map on a website like maps.google.com or www.mapquest.com or can be done by finding a route using one of the maps obtained from the city. Two maps should be made for each job, one for the committee partnership and one for the students to use on the day of The Big Event. The map that will be used by the student participants on the day of The Big Event should be placed in a binder ordered by job number.
2. Next, the members should call the community resident to set up a time to check the job site. Once an appointment is set up, the partnership goes to meet with the recipient and do an evaluation of the job site. The [Job Site Checklist Form](#) should be filled out completely, and a general risk evaluation of the job should be done. The partnership should also go over the rules listed on the [Recipient Indemnification and Liability Release Form](#) and have the resident sign it. After the partnership has filled out the paperwork, gone over the rules with the recipient, and explained what will happen on the day of The Big Event, the partnership can leave.
3. The partnership should transfer the relevant information from the Job Site Checklist onto the Job Information Form (everything except students assigned, organization assigned, and tools allotted). The Job Site

Checklist is then filed by job number by the partnership in a large binder. The Job Information Form is also filed by the job number in another binder.

4. The executives (or committee depending on the size of your organization) then go through the binders and check for risks and enter supplies needed and number of students needed into the computer program. If there are risk concerns with a job, the director and/or assistant director should decide how to handle the situation at this time by either canceling the job or finding a way to reduce the risk.

This procedure is followed for each job.

Contact Information

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Appendix

- [Job Site Checklist Form \(JSC\)](#)
- [Resident Biography and Risk Evaluation Form \(BARE\)](#)
- [Recipient and Indemnification and Liability Release \(RIF\)](#)
- [Job Request Form \(JRF\)](#)
- [Mail-Out Example](#)
- [Minute by Minute Schedule](#)