



Purpose

Presenter

Time

**Time:** 5:00 PM – 8:00 PM

**Location:** Blue Ruin Lounge, The Commerce Club Atlanta

**Event Overview:**

The Helping Hands Happy Hour invites Atlanta’s business professionals and community leaders for an evening of networking, cocktails, and philanthropy. Proceeds will benefit DeKalb Brilliance Academy, which is dedicated to promoting academic excellence. Held at The Commerce Club, the event offers a relaxed atmosphere ideal for making connections while supporting local youth. The Blue Ruin Lounge will provide an intimate setting for meaningful conversations, and if attendance exceeds expectations, we will relocate to the ballroom to accommodate everyone.

**Event Objectives:**

1. Fundraising: Raise significant funds for DeKalb Brilliance Academy to support its educational programs, resources, and extracurricular activities.
2. Networking: Allow attendees to connect, collaborate, and expand their professional networks in a vibrant, social atmosphere.
3. Community Engagement: This initiative will bring together professionals, educators, and philanthropists to support a local educational institution and make a lasting impact on the community.

**Target Audience:**

- Business Leaders and Professionals: Members of The Commerce Club, local executives, entrepreneurs, and industry professionals.
- Community Advocates: Individuals committed to supporting educational initiatives, non-profit organizations, and local causes.
- DeKalb Brilliance Academy Supporters: Donors, parents, and faculty members of the Academy, as well as those interested in contributing to educational advancement.

**Topics for Discussion**

1. Are we comfortable with the date and time? Are there any concerns about selling tickets for this event in about a month's time?
2. Can Give Lively support an additional tier, tied to each board member, for ticket sales? What are our expectations per board member?
3. Price of the ticket - Comfortable with \$50? 1 drink ticket and small bites

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4. Advertisement: (Canva Team or approved graphics)			
5. Special Invitations (Potential Corporate Sponsors)			
6. Silent Auction (3 time sensitive items)			
7. Run of show (Welcome/Check-in, Presentation, Closeout)			
<b>B.</b> Legacy of Laughter: Brilliance Playground Fund	Discuss	Brittany Hartman	10 m
<ul style="list-style-type: none"> <li>• 2% of our overall goal w/ 6 months remaining</li> <li>• Reminder Cadence twice monthly standalone communications via email/text</li> <li>• Line item in the weekly email</li> </ul>			
<b>C.</b> Company Partnerships	Discuss	Brittany Hartman	10 m
<ul style="list-style-type: none"> <li>• Review overall strategy</li> <li>• Status Updates</li> </ul>			
<b>D.</b> Partnership Committee Member Recruitment	Discuss	Brittany Hartman	5 m
<ul style="list-style-type: none"> <li>• Status Update</li> </ul>			
<b>III. Other Business</b>			
<b>IV. Closing Items</b>			<b>12:57 PM</b>
<b>A.</b> Adjourn Meeting	Vote		3 m
<ul style="list-style-type: none"> <li>• Review Action Items and Adjourn</li> </ul>			