

Multi City Event Challenge

FAQ!

What is the Multi City Event Challenge?

On November 13th, 2010, Pencils of Promise is having its first ever Multi-City Event Challenge! This event will take place across the country in 7 main cities as a fundraising challenge to see how much money all cities can raise collaboratively to support PoP's mission and new projects. There will be live streaming between events in the "PoP 7" cities. Individuals and other groups outside of the 7 cities have the opportunity to join in by creating their own event by downloading a tool kit and instructions from PoP's website. All locations will upload their stories, photos, and videos to our new website to show the world what their city is doing to help the cause. Let's become a community for communities!

What is a "PoP 7"?

The term PoP 7 refers to the Pencils of Promise seven main cities hosting specified events where the Multi City Event Challenge will be live streamed. The cities are New York City, Boston, Dallas, Denver, San Francisco, San Diego, and Los Angeles. Pencils of Promise has teamed up with Philanthro Productions (<http://www.philanthroproductions.org/>) to host the West Coast cities!

What is a "PoP Indie?"

A PoP Indie is a person or group that is independent of the PoP 7, but also wishes to hold an event on their own for November 13th to support PoP!

PoP Indies must go online to the Official Pencils of Promise webpage under Events and follow directions on how to register. Remember, you must put "PoP Indie MC EVENT" for the Name of Event and November 13, 2010 for date of the event.



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New York, NY 10002
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After the PoP Indie event, you can share their motivation, stories, photos, and videos to the new Pencils of Promise website for the Multi City Event Challenge!

What and where is “Home Base?”

Home Base is PoP’s Corporate office is in New York City located at 195 Chrystie Street, Suite 401A.

What time does the Multi City Event Challenge start?

Each city will begin their event at different times. Because of the time zone differences, not all cities will be holding their events at the same time. However, there will still be some overlap with all 7 cities. Each of the city will be live streamed at the event by Justin TV. Please check the Pencils of Promise Official webpage to see Live Streaming from anywhere around the world on November 13, 2010 as the events begin.

What does LIVE STREAM mean?

Live streaming means taking video and broadcasting it live over the Internet. The process involves a camera for the video, an encoder to digitize the content, a video publisher where the streams are pushed to (or pulled from the encoder - depending on the encoder) and a Content delivery Network to distribute and deliver the content. The URL can then be viewed live by users.

Our hope is to showcase the collaboration of efforts toward one common goal in a new and exciting way for Nonprofits. Through the help of JustinTV, each city will broadcast live footage of their event to be seen by all the other cities. We would like to bridge our communities from all over the USA.

PoP Indie events will not be Live Streamed but will have social media opportunities to upload and share their involvement! We highly encourage all PoP Indies to share, share, share! It will inspire many others to join The PoP Movement.



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How do I register to host an event in my city?

If your city is not included in the live-streaming PoP 7, then you can register on Pencils of Promise Official webpage under Events.

If you are one of the PoP 7, the President of each city (chosen ahead of time) will be sent an email with a registration form.

Do I have to have my event on November 13, 2010?

Yes, if you are joining in on the Multi City Event Challenge. All events, PoP 7 and PoP Indie events will be held on Saturday, November 13th.

To be eligible for the challenge, you must host the event on this day! If you do not want to host the event for this challenge day, you may choose to use the tool kit at another time. Remember to go online to SUBMIT YOUR OWN EVENT.

How do I maintain communication with PoP throughout the planning process?

Information will be communicated via email to PoP 7 Presidents. Each PoP 7 City will have their own email address provided by Pencils of Promise. Presidents will be in charge of managing the email address. In addition, PoP will be scheduling biweekly video calls with the PoP 7 to keep up-to-date on progress, branding, approvals, and questions. If you need to get in touch with us, please send a direct email to your assigned PoP Homebase team member.

If you are a PoP Indie event, please email PoPIndie@pencilsofpromise.org for questions! We will try our best to answer questions in a timely manner. Please remember, these events are independent of Pencils of Promise and are organized and hosted by you as the individual. We have made every best effort to help you along the way but creative freedom is in your hands! Just remember, we appreciate your dedication to join us in this mission.



I am not part of the PoP 7. How can I still be a part of the Multi City Event Challenge?

1. You can attend one of the existing PoP 7 events in your area, OR
2. You can register online to plan your very own “**PoP Indie**” event to benefit PoP on November 13th from anywhere in the WORLD. Please see section on PoP Indie events. There will be an estimated 25 cities involved as PoP Indie events.

Are there age restrictions for hosting an event?

No, not to host a PoP Indie event. Anyone and everywhere is welcomed to host a PoP Indie event. If you are joining a PoP 7 team, you must be 18 years or older to volunteer or find out guidelines directly from your PoP 7 City by emailing:

NYC: nycmcevent@pencilsofpromise.org

Boston: bosmcevent@pencilsofpromise.org

Dallas: dalmcevent@pencilsofpromise.org

Denver: denmcevent@pencilsofpromise.org

Los Angeles: lamcevent@pencilsofpromise.org

San Francisco: sfmcevent@pencilsofpromise.org

San Diego: sdmcevent@pencilsofpromise.org

Help! How do I start planning?

Planning your PoP event should not be overwhelming but FUN! We have made it as easy as possible by creating templates and trackers to help you organize and build your team for the best event possible!

If you are a PoP 7, you will begin by receiving your City’s Google Site and assigned PoP Homebase team member.

If you are a PoP Indie, please go to www.pencilsofpromise.org to download your helpful Multi City Event Challenge PoP Indie Tool Kit to get started. You have total freedom to creatively plan your event however you wish at home!

What is a “tool kit”?

Tool kits should include helpful links, templates, checklists, and timelines for your use. PoP Indie will have tool kits online for download to help assist in the process of planning your event, if needed.

PoP 7 will each have tool kits on their City’s Google Site.

What type of event can I have to be a PoP Indie?

Let your imagination be your guide. Some cool ideas are:

- barbecue
- donate your birthday party to PoP
- roller skating party
- bowling party
- dinner party
- karaoke night
- Happy Hour

How many people should we plan to attend the event?

PoP 7 Presidents will work with PoP Home Base to find out what is the target capacity for your City. The more the merrier, within the constraints of the chosen venue. This year’s Summer White Party had approximately 450 people in attendance, and we are projecting larger numbers for the New York Multi City Event Challenge.

If you are an PoP Indie, that is entirely up to you! You are a self-organized group so plan as you can handle!

What if I want to help plan an event with one of the POP 7 that is in my area?

They are looking for volunteers or dedicated team members to help plan the event. To join a PoP 7 team, you must be at least 18 years of age and to volunteer during the event you must be at least 16 years of age. Planning begins September 1. If you’ve missed the planning deadline, Volunteers to work the day of the event must express interest before November 1.



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Simply email one of the cities in your area you wish to join:

NYC: nycmcevent@pencilsofpromise.org

Boston: bosmcevent@pencilsofpromise.org

Dallas: dalmcevent@pencilsofpromise.org

Denver: denmcevent@pencilsofpromise.org

Los Angeles: lamcevent@pencilsofpromise.org

San Francisco: sfmcevent@pencilsofpromise.org

San Diego: sdmcevent@pencilsofpromise.org

Do I have to attend the event in PoP 7 area or can I still host my own in the same city?

Yes! You can host your own event anywhere and anytime on that same day if you wish to join the challenge! Just follow the steps to registering!

How do I promote my event?

Start promoting early and let people know there's going to be a fun event for a GREAT CAUSE! Use free avenues of communication to reach the masses! (See Tool Kit)

- Facebook (status, group, event)
- Twitter
- Youtube
- blogs
- local event websites
- charity event websites
- emails
- posters, flyers

Can there be live entertainment at my event?

Yes! However, if you are a PoP 7, it needs to be approved by the PoP Home Base.

Where do I get PoP marketing materials for my event?

- PoP 7 will receive marketing materials from PoP Home Base
- PoP Indie: you have 3 options...
 1. You may download materials from our website under the Multi City Event Challenge section
 2. You can provide links to materials in e-mails or invitations so that your guests can download it themselves.
 3. You may create your own materials using the PoP logo (see PoP Indie Tool Kit) information from the PoP website:
www.pencilsofpromise.org
 4. Make a Video for your guests to share like the ones on our Youtube website! www.youtube.com/pencilsofpromise

Does PoP give me a budget to plan my event?

Unfortunately, PoP does not have the resources to oversee and provide a budget for each PoP Indie event. However, we highly encourage you to self organize and host an event/party to raise awareness and collect donations as a supporter of the PoP Movement. As always, we thank you for your efforts and are excited to have you part of the PoP Team!

PoP 7 will receive planning information on budget and requirements. Please visit your city's Google Site.



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How do I collect donations?

Donations will be collected by each individual or organization and sent to PoP's Home Base. Please do not send Cash.

You are responsible for donations so we highly encourage you to be extremely careful and accurate. Please record all donations for your record and send a copy of your record to Pencils of Promise along with your donation. Follow directions on how to send your donation.

PoP 7 are required to reconcile their Proformas with actual numbers post event before sending funds (see Tool Kit proforma).

Where do I send donations?

Make checks payable to:

Pencils of Promise

ATT: MC EVENT CHALLENGE, [insert your city]

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NY, NY 10002

Make sure the memo of checks read your city's name, MC EVENT too.

If you are under 18, please have a parent or guardian manage finances.

PoP 7 will have on-site credit card processors called Squares at their event to take donations/payment via credit as well.

What is a Square and how do I use one?

www.squareup.com

Squares are small credit card processors that can accept credit card payments on any device with an audio input jack (iPad, iTouch, iPhone or Android OS Phone). We would prefer that you use an iPad or an iTouch as many of your guests may feel uncomfortable swiping their credit cards through someone else's



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phone. PoP Home Base will provide each of the PoP 7 with 5 Squares by November 1st for use at their events.

All PoP 7 Presidents will receive information on how to operate the squares and use them to their advantage at their events. All payments are deposited directly into our Pencils of Promise account.

Will Justin Bieber be at any of the events?

Justin Bieber and his company are not an affiliation of the Pencils of Promise Multi City Event Challenge. Justin Bieber is a Pencils of Promise spokesperson who supports our mission. PoP is an organization operating independently of Justin Bieber and company.

We are happy and proud to have Justin Beiber as a supporter. Just as importantly, we are excited to have YOU join the PoP Movement and support the cause. We appreciate your genuine and enthusiastic support to bring education worldwide and empower the youth generation towards social good.

Will there be an official sponsor for the PoP 7 of Multi City Event Challenge?

PoP Home Base will work with various sponsors to find a national sponsor for the Multi City Event Challenge. PoP 7 will be notified of sponsors and have marketing materials to represent the sponsor accordingly.

What if someone or a company wants to be a sponsor to my event?

We highly encourage PoP supporters to welcome (and solicit) sponsors as this may significantly help you in your efforts to host a fabulous event and raise more proceeds for PoP's Challenge. [See Donations Collections](#) and [Sending Donations](#) section in this FAQ.

Important: When considering sponsorship, please keep in mind our Pencils of Promise mission. Align your event with sponsors that support our cause and have similar goals for corporate social responsibility.



How do I ask a company or person to sponsor?

Use your charisma! Let them know our mission and what we're trying to do with the youth generation at home in America and abroad! Remember, it's all for a great cause! Reach out to your networks and affiliations. Someone knows someone, you'll be surprised! Be persistent!

What if I cannot host an event? What else can I do?

Please see our WWW.PENCILSOFPROMISE.ORG website and go to JOIN THE MOVEMENT.

What are the legal guidelines to planning my event?

As an individual or a self-organized social group, you are only representing the mission of Pencils of Promise through promotion and awareness as a social and self-organized group. You are not legally registered as a Chapter or extension of Pencils of Promise. As a PoP Indie, you understand that there could be risks associated with hosting an event and you assume any risk of harm or injury that might occur at your event. You agree to release Pencils of Promise, its officers, directors, employees and agents, and any other people officially connected with this event, from any and all liability for any and all damages that might arise from participation in the event. You understand that hosting an event is strictly voluntary and you are freely choosing to participate. In exchange for your release, PoP will provide you with all the necessary information and materials required to host your event.