

Celebrating the Craft: Participation Guide



**Supreme Council, 33°, SJ, USA
Office of Development
1733 16th Street, NW
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1.

Introduction to Celebrating the Craft

Thank you for your interest in hosting a local Celebrating the Craft (CTC) viewing event! The following is a step-by-step guide to help you get your CTC event off the ground smoothly. This guide will spell out all the necessary steps for your event to be successful. Remember, your celebration can be as big and lavish, or as small and intimate, as you would like it to be; but, no matter the size, a good deal of planning and work goes into organizing a location and supplying the event.

What is Celebrating the Craft (CTC)?

CTC is an evening of entertainment and learning that showcases Freemasonry, the Scottish Rite, and the talents and accomplishments of Brothers throughout the Southern Jurisdiction. CTC is a live show, streamed online, at www.scottishrite.org that features performances by Scottish Rite Brothers and interviews with families and clinicians from our RiteCare Scottish Rite Childhood Language Program (SRCLP) across the Southern Jurisdiction. Valleys have the ability to call in via Skype to chat with us or simply to donate. Also, we feature some of the Scottish Rite's most heartwarming RiteCare success stories. Celebrating the Craft raises money for your local Scottish Rite 501(c)(3) charity and the House of the Temple Historic Preservation Foundation, Inc.

Why Should I Hold an Event to Watch CTC?

- ❖ Raise funds for your Valley 501(c)(3) charity
- ❖ Support the Rebuilding the Temple Campaign
- ❖ Opportunity to Promote membership in the Scottish Rite
- ❖ Promote positive public relations
- ❖ Watch members of different Valleys compete in Scottish Rite Has Talent!

Throughout the evening, donors may choose to split their gift 50/50 between:

- ❖ Scottish Rite 501(c)(3) charities in their Orient to be distributed by the SGIG or Deputy; and
- ❖ The House of the Temple Historic Preservation Foundation, Inc.

All donations are tax-deductible to the maximum extent allowed by law. The House of the Temple Historic Preservation Foundation, Inc., supports the Rebuilding the Temple Campaign to preserve and restore the historic House of the Temple. All donors will receive a letter of acknowledgement of their tax-deductible donation.

What is Scottish Rite Has Talent (SRHT)?

SRHT is a program similar to "America's Got Talent", and supports the annual CTC webcast fundraiser. It is a unique and entertaining opportunity to share and celebrate our talented Brethren. Members who want to participate are asked to submit videos of their talents online via our Hightail uplink ([SRHT Submission Link](#)).

Videos, promoting musical and other appropriate talents of our Scottish Rite Brethren including, but not limited to, comedy, magic, story-telling, or live art, are welcomed. There is no fee or purchase required to participate. Something new for this year, 2018, is a more personal look at each of our contestants during the show. If selected, contestants will be asked to share why they became Scottish Rite Masons, in addition to performing their talents.

How Do I Participate in Scottish Rite Has Talent?

- ❖ SRHT is open to Scottish Rite, SJ, members who are U.S. residents only and in good standing. NY & RI residents are not allowed to participate. For group submissions, at least HALF of all performers must be Scottish Rite, SJ, members. Minors may participate, if accompanied by a family member in the Scottish Rite.
- ❖ All video content must be appropriate and in line with Scottish Rite values, i.e., no crude or offensive language, no sexual images, no violence, no discriminating nor disparaging acts.
- ❖ All talent acts must be able to fit in a small area, as staging space for the live show is limited.
- ❖ Videos must be submitted by the deadline: **March 12, 2018.**
- ❖ Videos must be no longer than FIVE (5) minutes.
- ❖ When your video is uploaded to Hightail, the subject heading must include the name associated with the submission followed by “talent submission.” The message field must include the following information:
 - Name of Talent
 - Valley of Origin
 - Primary Contact Name
 - Primary Contact Address
 - Primary Contact Email
 - Primary Contact Number
 - Names of others associated with the submission (if applicable)

(By uploading your video [via our uplink](#), you are indicating that you have read and agree to the “Specifics” and “Guidelines & Rules”, listed on this page. Void where prohibited. Not open to the general public.)

Contestant Notification:

- ❖ The 8–12 contestants will be chosen and notified by **Thursday, March 15, 2018.**
- ❖ Leadership will be notified of contestants within their Orient and Valleys.
- ❖ Contestants will be invited to perform live during CTC 2018 and will be featured on the Scottish Rite website and in The Scottish Rite Journal.
- ❖ The winner of the Scottish Rite Has Talent competition—who is voted the favorite talent by members across the nation during the CTC webcast—will receive a \$1,000 donation to go to his local Scottish Rite Charity.

Contestants:

- ❖ The 8–12 contestants should expect contact from the House of the Temple regarding a more detailed itinerary for the dates of May 17–20.
- ❖ Contestants will be responsible for their transportation to Washington, DC.
- ❖ Contestants will need to be able to be present at the Valley of Alexandria on Friday, May 18 (rehearsal), and Saturday, May 19 (day of the live show).
- ❖ Lodging and most meals will be provided for the contestants from Thursday, May 17 through Sunday, May 20.
- ❖ Amps, keyboards, and drums, will be provided.
- ❖ Guitars and other handheld instruments may be brought on site.
- ❖ All contestants must sign a media release form that will be sent to them prior to CTC.

2.

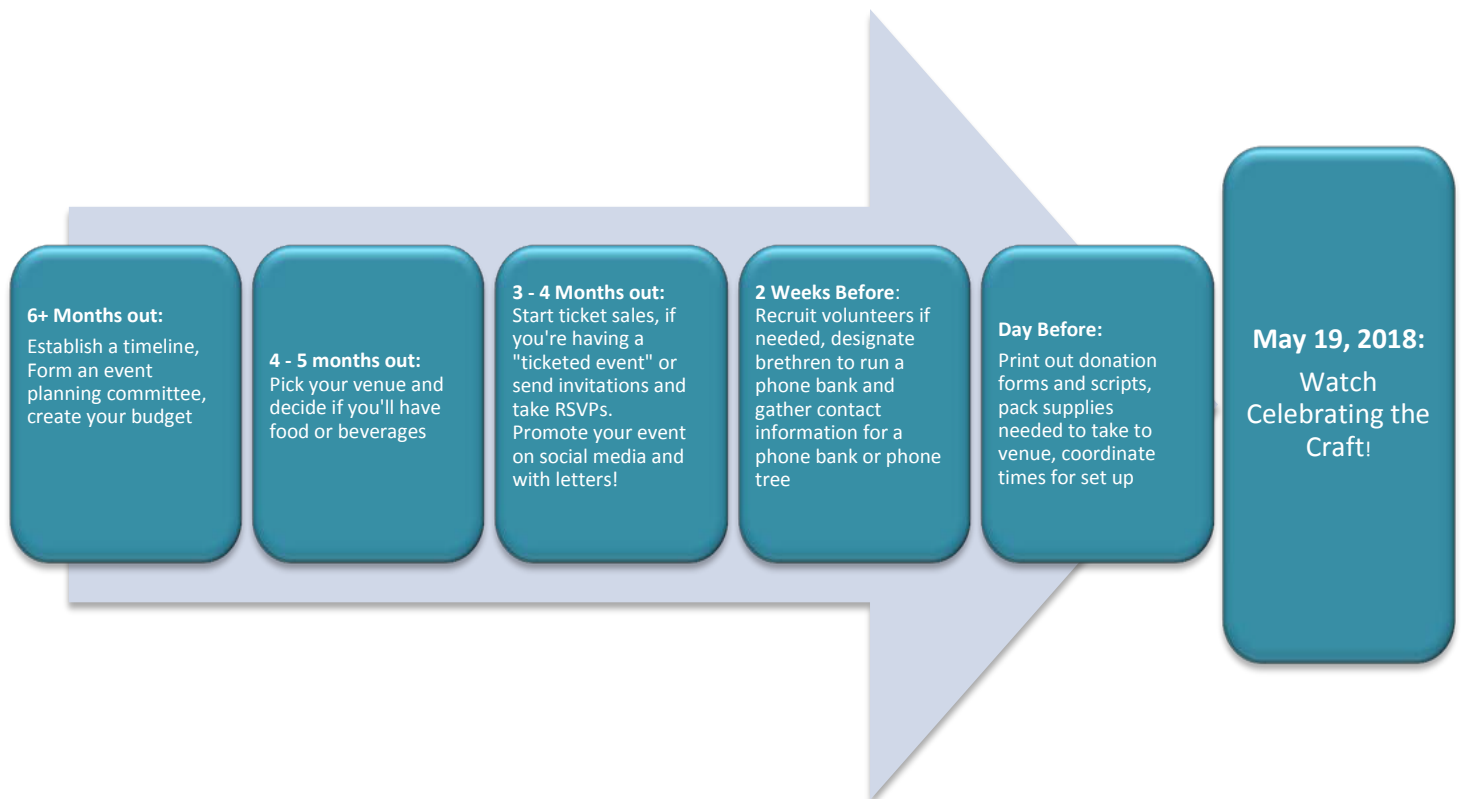
Timeline to Celebrating the Craft

Timeline:

As part of your membership and fundraising efforts, you should develop a committee to carry out your event plans. A successful event will require some critical work, and you should pick reliable people to help you form your Event Planning Committee. This Event Planning Committee will act in a leadership capacity and will be responsible for contributing a significant amount of work for the event, including building the different Event Teams, assigning duties and encouraging members in the Valley to get involved.

The first item to address is the time needed to plan the event. Below is a sample timeline with recommended time allotted to illustrate what you will need for the event to be set up and executed.

Each one of these timeline points has several duties that must be performed for the event to be successful. For sample donation forms, event checklists, and phone lists. etc., please refer to the Appendix. These events are highly customizable, so feel free to make alterations and/or additions as you see fit for your local event.



3.

Create an Event Planning Committee

After creating your timeline, the next step to establish a core Event Planning Committee (EPC) from your membership to designate other teams necessary to handle all the other duties that will be required.

Your Event Planning Committee needs volunteers in **three main areas**. It may be just one person in your Valley or a team of volunteers:

- 1) Event Promotion
- 2) Pre-event Logistics
- 3) On-Site Event Coordination

Below, we outline some of the duties required to get your event off the ground. But again, these events are highly customizable, so feel free to make alterations and/or additions, as you see fit. Also, remember that different people have different talents and motivations. Not everyone is adept at soliciting donations or interacting with others, but there is room for everyone in these events if your EPC team manages effectively.

The Event Promotion Team:

- ❖ Spreading News about the Event
- ❖ Selling Tickets

Goal:

To secure reservations from as many people—members and general public—as possible.

Advertising and Marketing the Event:

Obviously, people will not make plans to attend an event of which they are unaware, so it is vitally important this team publicizes the event effectively. CTC is a wonderful opportunity to grow your Valley membership. Invite local lodges, individual masons, and others to your event! In addition to making announcements at Valley meetings, send correspondence like a “save-the-date” postcard/email to your members; make up flyers to be distributed at local Blue Lodges and other appendant bodies; send announcements to local papers announcing the event and stress the importance of others in the community getting involved to support this worthy local charity.

Just like a new product, your event needs to be marketed aggressively to your target audience. You need to convince your supporters that both your organization and your event are worthy of their time and money. To this end, drawing up an event marketing plan is essential. Other possible promotional methods include: using your non-profit’s fundraising network, mailed invitations, direct mail, phone banks, word of mouth, and the event host committee.

Ticket Sales:

You may decide to sell tickets to your event to do your fundraising or to sponsor your event. You will need someone to organize this aspect of your event. Although self-explanatory, one function of these volunteers can be very important – encouraging the up- sale of single tickets to table tickets. Perhaps consider setting up

donation levels to encourage higher levels of giving.

Give your guests the option to donate at various levels, and remember to recognize and thank them for their generosity by printing and displaying their names in the event program. After the event, record the total dollars raised and send in your donation to the House of the Temple. Do not forget to designate where your Valley would like to split their donations!

Recruiting the “Talent”:

For the night of the event, it is important to engage your audience with personalities that will hold the attention of the room and create a relaxed atmosphere conducive to fundraising. A host or emcee brings the room together, sets the tone for the evening, and makes certain that tone is carried throughout the event’s entirety. Thus, they will be responsible for starting and ending the event. This person should be one part hype man, one part attention grabber.

The Pre-Event Logistics Team:

- ❖ Reserving a venue
- ❖ Picking food and beverages
- ❖ Purchasing any needed supplies
- ❖ Designating volunteers

Goal:

To secure a location for the event and make all food and supply reservations or purchases.

A good event plan includes a complete budget listing all of the expenses that will occur. The EPC will need to think about the cost and logistics for your Valley’s estimated occupancy, location, technical needs to view the show online, seating for guests, and arrangements for food and beverages.

Of course, these are just the basics of a well-rounded budget. Other items may be required to make the event a success, and a good budget always leaves room for the unexpected. When complete, the budget should consider expenses according to the fundraising goals of the event, but the end goal is always to raise more money than expensed.

The On-Site Event Coordination Team:

- ❖ Setting up the TV/Computer/Screen to view CTC
- ❖ Setting up the tables and seating
- ❖ Making sure food and any extra decorations or plans are ready to go
- ❖ Welcoming guests and acting as ushers
- ❖ Cleaning up and clearing venue after CTC

Goal:

To execute the event on the night of May 19, 2018 and ensure any problems are resolved. The Site Team is responsible for handling the details related to where you are going to hold your event. These volunteers take tickets at the door, help maintain security, show people how to complete donation forms, know the layout of the building and usher people where they need to go. They will be in charge of clean up and will stay until the end of the night to clear the venue after your watch party.

4.

Key Planning Details

Event Details:

There are many details that go into the program. The following is a list of necessary details that need to be discussed while the Event Planning Committee is designing the event:

- ❖ Cost
- ❖ Occupancy
- ❖ Location
- ❖ Computer connection to TV or Viewing Screen
- ❖ Food and Beverage

Cost:

Most Valleys will have an idea of the size event they have the ability to host. As stated before, your local Celebrating the Craft event is subject to the modifications needed for your situation. Size can be controlled by reviewing major line-items—such as food and event location—and choosing the best option to fit your Valley.

Occupancy:

It is always smart to determine the size of the event before choosing the proper venue for the event. If you serve food, you will need a venue with table settings and seating. For a sit-down dinner to be successful, guests should have enough space where they can sit and relax for dinner and the live showing. Their comfort during the event will have a direct effect on your fundraising bottom-line. For a simple viewing party, only chairs and a viewing area will be needed!

Location:

A convenient location for your attendees is important. Please do not forget parking. The event's location plays a lot into whether or not your members will attend!

The function can be in someone's backyard, a local community center, or at the Valley. The important thing to remember is that the site sets the tone of your event. You want to create a hospitable environment for a warm reception, with the glitz and glamour of an exciting night out.

Internet Connection:

You will need a strong and stable internet connection to stream Celebrating the Craft from our website www.scottishrite.org. Your internet connection is crucial to having a successful viewing party. Also, if you are planning to participate in our “phone bank” option, you will need at least a phone line, though a few will be needed if you have several brethren designated to call people for donations that night. Cell phones may provide an additional option.

Food Service and/or Beverages:

Some facilities allow outside food vendors, some do not. Make sure you have permission to bring or cook food at the venue that you choose. Some popular themes with Valleys are hosting a potluck, buffet, BBQ, or Luau dinners. Again, the local answer is the best answer depending on budget and event space.

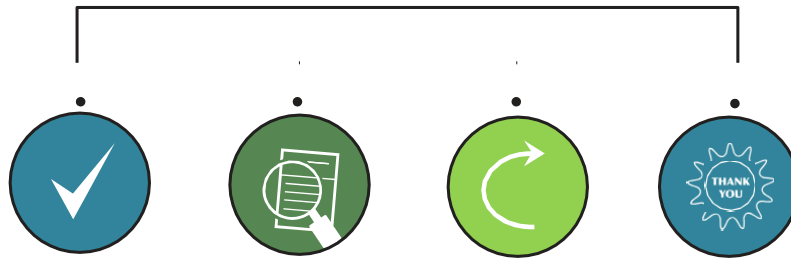
If your Grand Lodge and SGIG/Deputy allows alcohol to be served at such events, and all state and local government laws/procedures are followed, then you may serve it. Careful thought always should be given to this decision, though.

5.

Post-CTC Essentials

After a great deal of planning, coordinating and executing, the event is OVER! Now what? There are several tasks that will need to be completed to finalize the event.

- ❖ Reconciliation
- ❖ Analyze Results
- ❖ Follow Up
- ❖ Thank your Donors



Reconciliation:

Make sure you keep a copy of the donation form from each attendee showing that they gave during CTC. During this phase of the event, your “banker” or designated “treasurer” for the evening is the most important person in the room. They will be responsible not only for recording donations safely and accurately, but also for delivering your final bit of customer service to your attendees. They will be in charge of calculating the total amount of donations and sending in your Valley’s donation to the Supreme Council. A donation can be filled out with credit card information to be charged. Once all donation forms, checks, and/or cash are collected, they should be sent to:

House of the Temple
Attn: Development Office
1733 16th Street NW
Washington, DC 20009

Please make the check out to The House of the Temple and add Celebrating the Craft in a note or on the memo line. Also, include a note as to whether or not your Valley would like to split their donation 50/50. After we receive your donation, if you designated a split, we will send half of it back to your Valley to use on your designated local Scottish Rite Charity.

Analyzing Results:

Your final analysis will help you to determine any changes necessary for improving your Valley's success next year. The Appendix includes a sample "After-Action Review Form" designed for this purpose. Sit down with your team members and review the events successes versus those aspects that require improvement. Great CTC events are not created out of thin air, but evolve through careful analysis, planning, and tweaking.

Follow up:

There will be several follow-up tasks that will need to be completed in the days following the event. Some of these include:

- ❖ Recording members who gave from your Valley
- ❖ Sending in the donation to the House of the Temple
- ❖ Putting out a "Thank You" letter to all of those in your Valley who participated

Conclusion:

Remember that programs will grow over time if you are diligent about recognizing and keeping track of past participants and thanking them for their participation. Make sure time is taken to send thank-you letters to everyone who was involved in your event. This action is not just exclusive to those that donated or bought tickets, but includes volunteers, sponsors, attendees, and families.

Keep your donors happy - you never know when you may need another donation in the future!

With successful planning, a CTC viewing event will invigorate your base supporters and build towards your future goals. As you plan for your future CTC event, please remember one last thing: **YOU DO NOT HAVE TO DO THIS ON YOUR OWN**—the Development Office staff of the Supreme Council will be available to assist you every step of the way. We are only a call or email away. Thank you again and good luck!!!



6.

Appendix

Sample Forms & Supplemental Material

- 1) Event Check List
- 2) Phone Bank Sample Phone List
- 3) Phone Bank Script
- 4) Donation Form
- 5) FAQs
- 6) CTC Over the Years Success Summary
- 7) Celebrating the Craft Event Review

Celebrating the Craft Event Check List:

- ❖ Designate a group to plan your event:
 - 1) Choose an Event Chairman
 - 2) Assign a few people to the Promotional Team – get the word out!
 - 3) Assign a few people to the Logistics Team – settle the logistics!
 - 4) Assign a few people to the Site Team – coordinate set up, viewing area, and event night clean up!
- ❖ Pick a venue for your estimated event size and reserve well in advance
- ❖ Decide on food or beverages and arrange in advance
- ❖ Assign volunteers (examples):
 - 1) Greeters/Ushers
 - 2) Treasure
 - 3) Servers
 - 4) Phone Bank Callers
- ❖ Decide on whether to sell tickets and begin to do so if you do
- ❖ Promote event on social media
 - 1) Valley Website, Newsletters, Email Blasts
 - 2) Mail invitations
 - 3) Facebook. Twitter, Instagram
- ❖ Collect RSVPs for guest estimate
 - 1) Ensure number of guests equals available space and food
- ❖ Coordinate a Phone Bank to take donations
 - 1) Designate 2-3 Brethren to make the calls
 - 2) Set up a comfortable area for them to call members and take donations
- ❖ Print Materials for day of CTC
 - 1) Calling lists with member contact information
 - 2) Phone Bank Script for volunteers to reference
 - 3) Donation Forms to take donation information down

Celebrating the Craft
Phone Bank Script

Hello Brother _____,

This is _____ calling from the Valley of _____. Our Valley is trying to support Celebrating the Craft, a nationwide telethon sponsored by the Scottish Rite to help raise funds for both RiteCare to help children with speech and language learning disabilities and the House of the Temple in Washington, DC, our national headquarters and museum. 50% of your contribution can be designated to assist with one of your local Scottish Rite charities and the other 50% will go towards our efforts to preserve the legacy of the House of the Temple.

We are reaching out to every member to ask if you'd like to make a donation. No gift is too large or too small. Would you like to make a gift this evening to support our Scottish Rite charities?

YES →

Would you like to make a one-time gift or a pledge over 12 months? A pledge means you would donate the same amount each month over the next year.

ONE TIME GIFT:

Your one time gift is \$ _____. Would you like to pay tonight by credit card or would you like to receive a gift reminder and pay later by check?

(Complete Form on Page 2)

----- OR -----

PLEDGE:

Your pledge is for \$ _____ per month for the next 12 months. Would you like to make your first payment tonight by credit card and then have it charged once a month for the next 11 months?

You can also make your payment by ACH through your checking account.

(Complete form on Page 2)

Thank you very much for your gift tonight! Your donation will help children communicate and work to preserve the House of the Temple. I hope you will watch Celebrating the Craft on the web at www.scottishrite.org tonight! Have a great night!

NO →

Thank you for taking my call. I hope you will watch Celebrating the Craft on the web at www.scottishrite.org tonight from 6:30 PM – 11:30! Have a great night!

PHONE BANK VOLUNTEER NAME: _____

Donation Form



TYPE OF DONATION:

- One Time Payment - Now
- One Time Payment - Bill Me Later
- Pledge Payment - Over 12 Months

1. GENERAL INFORMATION

Check here if donor would like to be anonymous

First Name of the Donor: (PLEASE PRINT IN ALL CAPS) MI

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Last Name:

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Address:

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City:

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 State:

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 Zip:

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Telephone:

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 work home cell

Email Address (for e-receipt): _____

Do you want to split your gift 50% with a Scottish Rite charity in your Valley?

Valley of _____

2. DONATION INFORMATION

Total Donation Amount:

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 .00
(Pledges will be divided by 12 months)

**only whole dollar amounts, no cents*

For gifts \$250 or more:

- Send CTC gift
- Do not send gift

3. PAYMENT INFORMATION

Credit/Debit Card

Credit Card: VISA MasterCard Discover American Express

Card #:

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Expiration Date:

		/					
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Security Number (3-digits on back of card):

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Direct Debit from Bank Account (ACH)

Name of Bank:

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Bank Account #:

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Bank Routing Number:

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<u>121000497</u>	<u>1234567890</u>	<u>1001</u>
ROUTING NUMBER	ACCOUNT NUMBER	CHECK NUMBER

Frequently Asked Questions:

What is Celebrating the Craft?

The CTC is an evening of entertainment and fellowship that is webcast live from the Valley of Alexandria, VA to raise money for the Rebuilding the Temple Campaign and RiteCare Scottish Rite Childhood Language Programs.

In the past, the George Washington Banquet Hall at the House of the Temple has been converted into a television studio and becomes the stage for this Masonic extravaganza. However, due to the need for repairs and reparations at the House of the Temple, the show has been moved to the Valley of Alexandria, VA. During the evening, viewers learn more about the Scottish Rite and the importance of the House of the Temple, its artifacts, museum, and library.

What is the House of the Temple?

The House of the Temple opened in Washington, D.C. on October 18, 1915 and has since functioned as the headquarters of the Supreme Council, 33°, Scottish Rite of Freemasonry, Southern Jurisdiction, USA. The Temple includes a library, archives, and museums, and is open to visitors for guided tours. The library contains books on Freemasonry including history, philosophy, symbolism, poetry, lodge proceedings, and periodicals.

What is RiteCare?

RiteCare Scottish Rite Childhood Language Program (SRCLP) clinics provide diagnostic evaluation and treatment of speech and language disorders, as well as learning disabilities. There are SRCLP clinics, centers, and special programs operating or planned for children and therapists located throughout the United States. Each facility is staffed by speech-language pathologists through the support of Scottish Rite members.

Where does my Donation go?

When you call in to Celebrating the Craft at 1-855-289-4200 you can donate to the House of the Temple Historic Preservation Foundation and split your gift with your Orient's local RiteCare Center or one of your Orient's 501 (c)(3) charities.

Celebrating the Craft over the Years:
Success Summary

Year	Amount Raised	Amount of Planned Gifts	Valleys Participating*
2012	\$401,200	25%	41
2013	\$520,000	10%	48
2014	\$1,300,000	45%	72
2015	\$1,900,000	65%	98
2016	\$1,100,000	38%	84
2017	\$479,000	44%	87
Total	\$5,700,200		

*Valleys participating consist of those Valleys that either held a function prior to or during CTC to raise funds for the program or actively promoted the program to their membership. We received a response from approximately 80% of our Valleys annually on whether they would or would not participate and sadly, about 20% of our Valleys did not respond to our outreach efforts.

Celebrating the Craft Event Review:

Valley Name: _____

Event Chairman: _____ Event Date: _____

Number of Attendees: _____ Total Amount Raised: _____

Valley 501(c)3 charity to benefit from funds raised: _____



Summary of your Valley's CTC Event:

**What went well and why? Please list the successful steps taken toward achieving your goals.
(If you need more space add it to the Additional Comments section at the end.)**

Successes and Failures	How to Ensure Success in the Future

What can your Valley do to improve the event?
 (If you need more space continue on the Additional Comments section at the end.)

What can your Valley do to improve the event? (If you need more space continue on the Additional Comments section at the end.)	

What advice would you give to a Valley interested in conducting an event for the first time?

--

What feedback did you receive from attendees?

--

What feedback did you receive from committee members and staff?

--

How can the Supreme Council improve Celebrating the Craft? Please tell us how we can help you conduct a successful event. Tell us what should be added to or changed in the *CTC How To Guide*.

Additional Comments:

(Please send your responses to development@scottishrite.org)

Committee Chairman Signature

Date