



## 4<sup>th</sup> Annual *In the Company of Women* Planning Committee ...Make a difference!

The YWCA White Plains & Central Westchester is planning its 4<sup>th</sup> Annual “In the Company of Women” benefit luncheon and we’re looking for Westchester’s leaders to join the action and help make a difference with the YWCA. This fantastic event is scheduled for Friday, May 11, 2012 at the Hilton Rye Town.

### Committee Involvement & Responsibilities:

- 1) **Lend your name**...to various print and electronic event materials such as letterhead, website, program booklet, etc., that will list the committee.
- 2) **Join a subcommittee\***...any of the following subcommittees would welcome your involvement!

**Table Captain:** focus will be to identify & secure 5-6 new tables for the event

**Sponsorship:** focus will be to identify & secure sponsors for the event (Goal: \$70,000)

**PR/Marketing:** focus will be on promoting the event and ensuring media coverage

**Journal:** focus will be to identify & secure advertisers for the event journal (Goal: \$20,000)

**Silent Auction:** focus will be to identify & secure auction items for the event (Goal: \$6,500)

- 3) **Meetings: November 2011 - March 2012**...attend **three** committee meetings (in person or via phone conference per your subcommittee’s action plan)  
*Note: Meetings will be limited to 1 hour and will be held at the YWCA’s North Street offices.*
- 4) **Identify/recruit participation**...assist the YWCA by working within your subcommittee to promote the event and identify and recruit prospective Table Captains, Sponsors, Advertisers, Auction Donors and Attendees.
- 5) **BE THERE! May 11, 2012**...plan to attend *In the Company of Women!*

### **\*Benefit Sub-Committee Leaders to-date**

--Table Captain:	Anna Bruno, Mary Gibbons Gardiner
--Sponsorship:	Eileen Simon
--PR/Marketing:	Mara Rosenberg, Monica Bertran
--Silent Auction:	Kerri Jew, Colleen G. Maughan